

BID WALKTHROUGH

RFQ: Technical Assistance for Antioch
Downtown Merchant Association

January 15, 2025

Welcome, the meeting will begin shortly.



ANTIOCH ECONOMIC DEVELOPMENT DEPARTMENT



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AGENDA

▶	Key Dates	01
▶	About Antioch	02
▶	About merchant associations	03
▶	About Rivertown	04

▶	Who should apply	05
▶	Scope of services	06
▶	Application, submission, evaluation, and award processes	07
▶	Q&A	08

Please ask questions during Q&A

KEY DATES

RFQ Open for Bids

January 6, 2025

01



Bid Walkthrough

January 15, 2025

02



RFQ Response Deadline

February 6, 2025 at 4pm PST

04



Deadline for Questions

January 23, 2025 at 4pm PST

03



ABOUT ANTIOCH

▶ **Second largest city in Contra Costa**

115,000+ residents, 36,400 households

▶ **Home to industrious professionals**

\$90,709 average household income. 26% of residents have Bachelors, Graduate, Doctoral, or Professional degrees

▶ **Popular for diversity, open space, market rate housing, water recreation, and schools**



WHY A MERCHANT ASSOCIATION?

Strengthening business growth and economic vitality



Promotion

Collectively promote downtown as a vibrant destination. Examples:

- Events
- Branding
- Signage
- Online presence

Problem Solving

Collaborate to find localized solutions to shared concerns. Examples:

- Infrastructure needs
- Safety
- Beautification
- Foot traffic

Voice

Provide a unified voice to engage with local government. Examples:

- Meet with officials
- Apply for funding
- Form business districts
- Introduce policies

Community

Cultivate a sense of community and mutual support. Examples:

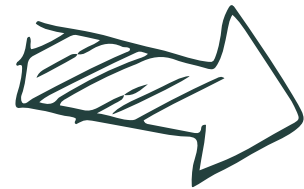
- Rewards programs
- Collective purchasing
- Share contracts or space
- Networking

TECHNICAL ASSISTANCE RIPPLE EFFECT



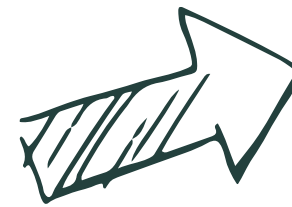
Support

Technical expert assists downtown merchants in taking unified steps forward



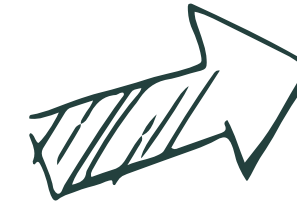
Structure

Merchants establish an independent governance structure to facilitate collaboration



