

**CITY OF ROYAL OAK, MICHIGAN
REQUEST FOR PROPOSAL
NORMANDY OAKS REAL ESTATE MARKETING AND BROKERAGE SERVICES
RFP-SBP-RO-15-024**

Sealed proposals for the **Normandy Oaks real estate marketing and brokerage services RFP** will be received by the City of Royal Oak up to **11:00 A.M. on February 12, 2015**, at which time they will be **publicly opened and read at the Royal Oak City offices room 315 located at 211 S Williams Street, Royal Oak, MI 48068**.

Please mark sealed envelopes: "RFP-SBP-RO-15-024 Normandy Oaks real estate marketing and brokerage services" on the lower left hand corner. In addition, if the proposal is to be express mailed, "Proposal Documents Enclosed DO NOT OPEN" must be conspicuously marked on the package. Faxed proposals will not be considered or accepted.

The City of Royal Oak reserves the right to reject any or all proposals, to waive any informality in the proposal received, and to accept any proposal or part thereof, which it shall deem to be most favorable to the interests of the City. In case of error in the extension of prices in the proposal or other arithmetical error, the unit prices will govern.

FURTHER INSTRUCTIONS TO BIDDERS

1. Any and all proposals **must be on the City of Royal Oak proposal forms and must be delivered to the City of Royal Oak, 211 S Williams Street, Royal Oak, MI 48068 Attention: Finance Department, Room 301**. If more than one proposal is submitted, a separate proposal form must be used for each. The proposal shall be legibly prepared in ink or typed. Erasures or alterations must be initialed by the bidder. Forms are obtainable at the City of Royal Oak's Finance Department or on the MITN (Michigan Intergovernmental Trade Network) website at www.mitn.info.

2. The bidder shall assume full responsibility for delivery of proposals prior to the appointed hour for opening and shall assume the risk of late delivery or non-delivery regardless of the manner employed for the transmission thereof. Proposals shall be accepted by the Finance Department at any time during the normal course of the business only, said hours being 8:00 am to 4:30 pm, Monday through Thursday and 8:00 am to 12:00 pm on Friday, except legal holidays. A bidder may withdraw their proposal response by written request at any time prior to the scheduled proposal opening. Any proposal received after the scheduled opening time will not be accepted and will be returned. No proposal may be withdrawn, changed or modified in any way for a period of sixty (60) calendar days from the date of the proposal opening.

3. Municipalities are exempt from Michigan State Sales and Federal Excise taxes. Do not include such taxes in the proposal figure. The City will furnish the successful bidder with tax exception certificates upon request.

4. The total price quoted by the Bidder must be the total cost delivered to the location(s). All goods are to be shipped F.O.B. Shipments sent C.O.D. without the City of Royal Oak's consent will not be accepted and will, at the Contractor's risk and expense, be returned. Unauthorized shipments are subject to rejection and returned at the Contractor's expense.

5. The bidder by execution of the proposal thereby declares that the proposal is made without collusion with any other person, firm or corporation making any other proposal, or who otherwise would make a proposal, and agrees to furnish all proposal items in strict accordance with all Federal Regulatory Measures.

6. All applicable Federal and State laws and rules and regulation over the project shall apply to the project contract throughout and will be deemed to be included in the contract herein written out in full.

7. The completion date will be established with the contractor awarded the job. The contractor, its employees, and all subcontractors designated to work on-site at any time may be subject to a criminal history check that must be approved by the Police Department staff prior to working on site.

8. Submission of a proposal will be construed as a conclusive presumption that the bidder is thoroughly familiar with the proposal and specifications and that he understands and agrees to abide by each and all of the stipulations and requirements contained therein.

