

Town of Old Saybrook  
American Rescue Plan Act  
REQUEST FOR QUALIFICATIONS  
October 27, 2021

The Town of Old Saybrook is seeking submittals for consultant services to assist the Town with Planning and Economic Strategy, Marketing and Program Development as it deploys funding from the American Rescue Plan Act (ARPA).

## **PROJECT OVERVIEW**

The Town of Old Saybrook (the “Town”) is seeking to engage one or more qualified consulting partners (the “Consultant”) to assist with an expansive town wide recovery effort. Like many communities in the Northeast, Old Saybrook was impacted by the loss of life, economic disruption and social strains caused by the COVID-19 pandemic. Some businesses were forced to close, while others opened amidst uncertainty or pivoted their business models.

Old Saybrook is seeking to rebound from the pandemic and pursue a focused recovery of innovative revitalization programs. The Town will form an ARPA Advisory Committee and is seeking additional support from consultants, individuals, or firms in these three areas: 1) Planning and Economic Strategy, 2) Marketing and 3) Program Development. We are seeking distinct scopes of work in each of these areas. Respondents may submit qualifications for any or all three of the scope areas. Respondents will be expected to participate in a mandatory presentation on the impacts of the COVID19 pandemic and on the general economic climate prior to interviews.

## **OVERVIEW**

Old Saybrook’s population is 10,481 residents and has remained relatively unchanged since 2000 while our population has continued to age. Key demographics:

- Median age 51.8 years;
- Median income \$83,132;
- Poverty Rate 3.9%;
- Affordable Housing Stock 155 (2.77%).

Old Saybrook is centrally located between New York and Boston at the mouth of the Connecticut River and Long Island Sound which makes it a destination by boat, car and train. Old Saybrook is the commercial hub for the region on a year-round basis which flourishes in the summer months when visitors flock to the shoreline. Retail, restaurants, recreation, services and attractions rely on summer tourism to off-set the population and workforce decline during the off-season.

The Town is home to The Kate, 8 Marinas, Saybrook Point Resort & Marina, Tantor Media, From You Flowers, and Iterum Therapeutics as well as a variety of unique and distinct shops and dining options.

Old Saybrook has been proactive in trying to extend the tourist season, attract new businesses to diversify the economy and recruit business with employment opportunities to attract workers with a wide range of skills, ages and income needs.

Prior to the pandemic, efforts were in place to create a sustainable, diverse and resilient economy. The challenges of the pandemic reinforced the Town's need to continue these efforts to create a strong year-round economy.

## **SCOPE OF WORK**

We seek assistance with the technical development and implementation of programs to address the negative impacts of the pandemic on residents and businesses. This will include development, maintenance and assistance with program implementation including grant writing, and other support to facilitate these programs.

The Town will establish an ARPA Advisory Committee to work with the consultant to develop programs and determine the level of investment for the town's pandemic recovery priorities.

Pandemic Recovery Priorities:

- Develop strategies to improve housing choices and opportunities.
- Support existing businesses.
- Develop strategies to attract workers.
- Attract businesses with long-term job opportunities at livable wages.
- Promote year-round tourism.
- Develop strategies to enhance marine related tourism including transient docks and coastal access.

## **SELECTION CRITERIA**

The Town will interview qualified respondents and select based on prior experience working with government agencies and subject matter expertise with the ARPA program funding, implementation and regulations as promulgated by the Department of the Treasury. The consultant should also have planning and economic development programmatic experience and knowledge of additional funding sources, and how to use them in combination with the ARPA funds. The Town will strive to identify consulting partners with the capacity, capability, and commitment to perform sound decision-making as part of this process. The Town reserves the right to select one or more consultants to fulfill the needs of the scope outlined above. Consultants will be evaluated on the basis of their level of experience with successful project execution in the focus areas above, as well as familiarity with the marketplace, and a deep understanding of how to address community needs through creative public sector programming. The Town would like to see examples of similar project work and the process to achieve outlined goals. The consultant should be clear about their ability to hold both in person and virtual meetings. Three Connecticut municipal references preferred.

## **PROJECT TIMETABLE**

October 2021 – Post RFQ

December 1, 2021 - Deadline for RFQ submittals

December 15-January 31, 2022 - Town reviews RFQ submittals and interviews select consultants.

Spring, 2022 – ARPA Advisory Committee to decide on the engagement of a consultant

### **Inquiries for Clarification**

(a) The Town will not respond to a Respondent's request(s) for oral or written interpretation and/or clarification of the RFQ Specifications for any reason.

(b) The Town will respond to a Respondent's written request(s) for interpretation and/or clarification of the RFQ Specifications.

Every request for such an interpretation shall be made in writing via email to:

**[carl.fortuna@oldsaybrookct.gov](mailto:carl.fortuna@oldsaybrookct.gov)**.

Every interpretation made to a Respondent will be in the form of an Addendum to the RFP Documents.

**OLD SAYBROOK IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER. MBE'S, WBE'S AND SBE'S ARE ENCOURAGED TO SUBMIT BIDS.**

### **REQUEST FOR QUALIFICATIONS CONDITIONS:**

- All submittals in response to this RFQ are to be the sole property of the Town of Old Saybrook. Proposers are encouraged not to include in their submittals any information that is proprietary. All materials associated with this process are subject to the terms of State laws defining freedom of information and privacy and all rules, regulations and interpretations resulting from those laws.
- Any product, whether acceptable or unacceptable, developed as a result of this RFQ is to be the sole property of the Town of Old Saybrook.
- Timing and sequence of events resulting from this RFQ will ultimately be determined by the Town of Old Saybrook.
- Any costs and expenses incurred by Proposers in preparing or submitting submittals are the sole responsibility of the Proposer.
- In some cases, Proposers may be asked to give demonstrations, interviews, presentations or further explanation to the RFQ Committee.

### **PROPOSAL REQUIREMENTS**

Submittals must (1) be word processed; (2) be printed on white paper; and (3) use a font size of not less than 10 points. All submittals must be submitted in sealed envelopes or packages addressed to

### **CONTACT/SUBMITTAL INFORMATION**

Office of the First Selectman  
ATT: Georgiann Neri  
302 Main Street  
Old Saybrook, CT 06475  
Telephone: 860-395-3123  
Email: [Georgiann.neri@oldsaybrookct.gov](mailto:Georgiann.neri@oldsaybrookct.gov)  
Website: [oldsaybrookct.org](http://oldsaybrookct.org)

Submittals transmitted by Fax or Email will not be accepted or reviewed.

Qualifications must contain the following items:

- Resume
- Examples of similar project work and the process used to achieve goals
- References-include three letters of reference from recent clients. Provide the name, title, company address, and phone number for each reference

Submittals must be submitted in a sealed envelope marked "RFQ 2021 -American Rescue Plan" and must be received no later than Friday, December 1, 2021 at 2:00 p.m.