

**amended Feb. 2024**



**PARTNER  
TULSA**

**Retail Recruitment Services  
Request for Proposals**



## Request for Qualifications and Proposal

Retail Recruitment Strategy  
Development & Implementation  
Tulsa, Oklahoma

Date Issued: January 10, 2024

**Date Amended: February 6, 2024**

**Submittal Due Date:** **Thursday, February 29, 2024, No later than 5:00 P.M. CST**

**Submit To:** Email: [rfp@partnertulsa.org](mailto:rfp@partnertulsa.org)  
Re: Retail Recruitment RFP

**Number of Copies:** One electronic copy in pdf format by email

PartnerTulsa invites consultants to submit proposals for development of Retail Recruitment Strategy and Implementation consulting for the city of Tulsa, Oklahoma.

The criteria for submittal are included in this document.



## BACKGROUND

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Tulsa is the second largest city in the state of Oklahoma and the 47th largest city in the United States, with a population of over approximately 415,000 centering an MSA of over 1,000,000. Tulsa is the county seat for Tulsa County, the most densely populated county in Oklahoma. The Tulsa MSA is comprised of five counties in total including Tulsa, Osage, Rogers, Creek, and Wagoner. It is located within the reservations of three tribal nations: the Creek, Osage, and Cherokee, and is the largest metropolitan area in a reservation in the United States.

Tulsa is a city with a high quality of life. Over the past 15 years, Tulsa has experienced historic investment, with over \$1.5 billion of public and private projects, transportation enhancements, and the introduction of anchor services including the \$220 million BOK Civic Center and the \$39 million ONEOK Sports Stadium. With funding from the citizens of Tulsa, beginning in 2024 the Arkansas River will feature a 2-mile lake adjacent to the downtown central business district along with a whitewater rafting park. This newest amenity is immediately adjacent to the Gathering Place, a \$400,000,000 public park which opened in 2018.

Tulsa is located in the northeastern portion of the state, which is known as “Green Country” due to its abundant rivers, lakes, and outdoor recreation features. Long considered the cultural and arts center of Oklahoma, Tulsa houses two major art museums, including Gilcrease Museum, housing the world's largest, most comprehensive collection of art of the American West, and Philbrook Museum and Gardens, in addition to full-time professional opera, symphony, and ballet companies.

The Tulsa Authority for Economic Opportunity, dba PartnerTulsa, is a Public Trust, established for the benefit of the City of Tulsa, Oklahoma to serve as the lead entity in carrying out its community and economic development priorities, including retail recruitment and expansion. PartnerTulsa was established through the merger of five (5) separate public entities: the Mayor’s Office of Economic Development, Economic Development Commission, Tulsa Development Authority, Tulsa Industrial Authority, and Tulsa Parking Authority. In merging these entities together, the PartnerTulsa leverages its collective assets to accelerate economic growth, increase shared prosperity, and promote racial equity. Our goal is that no matter what zip code someone is from, there is opportunity for economic mobility in Tulsa.

PartnerTulsa works with private entities to make investments that create opportunity for the city to further expand its retail base in service of residents and visitors to the region. In 2018, the City of Tulsa commissioned a [Retail Market Study and Strategy](#) to assess the City’s commercial centers. The findings of that study were the foundation of several programs that were created to encourage the development of neighborhood commercial centers, particularly those in key commercial corridors. In 2023, the city has taken on revitalization of the [71st Street](#) corridor, a key big-box commercial corridor, to remove barriers to reinvestment. Ongoing investment is anticipated from these activities.

## OBJECTIVES

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The primary objective of the RFP is to select a qualified consultant to implement a retail recruitment plan focused on regional and national brands that do not currently have a presence in the Tulsa MSA.

This effort will begin with the development of a Retail Recruitment Plan which will:

- Identify unmet and anticipated retail needs forecasted for the next five years.
- Identify short and long-term goals forming the basis for PartnerTulsa and the City's retail recruiting focus;
- Identify available and planned sites for retail attraction, including potential sites for future retail development based on current and expected conditions;
- Identify appropriate retail prospects; and
- Identify key actions the PartnerTulsa and the City should consider to enhance its marketability and visibility to retailers.