9. Vendor changes or alterations to proposal documents including specifications may result in a proposal being considered non-responsive. The only authorized vendor changes to a proposal document will be in the areas provided for a bidder's response, including the "Exceptions" section of the proposal. If a change or alteration to the documents is undetected and the bidder is awarded a contract, the original terms, conditions, and specifications in the authorized version of the proposal document will be applicable during the term of the contract. The City or Royal Oak shall accept NO CHANGES to the proposal document made by the vendor unless those changes are set out in the "Exceptions" provision of the authorized version of the proposal document. It is the vendor's responsibility to acquire knowledge of any changes, modifications or additions to the authorized version. If a proposal is awarded to a vendor who claims that it had no knowledge of changes, modifications or additions made by the City or Royal Oak to the authorized version of the proposal, and that vendor fails to accept the proposal award, the City of Royal Oak may pursue costs and expenses to re-bid the item from that vendor. The authorized version of the proposal document shall be that proposal document appearing on the MITN system with any amendments and updates. The City or Royal Oak officially distributes proposal documents from the Finance Department or through the Michigan Intergovernmental Trade Network (MITN) website. Copies of proposal documents obtained from any other source are not considered official copies. Only those vendors who obtain proposal documents from either the Finance Department or the MITN system are guaranteed access to receive addendum information, if such information is issued. If you obtained this document from a source other than the sources indicated, it is recommended that you register on the MITN website, www.mitn.info and obtain an official copy.

10. Between the time of the formal opening of sealed proposals and the final proposal award, it shall be the responsibility of the bidders to request information they might need regarding such proposals.

11. Bidders are required to submit complete and comprehensive data and descriptive literature covering the item proposed to be furnished. Vendors submitting alternative proposals must provide specifications documenting product is equal to specified proposal item.

12. If your proposal is based on "one lot" pricing and is not to be broken up by item, you must indicate this on the proposal under exceptions.

13. To the fullest extent permitted by law, the successful bidder agrees to defend, pay on behalf of, indemnify, and hold harmless the City of Royal Oak, its elected and appointed officials, employees and volunteers and others working on behalf of the City of Royal Oak against any and all claims, demands, suits, or loss, including all costs connected therewith, and for any damages

which may be asserted, claimed or recovered against or from the City of Royal Oak, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Royal Oak, by reason of personal injury, including bodily injury or death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this contract.

14. A successful bidder does agree to furnish the bidder's standard insurance certificate showing coverage for bodily injury and property damage and worker's compensation to the Finance Department within 48 hours of the final proposal award.

15. Prior to furnishing the requested products and services, it shall be the responsibility of the awarded vendor to obtain all licenses and permits required to complete this contractual service, at no cost to the City of Royal Oak. These licenses and permits shall be readily available for review by the City.

16. When applicable, contractor must furnish material safety data sheets for their products.

17. The City of Royal Oak reserves the right to terminate the contract without penalty upon thirty (30) days written notice, due to poor performance or for reasons deemed to be in its best interest. The City of Royal Oak reserves the right to re-award the contract to the second most qualified vendor, re-propose, re-quote or re-bid the contract or do whatever is deemed to be in its best interest.

18. All documents and correspondence submitted to the City of Royal Oak becomes the property of the City of Royal Oak and is subject to disclosure under the "Freedom of Information Act". This Act provides for the complete disclosure of contract and attachments.

19. By mutual written agreement this proposal may be extended for successive one (1) year periods prior to the expiration of the then-current term.

20. Completed forms may be duplicated as required. **Three (3) hard copies and one electronic (CD) shall be submitted at the time of the proposal.**

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METHOD OF AWARD

The recommendation to award will be based on the lowest total proposal meeting specifications, or in any manner deemed to be in the best interest of the city. The city reserves the right to award to one or more bidders. Previous experience and performance may be a factor in making the award.

NON-DISCRIMINATION CLAUSE

In the performance of any contract or purchase order resulting wherefrom, the contractor agrees to obey and abide by all the laws of the State of Michigan relating to the employment of labor and public work, and all ordinances and requirements of the city regulating or applying to public improvements. Furthermore, the Contractor agrees not to discriminate against any employee or applicant for employment, to be employed in the performance of this Contract or Purchase Order, with respect to his or her hire, tenure, terms, conditions or privileges or employment because of religion, race, color, national origin, ancestry, age, sex, height, weight, marital status, or physical or mental disability except when said disability prevents such individual from performing the essential job functions, and the disability cannot be reasonably accommodated. The Contractor further agrees that every subcontract entered into for the performance of this Contract or Purchase Order will contain a provision requiring nondiscrimination in employment, as herein specified, binding upon each subcontractor. Breach of this covenant may be regarded as a material breach of the Contract or Purchase Order.

