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Memo

From Michelle Barnett
Date February 19, 2024
Subject PartnerTulsa Retail Services RFP
Requests for Information Responses

Questions:

1. Is this project anticipated to be weighted toward strategic planning or recruitment services?

With the previous strategic planning work done by the City of Tulsa regarding retail corridor revitalization, it is anticipated that this contract will have greater focus on recruitment services and marketing. However, PartnerTulsa recognizes that it is seeking the Respondent's expertise in this area.

2. What is the budgeted amount set aside for this scope of work? Or at least a range you are aiming for.

At this time, PartnerTulsa has budgeted approximately \$95,000 for an initial 12-month engagement. Respondent budgets that provide the opportunity for add-alternates are encouraged as we assess funding requirements and sources for effective implementation of this effort.

3. Depending on budget, is Tulsa open to a more targeted strategy versus a blanket city-wide approach?

Yes, the RFP anticipates a targeted strategy based upon its previous Retail Strategic Plan and long-range development efforts; however, it is also expected that some collateral and marketing materials would be suitable for use city-wide. See also Question 5.

4. Can you share more detail about how PartnerTulsa will staff this project? Will there be a single or multiple contacts involved in the consultant engagement?

PartnerTulsa will provide a single point of contact, the SVP of Economic and Workforce Development, who will be supported by staff from the various PartnerTulsa groups, including Real Estate & Incentives.

5. Has PartnerTulsa leadership developed priorities or a framework for retail, using the 2018 study or other research, that will inform the short-term and long-term goals to be developed during this process?

PartnerTulsa seeks to layer its efforts with those of the city and other partners to achieve the greatest impact. For example, PartnerTulsa may layer its retail recruitment efforts with the [71st Street Revitalization](#) effort being conducted by the City of Tulsa as well as its [Destination Districts Program](#) in the near term. PartnerTulsa also is conducting planning around development of 56-acres of owned property adjacent to downtown through the [Kirkpatrick Height-Greenwood Master Plan](#) and working with landowners on East Tulsa growth which represent longer-term strategic recruitment efforts. However, these efforts are meant to provide context to the Respondents rather than directives. PartnerTulsa will also look to the selected Respondent to help calibrate our objectives and provide strategic input to retail marketing and recruitment.

6. We are presuming that you are looking for the consultant to design the collateral content. Is that accurate?

We anticipate that the consultant will be designing collateral content in coordination with our contracted PR firm, One80 Consulting, for brand consistency.

7. Do you anticipate that the consultant will support PartnerTulsa staff and partners in undertaking outreach to prospects, or that the consultant will handle this directly on behalf of PartnerTulsa?

As part of this contract, we anticipate that the selected Respondent will conduct lead development and outreach to prospects on behalf of PartnerTulsa (top of funnel) and bring in PartnerTulsa staff once site visits, utility discussions, incentive negotiation, etc are needed.