Further, this selected Respondent will:

- Develop marketing/recruitment materials for use with potential prospects;
- Produce marketing collateral containing key City information for use by retail prospects, PartnerTulsa staff, City officials, brokers, and site selectors; a digital version of the material will be made available for inclusion on PartnerTulsa's website;
- Conduct marketing and recruitment outreach to key potential prospects in coordination with PartnerTulsa staff; and
- Provide ongoing support of retail recruitment based upon a monthly retainer for a period of 12 months following the contract execution.

## PROPOSAL REQUIREMENTS

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There are three elements to the scope of work. Respondents should provide information for all three scopes of work.

Scope 1: Retail Recruitment Plan

Scope 2: Retail Recruitment Collateral

Scope 3: Retail Recruitment Execution & Support

## ITEMS REQUIRED FOR SUBMISSION

**An electronic proposal in a single pdf file of 10 pages maximum shall be submitted by email.** To assess the capability of the respondent to carry out the objectives of this RFP, PartnerTulsa requires the following:



1. COVER PAGE - Indicate the name, address, telephone, and email address along with the names of the primary and secondary points of contact for the Respondent.
2. NARRATIVE – Per scope of work being proposed on, providing:
  - The methodology to be used in conducting each scope of work.
  - Schedule to conduct each scope of work. Details on points of interaction and feedback from PartnerTulsa should be provided with the schedule. The schedule should include one on-site orientation visit, an in-person kickoff, and at least two board presentations (can be virtual or in-person) during the 12-month+ project duration.
  - Staffing to conduct each scope of work, including their qualifications and responsibilities in team reference projects.
3. TEAM QUALIFICATIONS - Identification, qualifications and experience of the Respondent team including descriptions detailing the scope, budget, schedule compliance, and one reference for three similar projects completed in the last five years addressing the scope of work proposed.
4. PROPOSAL –A not-to-exceed estimate for each proposed scope of work shall be included. Estimates shall include personnel, classification, hourly rate, hours, and total for each activity in the scope of work. Estimates shall show direct cost markup and limit to 5%. Travel costs shall be shown and should reflect current GSA rates.

Any questions regarding any substantive matters arising during preparation of this proposal should be addressed to the following by the date indicated in the Submittal Process Timeline table.

Michelle Barnett, SVP Economic & Workforce Development, PartnerTulsa  
[Michelle@partnertulsa.org](mailto:Michelle@partnertulsa.org)

Down-selection of Respondents will be based upon evaluation of qualifications provided by the Respondent. Interviews with down-selected Respondents may be conducted to aid final selection. Proposals from qualified Respondents will then be evaluated to select Respondent(s) for award. One Respondent will be selected to perform the work identified by this RFP.

**Note:** All materials submitted to PartnerTulsa may be subject to public disclosure under the Oklahoma Open Records Act.

## SUBMITTAL PROCESS TIMELINE

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Listed below is the anticipated schedule for all actions related to this RFP. In the event that there is any change or deviation from this schedule, such change will be posted on PartnerTulsa's website at <https://partnertulsa.org/current-opportunities/rfps/>.

Issuance of RFP	Friday, January 10 <sup>th</sup> , 2024
Written Questions on RFP Due	<b>Thursday, February 15<sup>th</sup>, 2024</b>
Qualifications Statement & Proposal Due	<b>Thursday, February 29<sup>nd</sup>, 2024</b> 5:00 p.m. (CDT)
Optional Interviews	<b>February - March, 2024</b>
Target Notification of Award Date	<b>by March 21, 2024</b>

## STATEMENT OF LIMITATIONS

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This RFP, the submissions in response to it, and any relationship between PartnerTulsa and Respondents arising are subject to the specific limitations, conditions and representations expressed in the RFP.

PartnerTulsa intends and has the authority to select one or more consultants to conduct the scopes of work for the subject area as described in this RFP. This RFP shall not be construed in any manner to create an obligation on the part of PartnerTulsa to enter into a contract for any project whatsoever, nor to implement any of the actions contemplated hereby, nor to serve as the basis for any claim whatsoever for reimbursement of costs for efforts expended in preparing a response hereto, regardless of whether the Respondent is selected.