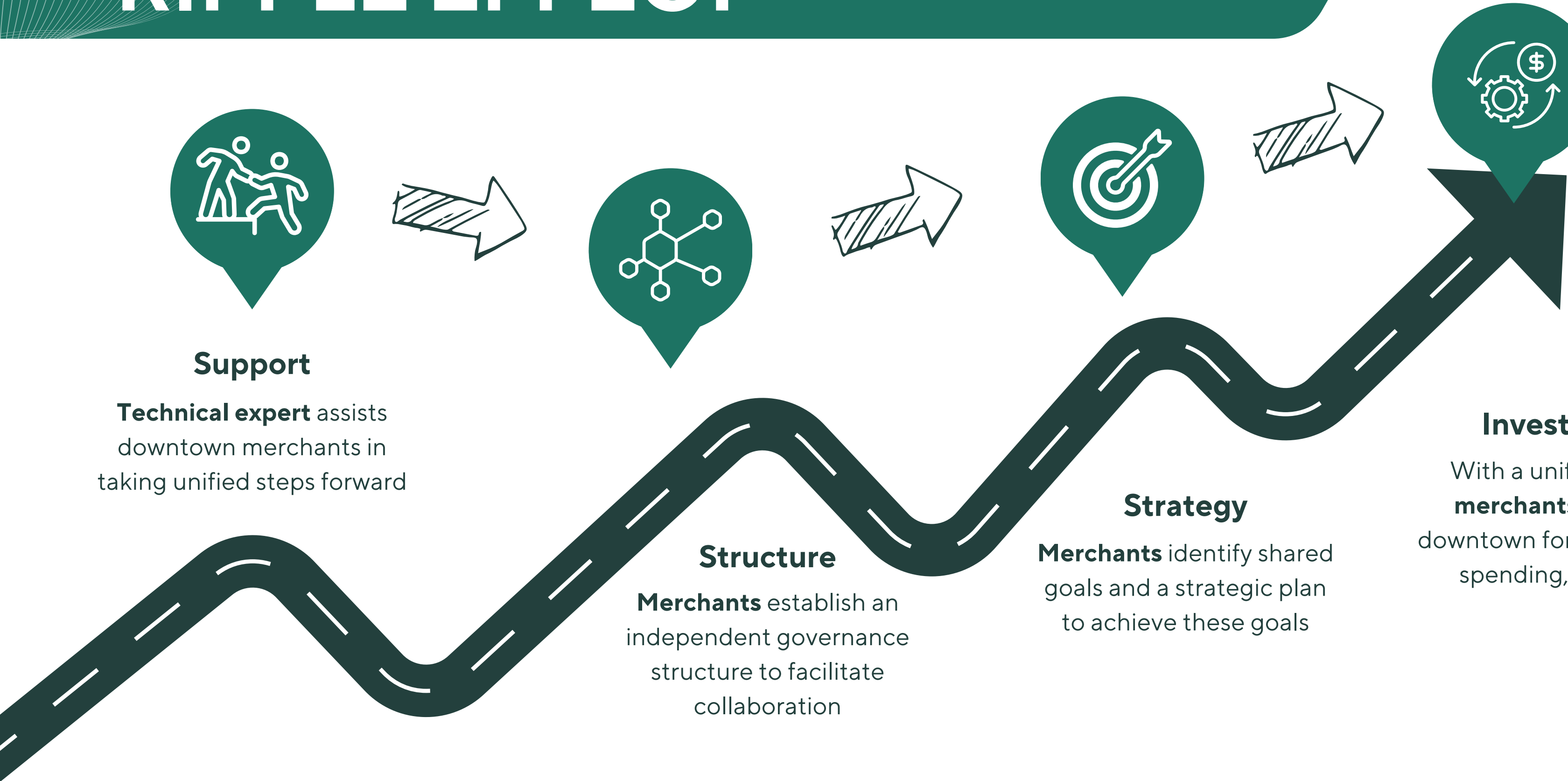
Strategy

Merchants identify shared goals and a strategic plan to achieve these goals



Investment

With a unified voice, **merchants** position downtown for investment, spending, and jobs



EXAMPLES IN CONTRA COSTA



Benecia

Benecia Main Street

Programs include events, directory, downtown dollars, visitor center



Brentwood

Downtown Brentwood Coalition

Programs include events, directory, advocacy, networking



Martinez

Downtown Martinez & Co.

Programs include events, directory, advocacy, education



Walnut Creek

Walnut Creek Downtown

Business Improvement District. Programs include beautification, marketing, advocacy, events

RIVERTOWN OPPORTUNITY



Cultural Center

Historic buildings, cultural landmarks, local shops and restaurants, events and festivals



Waterfront

Antioch Marina, recreation, waterfront views



Zoning

Downtown Specific Plan

San Joaquin River



W 10th St

L St

A St



WHO SHOULD APPLY



Expertise

Firms with expertise in forming business associations and providing technical assistance with location-based commercial corridor initiatives



Past Experience

History of similar work in the San Francisco Bay Area



Ability to Perform Scope

Ability to pull together businesses in the downtown for collective advocacy

SCOPE OF SERVICES

“The What”

01

Perform research and use data to understand the business climate in Antioch

02

Conduct outreach and facilitate listening sessions with all stakeholders

03

Attend downtown merchant events and maintain an active presence

04

Show how the City of Antioch and its downtown will prosper with your firm

“The How”

05

Submit reports, invoices and documentation in a timely manner

06

Maintain an active business license

07

Maintain communication with City and attend regular check ins

08

Follow terms of contract



NEXT STEPS



Application

Submission

Evaluation

Award

APPLICATION

Checklist

- Signed cover letter
- Project name
- Respondent name, contact person, address, phone number, fax number, email address
- Willingness to comply with RFQ procedures

Elements to Include

- Description of how Scope of Services will be met
- Team qualifications and experience
- Reporting outcomes, outputs, and deliverables
- Budget
- Timeline
- References



SUBMISSION

Envelope Contents

- 3 copies of proposal
- 1 USB flash drive with proposal
- Mark clearly on the outside: "SEALED QUOTES FOR – RFQ
FORMATION OF DOWNTOWN MERCHANT
ASSOCIATION – DO NOT OPEN WITH REGULAR MAIL"

Deliver to:

200 H St, Antioch CA 94509



EVALUATION

Best Value includes cost, as well as:

- **Qualifications** (ex: training, experience, creativity, references, past performance)
 - should complement City weaknesses
- **Feasibility** (methodology, reasonableness) - should propose actionable and sustainable outcomes, align with Economic Development Strategic Plan
- **Land use** (within bounds of Downtown Specific Plan)
- **Location** nearby - should be able to conduct in-person work
- Willingness to abide by **Contractor Agreement**

Cost determines final approver:

\$25k and under	Dept Head approval
\$25k-\$50k	City Manager approval
\$50k and above	City Council approval



AWARD

Process

- Staff will notify respondent(s) who will be considered for further evaluation and negotiation
- Interviews may be conducted
- If awarded, official contract will follow. No quotes are binding until the Agreement is signed by all parties

**Contract terms are in
Exhibit 2 of the RFQ.**



QUESTIONS

Phone

925-779-6168

Email

bsweet@antiochca.gov

Website

www.antiochca.gov/rfps

Location

200 H St, Antioch CA 94509

**Call or email with any additional questions by
4pm on Jan 23.**