ETHICS POLICY

Gratuities: It shall be unethical for any person to offer, give, or agree to give any City employee or former City employee, or for any City employee or former City employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefore.

Kickbacks: It shall be unethical for any payment, gratuity, or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or order.

ADA COMPLIANCE

The City of Royal Oak will provide necessary, reasonable auxiliary aids and services, and provide assistance in filling out forms, to individuals with disabilities when doing business with the City of Royal Oak. Individuals with disabilities requiring such auxiliary aids or services should contact the City of Royal Oak by writing or calling the following: Mary Jo DiPaolo, PO Box 64, Royal Oak, Michigan 48068, (248) 246-3070, or TDD (248) 246-1010

SUB-CONTRACTORS

If sub-contractors are to be utilized, a listing of each sub-contractor must be provided as part of the business plan submitted to the City.

QUALIFICATION OF PROPOSERS

The proposer may be required before the award of any contract to show to the complete satisfaction to the City of Royal Oak that it has the necessary facilities, abilities, and financial resources to provide the services specified herein. The proposer may also be required to give a past history in order to satisfy the City of Royal Oak in regard to the proposer's qualifications. The City of Royal oak may make reasonable investigations deemed necessary and proper to determine the ability of the proposer to perform the work, and the bidder shall furnish to the City of Royal Oak all information for this purpose that may be requested.

RETAIN PROPOSAL

The City reserves the right to retain all proposals submitted and to use any ideas in the proposals regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the company of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed between the City or Royal Oak and the company selected.

SUBLEASE OR ASSIGN

The lessee may not sublease or assign his contract rights to any other party except with the prior written approval of the City of Royal Oak.

RESPONSES TO QUESTIONS

A firm may submit written questions in order to clarify any matters relating to this RFP. The firms question(s) and the City's answer(s) will become part of the public record and will be shared with all other firms to whom the RFP has been provided. Please contact **Todd Fenton, 248-246-3208** with any questions regarding specifications.

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TO: FINANCE DEPARTMENT, CITY OF ROYAL OAK, MI

The undersigned hereby offers to furnish to the City of Royal Oak all materials and/or services at the prices quoted in conformance with the City's specifications described herein:

The firm certifies that this proposal is in complete compliance with all specifications except as specifically listed on the following lines (use additional sheet if necessary):

PROPOSAL FIRM FOR: _____ (LENGTH OF TIME-90 DAYS MINIMUM)

LEGAL IDENTIFICATION

NAME OF COMPANY: _____

COMPANY ADDRESS: _____

PHONE NO.: _____ FAX NO.: _____ EMAIL: _____

PROPOSAL PREPARED BY: _____
(Typed Name of Individual) (Title)

AUTHORIZED SIGNATURE: _____

DATE SUBMITTED: _____

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OVERVIEW

The City of Royal Oak is seeking a qualified vendor to provide real estate marketing and brokerage services for no more than ten (10) acres of property owned by the city at the Normandy Oaks Golf Course (Attachment A).

It is the intent of this RFP to have the successful vendor enter into a Professional Services Contract with the City of Royal Oak to supply real estate services as outlined herein. The vendor is expected to meet the redevelopment objectives of the City of Royal Oak by marketing this development opportunity nationally to residential and commercial developers and assisting the city with the property's sale.

BACKGROUND ON ROYAL OAK

The City of Royal Oak is a metropolitan Detroit suburb located in southeastern Oakland County, Michigan. The approximately 12 square mile community is ten miles north of Downtown Detroit, and is home to over 57,000 residents. It is centrally located along historic Woodward Avenue (M-1), an important part of the history of Detroit. The City is flanked by I-696 on the south and I-75 on the east, providing excellent highway access for residents and visitors alike.

Royal Oak's economy is diverse. Industries include health (Beaumont Hospital), entertainment (Emagine Theater, Comedy Castle), professional services, retail, and automotive parts manufacturing, among others. The Detroit Zoo, which attracts thousands of visitors to businesses in the city every year, remains the state's number one tourist destination.