PartnerTulsa reserves the right to hold discussions with, to request presentations from, and to conduct negotiations with, any or all Respondents that PartnerTulsa deems appropriate in its sole discretion. PartnerTulsa reserves the right, as it deems its interest may require in its sole discretion, to accept or reject any or all qualifications and proposals, to waive any informality, informalities or non-conformity in the documents received, and to accept or reject any or all items provided by the Respondents.

## GENERAL NOTIFICATIONS

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1. PartnerTulsa notifies all possible Respondents that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract based on race, religious creed, color, national origin, ancestry, physical disability, sex, sexual orientation, age, ethnicity, or on any other basis prohibited by law.
2. All Respondents shall comply with the Americans with Disabilities Act (ADA) and all proposals and a subsequent contract, if any, shall include the following statement:

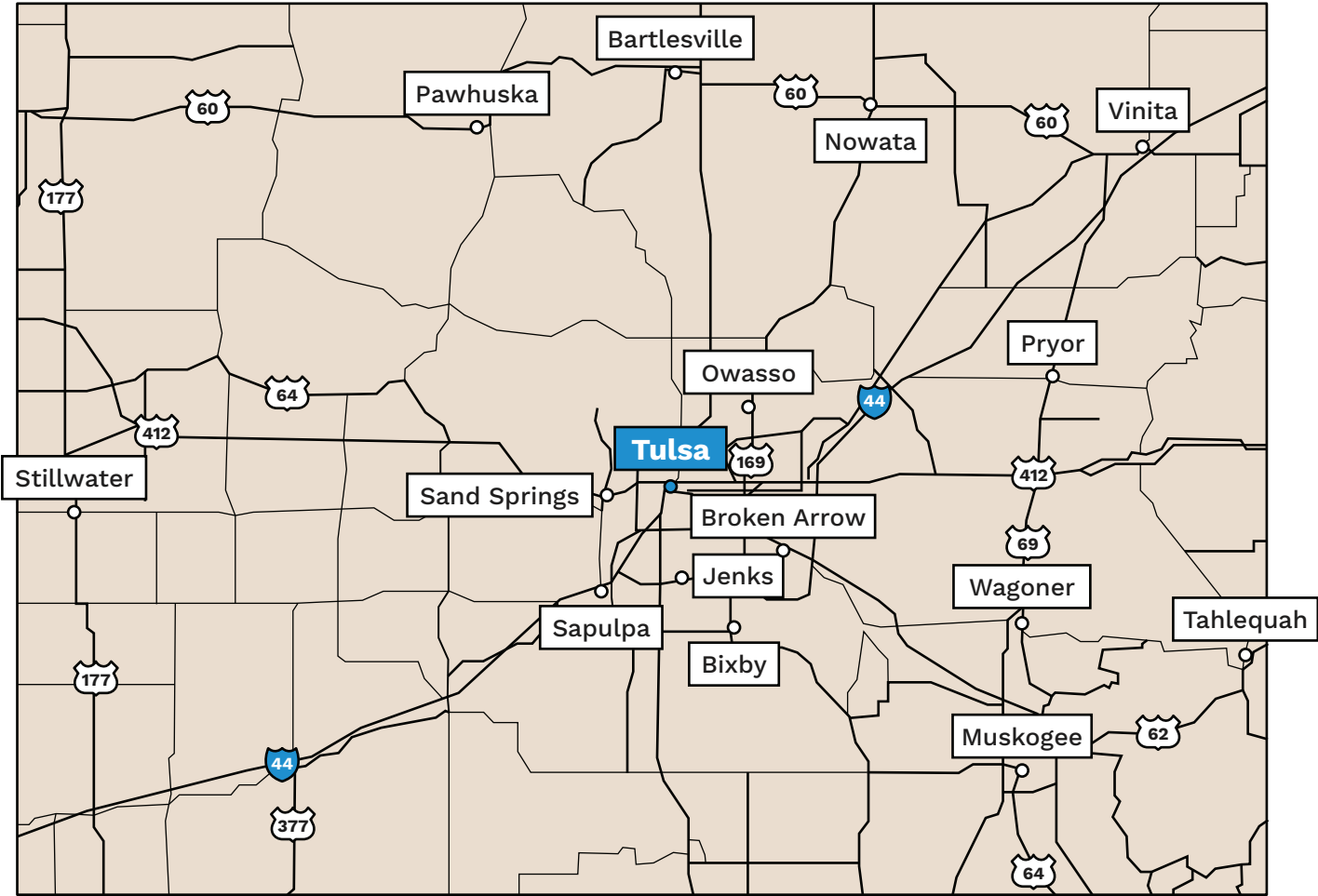
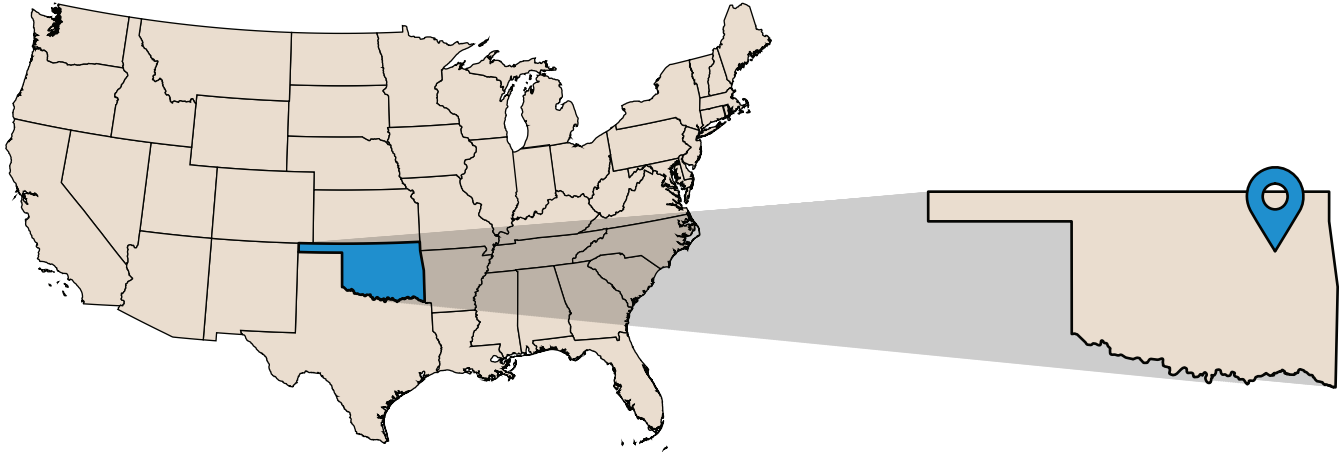
"The Respondent shall take the necessary actions to ensure its facilities are following the requirements of the Americans with Disabilities Act. It is understood that the program of the Respondent is not a program or activity of the PartnerTulsa. The Respondent agrees that its program or activity will comply with the requirements of the

