



REQUEST FOR PROFESSIONAL SERVICES

Notice to Economic Development Professionals and Consulting Firms

The City of Arlington invites statements of qualifications and proposals for an

Economic Development Manager

The City of Arlington invites statements of interest, qualifications and performance information from individual consultants and consulting firms who wish to serve as Economic Development Manager under a part-time, professional service contract for a minimum of one year. The Economic Development Manager will report to the Director of Community Development and is expected to be actively involved for an established minimum number of hours per week. The effectiveness of the contract will be evaluated at the end of each year and may be extended.

Purpose

The primary objective of the Economic Development Manager position is to implement the City's Economic Development Plan. The emphasis will be on downtown revitalization of the historic business district; business retention and recruitment for our industrial district and other commercial areas, including Smokey Point; and managing development of the Westside Business Park. While all sectors of the economy should benefit (retail, office, services, high technology), retail businesses and businesses with the potential of providing high paying jobs are the primary focus.

The basic land use and economic development policy framework of the City is established in the Comprehensive Plan. A draft Economic Development Element describes the City's role in economic development and provides a foundation for many of the implementation strategies to be accomplished. The emphasis will be on developing partnerships within the business community, the Greater Arlington Chamber of Commerce, and the Smokey Point Chamber of Commerce to strengthen and diversify the Arlington economy, while maintaining Arlington's community values and residential neighborhoods.

Economic Development Goals

The City of Arlington has the following goals for Economic Development Element:

Community Values

Promote a strong economy while maintaining quality of life factors such as: strong residential neighborhoods; access to job opportunities; high quality public services; community character, and environmental quality.

Arlington's Economic Role

Foster a diverse economy that responds to emerging trends and provide a broad range of employment opportunities

Commercial Development Areas

Strengthen the unique role and economic success of each of Arlington's business districts.

Industrial Areas

Retain industrial areas for light manufacturing, assembly, warehousing, distribution, wholesaling, high technology and office uses.

Workforce: Education, Job Training, Housing Diversity

Promote employment opportunities for all residents by encouraging high-quality educational and job training resources and working to increase the amount of affordable housing to allow employees to live and work in Arlington.
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Capital Infrastructure

Ensure an efficient infrastructure system and public facilities that will support desired economic activity.
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Revenue and Tax Base

Encourage economic development that supports a strong tax base.

Partnerships with Public, Private and Regional Organizations

Support effective working relationships among residents, businesses, government, education and other organizations in achieving Arlington's economic goals.

The Community

The City of Arlington is located in Snohomish County approximately 10 miles north of the City of Everett and 41 miles north of the City of Seattle. Interstate 5 lies on the west side of the City, the City of Marysville to the south, and the Tulalip Indian Reservation to the southwest. With a population of about 15,000, the City is primarily suburban and rural residential with supporting retail and commercial enterprises. Light industrial and manufacturing business are located in the central part of the City and at the Arlington Airport, which is owned by the City.

Arlington is known for its high quality of life. It has a healthy, vital business climate with employment of 10,000 jobs and sales tax revenue of \$3.4 million. Factors that contribute to Arlington's economic success are its setting, airport, access to major freeways, highways, and railroad, pedestrian-oriented downtown, active business districts, established neighborhoods, excellent educational and health care facilities, and community amenities. The Arlington economy is made up of four major areas of business activity: retail trade, wholesale trade, manufacturing, and services.

The Organization

The City of Arlington operates under the Council/Mayor form of government with seven Council members. A City Administrator manages the day-to-day activities of the City.

The City has a general government operating budget of \$8.9 million and \$10 million six-year Capital Improvement Program. It is a full service City providing a variety of municipal services including police and fire protection, public works, planning and community development, financial services, administrative services and, parks and community services. The City has more than 140 full-time employees. The City's strong financial base allows Arlington to provide high quality services to its residents with an emphasis on customer service.

Qualifications

The City is looking for an individual consultant or designated person within a consulting firm who will assist the City in providing a full range of expertise in the areas of economic development and exhibits the following skills and abilities:

- Strong communicator with creative leadership and vision. Self motivated Individual and ability to work independently
- Focus on strategic action oriented programs rather than process
- Capable of providing technical assistance to individual business and business groups
- Developing public/private partnerships
- Familiar with land use planning regulations, and urban design

- Extensive experience in public participation techniques and bringing a variety of community interests together to achieve strategic plans
- Experience with downtown revitalization, and in particular the National Main Street Program

Minimum education requirements for this position are a Bachelor of Arts in economics, marketing, business administration, real estate, planning, or related work experience. A minimum of four years of experience would be required in one of the following areas: business (emphasis on retail), real estate or economic development. The selected candidate will be expected to work closely with the business community and maintain a presence in the City.