In recent years, Royal Oak has emerged as a regional entertainment and cultural destination, a dynamic place to live, and a meeting ground for creative minds. Downtown sports an eclectic blend of restaurants, retail, theatres, and galleries. Commercial development and city initiatives in this area are geared toward a pedestrian friendly shopping experience. Downtown Royal Oak also boasts a successful Farmer's Market. The Market is a source of great community pride and history, offering shoppers an array of goods from fresh fruits and vegetables to handmade floral arrangements and rare antiques. Additionally, Downtown Royal Oak is host to many annual community art fairs and special events such as Arts Beats and Eats, Clay Glass & Metal Show, the Beer & Wine Strolls, the Antique and Garage Sale, and many other events which draw tens of thousands of visitors to Downtown Royal Oak each year.

On November 4, 2014, Royal Oak citizens authorized the sale of up to ten acres of the 50-acre Normandy Oaks Golf Course for residential or commercial development. The proceeds from this sale shall be used to fund park improvements at the remainder of the Normandy Oaks site, as well as the Royal Oak Golf course and other city parks.

SCOPE OF WORK

The successful vendor shall agree to contract with the City of Royal Oak to provide the following:

- Develop strategies for the sale of ten acres of the Normandy Oaks Golf Course;
- Work with the City Manager and Economic Development Manager to negotiate the sale of properties with buyers and prospects;
- Coordinate, if necessary, real estate appraisals;
- Create, if necessary, a Request For Proposals pertaining to the sale of ten acres of the Normandy Oaks Golf Course;
- Coordinate real estate transaction closings
- Handle all other customary activities and services associated with real estate
- Attendance and presentations at meetings of the Normandy Oaks Task Force or Royal Oak City Commission may be required

SUBMITTED WITH PROPOSAL

1. A brief history of your organization
2. The qualifications of personnel who will be responsible for directing operations
3. A sample contract relevant to this scope of work
4. Description of experience (minimum five years previous experience with proven effectiveness) your organization has in pertinent real estate experience, including any and all services for government agencies
5. Listing of at least (3) client references within the past (5) years, including:
 - a. Client name and address
 - b. Itemized dollar value of project
 - c. A statement of whether or not all deliverables were provided within budget with necessary explanations
 - d. Samples of work, such as screenshots or printouts
6. Additional work samples, such as screenshots or printouts
7. Work plan - summary of recommended approach to accomplish the work of this request (limit 5 pages)
 - a. Include tasks, methodologies and a description of City/stakeholders involvement in the process
8. Fee quotation for the services outlined in this request. If any additional services are proposed by your company, please outline these and their costs as separate from those services requested in this RFP.

BUDGET

Cost will be an important evaluation criterion, and proposals may only offer a fixed rate.

BIDDERS CONFERENCE

A voluntary Bidders Conference will be held 2/3/15 at 1pm in room 309 at Royal Oak City Hall (211 Williams St) C. City administration will be available to answer any questions you have regarding this RFP. Questions and topics addressed at the conference will be posted as an addendum to this RFP.

METHOD OF PAYMENT

Payment for completed services will be made within thirty (30) days after invoices are received and approved by the City of Royal Oak.

TENTATIVE TIMELINE

1. February 3, 2015. - Bidders Conference 1pm in room 309
2. February 12, 2015 – Proposals due by 11:00a.m. EST
3. February 2015 – March 2015 – Meet with finalists to discuss proposals
4. February 2015 – March 2015 – Finalist announced and presented to the Normandy Oaks Task Force
5. February 2015 – March 2015 – Normandy Oaks Task Force Recommendation presented to the City Commission meeting.
6. February 2015 – March 2015 – Work begins
7. April (or sooner) – Project completion

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Cost proposals shall include all anticipated costs for services including, but not limited to external costs (customer surveys, external research, travel, etc.), and shall include a not to exceed fee total for the proposed Normandy Oaks real estate marketing and brokerage services.

Please attach a detailed itemization of all costs for services in the scope of work and deliverables.

**NOT TO EXCEED FEE TOTAL
FOR NORMANDY OAKS REAL ESTATE MARKETING AND BROKERAGE SERVICES:**

\$ _____

If any additional services are proposed by your company, please outline these and their costs as separate from those services originally requested.

ADDITIONAL PROPOSED SERVICES:

4234 Delemere