ADA. Any costs of such compliance will be the responsibility of the Respondent. Under no circumstances will the Respondent conduct any activity which it deems to not be following the ADA."

3. PartnerTulsa also notifies all Respondents that PartnerTulsa has the right to modify the proposal and final selection of product requirements as needed.
4. Although it is PartnerTulsa's intent to choose only the most qualified respondents, PartnerTulsa reserves the right to choose any number of qualified finalists for interview and/or final selection.
5. The Request for Proposal does not commit PartnerTulsa to pay any costs incurred in the development or submittal of a proposal.



# Centrally Located, Easily Accessible



# Retail & Place

## Tulsa boasts a number of growing retail centers with a range of destinations attracting shoppers from four states.

**Woodland Hills:** This 2-story indoor mall hosts more than **150 stores** with more than **1 million square feet** of retail space, including 65 stores not found elsewhere in Tulsa like Lego, H&M, and Apple. The mall is anchored by Dillards and Macy's with the new addition of Scheels Sporting Goods in 2024. The mall is part of a larger 2-mile strip center/big box commercial corridor featuring Ashley Home, Lowe's, Home Depot, WalMart and Nordstrom Rack, in addition to hotels and a range of eating establishments like LongHorn Steakhouse, HTeaO, and Krispy Kream. This shopping corridor is adjacent to US-169 in southeast Tulsa. Shoppers visiting here will also often frequent Tulsa Hills Shopping Center, located 6 miles to the west.



