

**City of Union City
Development Authority**
5047 Union Street
Union City, Georgia 30291
Fulton County



**Request for Proposal for
Consulting Services**

RFP-DDA-26-03

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Proposal Forms

Attachment A: Proposal Letter

Attachment B: Cost Proposal

Attachment C: Acknowledge of Receipt of Addenda

SCHEDULE OF EVENTS

Release of RFP and posted to Website	June 17, 2026
Deadline for Written Questions	June 26, 2026
Questions and Answers or Addendum issued by posted	July 2, 2026
Proposals due to the Development Authority	July 21, 2026
Proposer Awarded on or about	July 30, 2026

1.0 Introduction

The Union City Downtown Development Authority (DDA) is committed to advancing strategic economic development and establishing a distinct downtown district that will serve as a catalyst for business growth, community engagement, and long-term investment. As Union City continues to grow and evolve, the DDA recognizes the importance of creating a vibrant, walkable, architecturally distinctive town center that will become the cultural and economic heart of the community and a regional destination in South Metro Atlanta that serves as a focal point for commerce, activity, and civic life.

Located in south Fulton County within the Atlanta metropolitan region, Union City is well positioned for continued growth and investment. With its proximity to Hartsfield-Jackson Atlanta International Airport, access to major transportation corridors, and a diverse and expanding population, the City offers strong potential for commercial, retail, and mixed-use development. The DDA recognizes that thoughtful planning and informed decision making are essential to identifying the most appropriate location and development strategy for a future downtown district.

The Downtown Development Authority envisions a dynamic downtown district that blends:

- Arts & culture
- Restaurants and entertainment
- Mixed-use development
- Walkability and public gathering spaces
- Beautiful public plazas and green spaces

Union City intends for this effort to produce a transformational, implementable plan capable of attracting significant private investment and creating a place that residents are proud to call their downtown/town center.

To support these efforts, the Union City DDA is seeking to engage a qualified consultant to conduct a comprehensive market analysis and development feasibility study.

1.1 Statement of Intent

The City of Union City's Downtown Development Authority is seeking proposals for comprehensive market analysis and development feasibility study. The selected consultant will assist the DDA with the following:

1. Identify the most viable location for a catalytic Town Center district.
2. Develop a signature downtown identity unique to Union City.

3. Create a walkable, mixed-use district plan designed around human-scale urban design.
4. Establish a civic or cultural anchor such as an:
 - Public Plaza
 - Performing Arts Theater
 - Cultural Center
5. Identify development opportunities including:
 - Restaurants
 - Boutique retail
 - Residential over retail
 - Office space
 - Cultural venues
6. Design beautiful public spaces including:
 - Civic plaza
 - Streetscapes
 - Public art corridors
 - Green spaces
7. Provide an economic development strategy to attract investors.
8. Deliver an implementation strategy including:
 - Phasing
 - Financing tools
 - Public-private partnerships
 - Policy recommendations

The DDA has issued this RFP for the sole purpose and intent of obtaining proposals from interested and qualified contractors to provide comprehensive market analysis and development feasibility study.

2.0 Scope of Services

A. Market & Development Feasibility

Analyze:

- Demographics
- Retail and restaurant demand
- Residential market potential
- Entertainment demand
- Competitive regional districts

B. Site Analysis

Evaluate potential development areas within Union City and identify:

- Available land

- Redevelopment opportunities
- Connectivity and accessibility
- Infrastructure needs

C. Downtown/Town Center Master Plan

Develop a conceptual master plan that includes:

- Street grid and block layout
- Walkable urban design
- Building height and form guidance
- Land use mix
- Public space framework

D. Catalyst Development Strategy

Identify anchor projects that could catalyze investment such as:

- Arts and Cultural Center
- Signature plaza
- Mixed-use development blocks
- Entertainment corridor

E. Implementation Strategy

Provide an actionable plan including:

- Phased development strategy (5–10 years)
- Financing tools such as:
 - Tax Allocation District (TAD)
 - Opportunity Zones
 - Development incentives
- Governance recommendations for downtown management.

F. Project Deliverables

- Downtown Vision Report
- Conceptual Master Plan
- Renderings and visualizations
- Economic Development Strategy
- Implementation Roadmap

- Presentation to DDA and City Council

All work products will be owned by the City.

3.0 Budget

The Downtown Development Authority has earmarked \$45,000-\$55,000 for consulting services. The final dollar amount, tasks, and schedule will be negotiated with the selected firm/team as part of the final contract. The DDA will not be liable for any costs incurred by the consultant in preparation of a response to this RFP, in conduct of a presentation or other activities related to responding to this RFP. No costs chargeable for work under the proposed contract may be incurred before receipt of either a fully executed contract with the City or specific written authorization from the DDA. Please complete Attachment B, Cost Proposal, as part of the submission regarding all costs associated with this contract.

4.0 Basic Guideline for this Request for Proposals

The Downtown Development authority has determined that the use of competitive sealed proposals will be practical or advantageous to the DDA in completing the acquisition of the services and/or commodities described herein. Competitive sealed proposals shall be submitted in response to this solicitation.

