



TO: Mayor Shaun Sipma
Members of the City Council

FROM: Harold Stewart, City Manager

DATE: August 16, 2021

SUBJECT: **Retail Coach, LLC Contract**

I. RECOMMENDED ACTION

It is recommended the City Council approve a one-year contract, with two potential annual renewals, with Retail Coach, LLC in the amount of \$47,500.

II. DEPARTMENT CONTACT PERSONS

Harold Stewart 857-4750
Jonathan Rosenthal 420-4524

III. DESCRIPTION

Background

Staff recently concluded an RFQ process for a consultant to assist the City of Minot with retail services recruitment. The City received one bid response from Retail Coach, LLC and their proposal was reviewed and determined to meet all the specifications of the RFQ.

Should the Council approve the contract Retail Coach will provide retail data analysis, assist in the recruitment of business to Minot, represent the City at ICSC conferences, and provide consulting and data analysis specific to Downtown. Retail Coach will also provide all community demographic information and data analysis on an online dashboard, which will provide access to new and existing businesses.

IV. IMPACT:

A. Strategic Impact:

This proposed action accomplishes the following Magic City Aspirations recently created by the Council.

Dynamic and Prosperous- the data and efforts of the Retail Coach will strengthen existing businesses and economy in Minot, and assist with bringing new business and investment to the community.

Excellent and Connected- Data will be usable by current businesses and community economic development efforts to strengthen themselves

Resilient and Prepared- These efforts will enhance Minot's economic vitality and stability

B. Service/Delivery Impact:

Will provide City staff and the community needed data for encouraging new growth and investment in the community.

C. Fiscal Impact:

The first year costs \$47,500 and will entail a complete data analysis, creation of written and electronic materials, and beginning to market Minot to retail chains, developers and investors. The contract is renewable, at the City's discretion, for up to two additional years for \$27,500 each year and will update data and materials, and continued recruitment efforts.

V. ALTERNATIVES

1. Rebid and seek additional responses
2. Not award the contract and cease the approach

VI. TIME CONSTRAINTS

The only real time constraints is how soon the Council and community would like to begin efforts in retail recruitment. The ICSC Recon Conference in Las Vegas for 2021 was rescheduled from the spring to December this year. The Retail Coach will begin contacting potential retailers in October to schedule one on one meetings in December at the conference. In order to do so Retail Coach is committing to complete the data analysis and preparation to participate in the December conference. If it is the wish of the Council the target could be changed to prepare for the 2022 ICSC Recon Conference in the spring.

VII. LIST OF ATTACHMENTS

- A. Signed contract with RFQ proposal attached as an exhibit