**Tulsa Hills:** This **176-acre, 1.2 million square-foot** outdoor shopping mall features anchor tenants like Hobby Lobby, Dick's Sporting Good, Lowe's, Target, Belk, and Sam's Club, with outparcel eating establishments such as Texas Roadhouse, Chuy's, and Chick-fil-A. Since opening in 2008, the mall has brought in adjacent development of the Walk at Tulsa Hills, a **250-acre, 250,000 square-foot** outdoor shopping center to the south. The area continues to add new retail venues, including REI which will open in 2023. This outdoor shopping center is located on US-75 in southwest Tulsa and attracts customers from Tulsa and the US-75 corridor suburbs to the north and south.

**Greenhill Commercial Park:** The newest entry into the Tulsa commercial market is located on US-169 in the northeast corner of Tulsa, drawing customers from both the city and growing suburbs along the US-169 corridor. In 2023, the park opened with its first anchor tenant, Costco. Multiple large parcels are available in the Greenhill Commercial Park, which is managed by Owasso Land Trust.

**Downtown Tulsa:** The city's central business district (CBD) has seen a boom in the last decade, with the return of residential living and commercial districts led by initial entertainment venue investments. The downtown CBD features the BOK Center ONEOK Field - a minor-league baseball and professional soccer venue, the Arts District museums and galleries, as well as restaurants and specialty shops that draw visitors from Arkansas, Missouri, and Kansas for events, hospitality, and shopping.

**Utica Square:** The upscale Utica Square outdoor shopping mall in the center of the city is anchored by Saks Fifth Avenue. With more than **60 stores**, the mall features a number of specialty shops, including Anthropology, Banana Republic, West Elm, and Johnny Was California, as well as local businesses like Lolly Garden, Moody's Jewelry, and Stonehorse Market. Utica Square is known for its destination outdoor event series ranging from concerts to holiday events that draw shoppers from across the region.



# Fast Facts

## GENERAL INFORMATION

### 120-minute drivetime

Oklahoma City, OK; Enid, OK; Ft. Smith, AR; NW AR; Joplin, MO

### 45-minute drivetime

Stillwater, OK; Bartlesville, OK; Muskogee, OK

### 120-minute population

4,044,943

### 45-minute population

1,088,376

### Household Income 120-minute

\$58,679

### Household Income 45-minute

\$61,045

## INCENTIVES

### Retail Incentive Program

This program provides developer assistance in the form of a tax rebate of the 2% unprecented sales tax from the project based on annual sales. This program is managed by PartnerTulsa. Awards have ranged up to **\$3.6M** based on project sales.

### Tax Increment Finance Districts

TIF Districts are an alternative to the Retail Incentive Program and provide a reimbursement of incremental property tax generated by the project annually. This program is managed by PartnerTulsa.

### Infrastructure Incentives

The Economic Development Infrastructure Fund supports construction of publicly owned infrastructure needed to ensure a project's success. These funds are managed by the City of Tulsa and TMUA.

### Permitting Concierge

Expedited permitting would be provided with dedicated staff through Partner Tulsa.

## REGIONAL DRAW MAP



## REGIONAL & NATIONAL CONNECTIVITY

### Highway Access

Tulsa is accessed by Interstate 44 from Missouri to Texas. US-169 and US-75 connect north-south to Kansas and Texas, respectively. US-412 connects east-west to northwest Arkansas and western Oklahoma.

### Tulsa International Airport

TIA has 3 runways and handles 2.9M passengers per year. In 2024, Tulsa will add international customs capability. Tulsa offers **23 direct flights** including New York, Miami, Los Angeles, Dallas, Houston, Chicago, and Atlanta.