The proposals shall be evaluated in accordance with the evaluation criteria set forth in this Request for Proposal (RFP). Subsequent to the opening of the sealed proposals, discussion may be conducted by the Downtown Development Authority with responsible proposers who submit proposals determined to be reasonably susceptible of being selected for award for the purpose of clarification to assure a full understanding of and responsiveness to the solicitation requirements. Proposers shall be afforded fair and equal treatment with respect to any opportunity for discussion and revision of proposals; and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. **Selected individuals may be called for an in-person interview/presentation. Please be available if selected for the next step in the process.**

In conducting any such discussions, there shall be no disclosure of any information derived from proposals submitted by competing Proposers. All such discussions shall be conducted by the Chairperson and Co-Chairperson named below:

City of Union City
DDA
ATTN: Sharday Freeman
5047 Union Street
Union City, Georgia 30291
Telephone: 470-532-3818

E-Mail:
sfreeman@unioncityga.gov

All responses shall become the property of the DDA.

Award(s) shall be made to the highest scoring, responsive, and responsible proposer(s) whose proposal(s) is/are determined to be the most advantageous for the DDA, considering all the evaluation factors set forth in this RFP.

A committee of individuals representing the Downtown Development Authority will perform evaluation of the proposals. The committee will rank the proposals as submitted.

The DDA reserves the right to award Contract(s) solely on the written proposal. The DDA also reserves the right to request oral interviews with the highest ranked firms (short-list). The purpose of the interviews with the highest-ranking firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of three firms will be short-listed. A second score sheet will be used to score those firms interviewed.

The final selection will be based on the total of all evaluator's scores achieved on the second rating. The same categories and point range will be used during the second evaluation as for the first. The highest-ranked Proposer(s), after the second scoring, if performed, may be invited to enter into final negotiations with the DDA for the purposes of Contract Award.

The successful Proposer will report to Sharday Freeman, **5047 Union Street, Union City, GA 30291, Phone: 470-698-6637 and Email: sfreeman@unioncityga.gov** at the proposed or specified intervals during hours via in process reviews (IPRs), reports and/or other interactions as proposed or specified.

5.0 Proposal Submission

Proposals must be submitted as (2) separate proposal attachments: a Technical Proposal, and a Cost Proposal no later than July 15, 2026 by 12:00 P.M.

No other information shall be disclosed, nor shall the proposal be considered an "open record" until a contract is awarded.

6.0 Evaluation Scoring Criteria

The DDA will objectively evaluate the proposals submitted to determine the best value for the City, DDA and its residents. A comprehensive set of criteria will be used to

quantify the merits of each proposal package. The evaluation criteria and relative point values for each are shown below.

The review of proposals will be based on the following evaluation criteria, with the relative weights:

1. Experience with Downtown Redevelopment (25 Points)

- Demonstrated experience with downtown/town center development or redevelopment projects
- Experience with market analysis and feasibility studies for municipalities of similar size
- Familiarity with Metro Atlanta or comparable regional markets
- Proven success in identifying catalytic development sites and strategies
- Qualifications and experience of key project personnel

2. Creativity and Vision (25 Points)

- Ability to present a compelling vision for a future downtown/town center
- Innovative approaches to placemaking, mixed-use development, and economic activation
- Quality of previous work products (renderings, concepts)
- Understanding of Union City's character, demographics, and growth potential
- Ability to align vision with your existing initiatives

3. Implementation Expertise (20 Points)

- Demonstrated ability to produce actionable, step-by-step implementation strategies
- Experience working with public-private partnerships and developer recruitment
- Knowledge of funding mechanisms (TADs, CID, grants, incentives, etc.)
- Track record of projects that moved from plan to actual development
- Understanding of municipal processes, approvals, and timelines

4. Public Engagement Approach (15 points)

- Proposed strategy for engaging residents, stakeholders, and businesses
- Experience facilitating public meetings, workshops, and stakeholder interviews
- Methods for ensuring inclusive and representative community input
- Use of modern tools (surveys, digital engagement, visual boards, etc.)
- Clear plan for communicating findings to Mayor & Council and the public

5. Cost and Value (15 Points)

- Overall cost competitiveness and reasonableness
- Clarity and detail of scope, deliverables, and level of effort

- Demonstrated value relative to services provided and outcomes expected
- Ability to stay within budget and deliver on time
- Optional or value-added services (GIS, branding concepts, phasing tools, etc.)

Please follow exactly the requirements for the responses noted above. It is the responsibility of proposers to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

Criteria	Maximum Points
Experience with Downtown Redevelopment	25
Creativity and Vision	25
Implementation Expertise	20
Public Engagement Approach	15
Cost and Value	15
TOTAL	100

7.0 Proposal Forms

Proposers shall submit the following forms as an integral part of their proposals:

- Attachment A: Proposal Letter
- Attachment B: Cost Proposal
- Attachment C: Acknowledge of Receipt of Addenda

All forms must be completed and submitted for the proposal to be deemed responsive. The proposer must indicate clearly on the form(s) if any information is not applicable. All forms must be executed by an official authorized to bind the proposer and must be submitted as part of the proposal.