Compensation

The expected part-time period for the professional services contract will be for an indefinite period with the term depending on the effectiveness of the program that will be evaluated at the end of each year. Funding for this contract is in the range of \$45-\$50,000 per year, depending on qualifications, scope of work, activities to achieve program goals and material costs. A tentative schedule is a \$3,000 monthly retainer for 75 hours of service plus \$40 per hour for additional hours subject to approval by the Community Development Director. However, these initial terms and funding could be modified as experienced is gained regarding the needs and effectiveness of the program.

Essential Responsibilities

The primary duties of the Economic Development Manager will be to:

- Implement the Economic Development Plan
- Serve as primary liaison to businesses including providing information, problem solving and technical business and training assistance
- Work with the Greater Arlington Chamber of Commerce, the Smokey Point Chamber of Commerce, Arlington Downtown Merchants' Association, the Economic Development Council of Snohomish County, and other business organizations.
- Participate in the development and implementation of major planning projects
- Develop and implement business retention strategies
- Develop and implement business attraction strategies
- Develop and implement a marketing plan that promotes Arlington as a place to do business
- Manage the development of the Westside Business Park
- Explore starting a "Main Street" program in the historic downtown
- Develop an information base and conduct analysis of Arlington businesses
- Conduct planning charrettes for several key redevelopable properties
- Participate in negotiations involving the development of City property
- Participate in the development of legislation, regulations, and programs that assist businesses
- Participate in the development of special events that promote Arlington businesses
- Support the business community in promoting tourism
- Serve as primary contact with commercial real estate brokers
- Prepare work programs, schedules, budgets, and grant applications
- Seek opportunities for public/private partnerships
- Represent the City with various community groups such as business and merchant groups and neighborhood groups

City Commitment

To ensure that the economic development goals will be met, the City of Arlington is committed to the following:

1. Promoting a strong economy, while maintaining residential neighborhoods, access to good jobs, high quality public services, as well as enhancing community character and protecting environmental quality.
2. Having an effective, open, community-planning process that includes all stakeholders in the discussion of proposed economic plans, potential opportunities and suggested implementation strategies.
3. Having working partnerships and leveraging resources with the Greater Arlington Chamber of Commerce, community and neighborhood organizations, the Economic Development Council of Seattle and King County, Eastside communities and other stakeholder organizations.
4. Providing a high level of customer service. Arlington will strive to efficiently process permit requests. It will continually review regulations and enforcement policies to enhance economic activity, while not compromising the City's high quality of life.
5. Striving to provide the required financial support and staff to implement the recommendations outlined in the Economic Development Plan.
6. Completing long-term infrastructure improvements that will foster future desired economic activities.
7. Maintaining a competitive business tax environment. Ensure that the City maintains a fair tax structure that allows for economic and business success, while providing municipal revenues to support needed public services and facilities.

Submittal Requirements

Interested persons are invited to submit 7 copies of their qualifications, experience and proposal including the following elements:

1. A cover letter of introduction.
2. A statement of qualifications (maximum 2 pages) and relevant economic development experience of the individual consultant or firm. You may also submit samples of similar work.
3. A brief 3-4 page outline of your approach to accomplishing the following, including the key individual(s) who will be performing the work and suggested number of hours (weekly or monthly).
 - Technical business assistance
 - Retention and recruitment strategies
 - Community involvement
 - City and public image development
 - Marketing and tourism
 - Downtown revitalization

Please include in your submittal how you propose to measure the success of the program or each strategy (e.g. the number of new businesses, etc.)

Submittal Date

The deadline for submittals is 5:00pm May 24, 2005. Proposals should be delivered to:

City of Arlington
Brad Collins, Director
Department of Community Development
238 N. Olympic Avenue
Arlington, WA 98223

For more information, contact Brad Collins in the Department of Community Development at (360) 403-3445 or e-mail: bcollins@ci.arlington.wa.us.

For additional information about the City of Arlington, visit our website at www.ci.arlington.wa.us.

Selection Process

The statement of interest, qualifications and performance information will be used to select qualified individual(s) to perform the above mentioned services. After screening the proposals, the most qualified candidates will be selected for an interview with a selection committee of City staff and business community members. Following the preliminary interview, reference checks will be made with the goal of executing a contract by the end of June 2005. The City reserves the right to reject any and all proposals. The successful consultant will need to execute a Professional Services Contract with the City.