## OF INTEREST

### Black Wall Street

In the early 1900s, Tulsa's Greenwood District was a center of black wealth. Destroyed in the 1921 Race Massacre, Tulsa creatives are rebuilding its legacy.

### Tribal Connection

Tulsa is the largest city in the U.S. within a Native American reservation. In fact, Tulsa lies in three: the Osage, Cherokee, and Muskogee (Creek).

### Route 66

Historic Rt. 66, which runs through the city, was initiated by Tulsa native, Cyrus Avery. A monument to his contribution sits at the entry to downtown.



# Fast Facts

## Demographics within 45-min drive

### KEY FACTS

1,008,376

Population



Average Household Size

38.5

Median Age

\$61,045

Median Household Income

### EDUCATION

9%

No High School Diploma



29%

High School Graduate



30%

Some College



32%

Bachelor's/Grad/Pr of Degree

### BUSINESS



39,967

Total Businesses



467,451

Total Employees

### EMPLOYMENT



60.6%

White Collar



23.1%

Blue Collar



16.3%

Services

3.8%

Unemployment Rate

### INCOME



\$61,045

Median Household Income



\$35,311

Per Capita Income



\$129,367

Median Net Worth

### Households by income

The largest group: \$50,000 - \$74,999 (18.4%)

The smallest group: \$200,000+ (6.6%)

Indicator ▲	Value	Diff	
<\$15,000	10.9%	-0.7%	<div style="width: 10.9%;"></div>
\$15,000 - \$24,999	7.8%	-1.2%	<div style="width: 7.8%;"></div>
\$25,000 - \$34,999	8.8%	-0.8%	<div style="width: 8.8%;"></div>
\$35,000 - \$49,999	12.6%	-0.5%	<div style="width: 12.6%;"></div>
\$50,000 - \$74,999	18.4%	-0.1%	<div style="width: 18.4%;"></div>
\$75,000 - \$99,999	12.1%	-0.3%	<div style="width: 12.1%;"></div>
\$100,000 - \$149,999	16.0%	+1.1%	<div style="width: 16.0%;"></div>
\$150,000 - \$199,999	6.7%	+1.2%	<div style="width: 6.7%;"></div>
\$200,000+	6.6%	+1.3%	<div style="width: 6.6%;"></div>

Bars show deviation from

Oklahoma

# Fast Facts

## Demographics within 2-hour drive

### KEY FACTS

4,044,943

Population



2.5

Average Household Size

37.7

Median Age

\$58,679

Median Household Income

### EDUCATION

10%

No High School Diploma



30%

High School Graduate



29%

Some College



31%

Bachelor's/Grad/Pr of Degree

### BUSINESS



154,377

Total Businesses



1,895,819

Total Employees

### EMPLOYMENT



59.4%

White Collar



23.9%

Blue Collar



16.7%

Services

3.7%

Unemployment Rate

### INCOME



\$58,679

Median Household Income



\$33,391

Per Capita Income



\$116,145

Median Net Worth

### Households by income

The largest group: \$50,000 - \$74,999 (18.7%)

The smallest group: \$150,000 - \$199,999 (5.9%)

Indicator ▲	Value	Diff	
<\$15,000	11.0%	-1.3%	<div style="width: 110%;"></div>
\$15,000 - \$24,999	8.7%	-1.1%	<div style="width: 87%;"></div>
\$25,000 - \$34,999	9.2%	-0.3%	<div style="width: 92%;"></div>
\$35,000 - \$49,999	12.9%	-0.6%	<div style="width: 129%;"></div>
\$50,000 - \$74,999	18.7%	+0.6%	<div style="width: 187%;"></div>
\$75,000 - \$99,999	12.7%	0	<div style="width: 127%;"></div>
\$100,000 - \$149,999	15.0%	+1.5%	<div style="width: 150%;"></div>
\$150,000 - \$199,999	5.9%	+0.4%	<div style="width: 59%;"></div>
\$200,000+	5.9%	+0.8%	<div style="width: 59%;"></div>

Bars show deviation from

Arkansas





**Growing an economy with opportunity** for all

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[PartnerTulsa.org](https://PartnerTulsa.org)