8.0 Addenda to the RFP

The DDA reserves the right to amend or clarify this RFP by addenda. Addenda will be posted to the website. It is solely the Proposer's responsibility for checking the website on a regular basis for Addenda and/or any updates. The

website may contain important information that may directly impact your proposal. Failure to account for Addenda and updates may result in the rejection of your proposal as non-responsive.

Addenda may be issued at any time prior to the date for receipt of proposals. If such revisions or clarifications are of such a magnitude as to warrant, in the opinion of DDA, the postponement of the date for the receipt of proposals, written notification will be posted to the website announcing the revised date.

Addenda will be posted to the website. All addenda issued to this RFP shall become part of the RFP document. Proposers shall acknowledge receipt of any such addenda in their proposal.

9.0 Questions

Questions, requests for clarifications, or requests for information about this RFP or process must be **submitted via email to sfreeman@unioncityga.gov** by 12:00 P.M. on June 26, 2026. All questions and requests for more information and the DDA's responses will be summarized in writing and posted to the Website by Thursday July 2, 2026.

10.0 RFP and Proposal to Become Part of Final Contract

The contents of this RFP, any addenda to this RFP, the successful proposal and any written clarifications to the contents thereof submitted by the successful proposer shall become part of the contractual obligation and be incorporated by reference into the ensuing Contract. If any provision of the Contract conflicts with the referenced RFP or proposal, the Contract shall take precedent.

During the negotiation and contracting stage, any proposed changes to the referenced RFP contract, by the selected proposer, must be submitted to the DDA in writing with a detailed explanation of the proposed changes. Including any impact to:

1. pricing
2. timeline
3. terms & conditions

Such changes shall only be considered valid and implemented upon the execution of a mutually agreed-upon contract signed by both parties.,

11.0 Proposals may be Rejected in Whole or in Part

The DDA reserves the right to:

- Reject any or all proposals;

- Reject parts of proposals;
- Negotiate modifications of proposals submitted for purposes of finalizing and executing a Contract; and
- Accept part or all of the proposals on the basis of consideration(s) other than cost or proposed rates.

The following types of proposals shall be disqualified for consideration for award:

- A proposal arrives after the set time for submittal
- A proposal submitted by a company on the Ineligible Source List.

PROPOSAL FORMS

ATTACHMENT A

PROPOSAL LETTER

We propose to furnish and deliver all the deliverables and services named in the attached Request for proposal (RFP) for which prices have been set. The price or prices offered herein shall apply for the period stated in the RFP.

It is understood and agreed that this proposal constitutes an offer, which when accepted in writing by the Downtown Development Authority, and subject to the terms and conditions of such acceptance, will constitute a valid and binding contract between the undersigned and the Downtown Development Authority.

It is understood and agreed that we have read the DDA's specifications shown or referenced in the RFP and that this proposal is made in accordance with the provisions of such specifications. By our written signature on this proposal, we guarantee and certify that all items included in this proposal meet or exceed all such DDA specifications. We further agree, if awarded a contract, to deliver goods and services which meet or exceed the specifications. The Downtown Development Authority reserves the right to reject any or all proposals, waive technicalities, and informalities, and to make an award in the best interest of the DDA.

It is understood and agreed that this proposal shall be valid and held open for 180 days

PROPOSAL SIGNATURE AND CERTIFICATION (Proposer to sign and return with Proposal)

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive proposing is a violation of State and Federal Law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of the proposal and certify that I am authorized to sign this proposal for the proposer. I further certify that the provisions of the Official Code of Georgia Annotated, Section 45-10-20 ET. Seq. have not been violated and will not be violated in any respect.

Authorized Signature _____ Date _____

Print/Type Name: _____

Print/Type Company Name Here: _____

Total Price for RFP-DDA-26-01: \$ _____

_____ dollars and _____ cents.

ATTACHMENT B
COST PROPOSAL

Total Contract Value for ALL Requirements including G &A \$ _____
_____ dollars and _____ cents

*G & A = **all** General and Administrative Costs, Profits, Travel, Per Diem, and **ALL** costs associated with this contract.

Where there is a reference in the RFP to deliverables, submission requirements or other response and contract performance discussions, said discussion may not be all inclusive of all requirements in the RFP. It is incumbent upon the contractor to read this entire RFP carefully and respond to, and price, **all requirements** and ensure “**Total Contract Value for ALL Requirements**” above includes **all requirements**.

ATTACHMENT C

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

Please acknowledge receipt of addenda to the City's RFP for Marketing Services with your signature. An opportunity to acknowledge up to 10 addenda is included in this form but does not necessarily mean that 10 addenda will be provided.

Addendum 1	
Addendum 2	
Addendum 3	
Addendum 4	
Addendum 5	
Addendum 6	
Addendum 7	
Addendum 8	
Addendum 9	
Addendum 10	

Signature of person duly authorized to sign submittal on behalf of the proposer:

Authorized Signature

Date