

COMMONWEALTH OF MASSACHUSETTS

CITY OF LOWELL

In City Council

VOTE

Authorizing the City Manager to proceed under the provisions of Massachusetts General Laws Chapter 30B and enter into a contract with NextUp, LLC for a term of three (3) years four (4) months.

NextUp, LLC submitted a proposal for consulting services to help attract small businesses to the Downtown Lowell business district and help them incubate in a space.

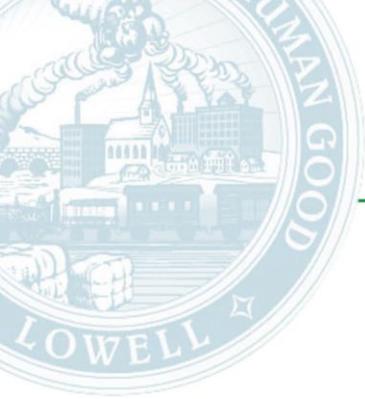
The City Council must authorize the City Manager to proceed under the provisions of Massachusetts General Laws Chapter 30B, in order to obtain such services for a term of three (3) years four (4) months.

NOW, THEREFORE, BE IT VOTED BY THE CITY COUNCIL OF THE CITY OF LOWELL, as follows:

That the City Manager is hereby authorized to enter into a contract with NextUp, LLC under the provisions of Massachusetts General Laws Chapter 30B, relative to consulting services for a term of three (3) years four (4) months.

BE IT IS FURTHER VOTED:

That the City Manager be and hereby is authorized to execute and deliver any and all other documents related to consulting services with NextUp, LLC for the City of Lowell, on such terms and conditions as the City Manager deems in the best interest of the City of Lowell.



Yovani Baez-Rose
Assistant City Manager/DPD Director

Pop-Up Retail Incubator Scope of Work Introduction

The City of Lowell is seeking proposals from qualified firms with experience in organizing and managing pop-up retail incubators in a private store/property. The City is seeking a firm/organization that will help attract small businesses to the Downtown Lowell business district and help them incubate in a space. The number of businesses and the duration of pop-up businesses may vary. The firm should be able to develop the shell for the pop-up studio, manage the incubator space, lease the property for at least a year, manage the POS, and other administrative jobs to support the small business to incubate and grow in Lowell's Downtown business district.

The project components/deliverables are:

- Conduct a detailed search for a variety of small businesses that would add to the vibrancy and vitality of Downtown Lowell.
- Provide recommendations related to future opportunities and develop a plan to help retail pop-up businesses to graduate to a permanent location in Lowell.
- Take full responsibility to incubate small businesses/retailers and guide them through the processes of opening a retail store in Lowell.
- Marketing and advertising the retail businesses and the overall incubator to attract foot traffic and help the businesses get sales.

This will include meetings with the Assistant City Manager/Director of Planning and Development, the Economic Development Office staff, relevant neighborhood associations, landlords, property owners, and retailers.

Prospective consultants shall review the attached grant terms and conditions prior to submitting a quote. These terms and conditions shall be appended to the final contract.

Project Schedule

The project must conclude and all expenditures made prior to December 31, 2026. The consultant should include their proposed schedule as part of their response. Preference will be given to proposals that can begin work in 2023. A sample timeline is as follows:

Milestone	Proposed Date
Secure retail location for pop-up incubator in Lowell	10/31/2023
Preparation of space for retail incubator	10/31/2023- 12/31/2023

Recruitment of retailers	1/31/2023- 12/31/2023
Promotion of pop-up	10/31/2023- 12/31/2025
Shop opens	11/15/2023
Incubator closes	12/31/2026

BASE REQUIREMENTS

A proposal that does not meet all of the Base Requirements shall be deemed non-responsive and shall not be evaluated further.

1. *All required documentation is submitted and signed* Yes/No
2. *Separate Price and Non-Price Proposals are received* Yes/No
3. *The proposal includes at least three (3) references* Yes/No

Note: Poor references may be used as a basis for determining that a vendor is not a responsible bidder. The City of Lowell may act as its own reference.

Each proposal meeting the Base Requirements shall then be rated according to the Evaluative Criteria.

EVALUATIVE CRITERIA

Each non-price proposal meeting the Base Requirements shall be rated according to the following Evaluative Criteria

Quality and thoroughness of the proposal.

- Highly Advantageous: The submitted proposal is highly detailed, organized and includes extensive discussion of all components listed in the scope of services.
- Advantageous: The submitted proposal contains basic detail and includes sufficient discussion of all components listed in the scope of services.
- Not Advantageous: The submitted proposal lacks sufficient detail and omits one or more of the components listed in the scope of services.

Experience and past performance in completing projects of a similar type, size and complexity.

- Highly Advantageous: A proposal will be considered highly advantageous if the firm has at least two (2) years of experience with a project similar in scope to these specifications. The firm has direct relevant experience, knowledge and qualifications for this type of project.
- Advantageous: A proposal will be considered advantageous if the firm has at least one (1) year of experience with a project similar in scope to these specifications. The firm has good direct relevant experience, knowledge and qualifications for this type of project.
- Not Advantageous: A proposal will be considered not advantageous if the firm has no years of experience with a project similar in scope to these specifications. The firm has minimal direct relevant experience, knowledge and qualifications for this type of project.

Experience and past performance in completing projects of a similar type, size and complexity in Massachusetts.

- Highly Advantageous: A proposal will be considered highly advantageous if the firm has completed a similar project specification in at least three (3) municipalities in Massachusetts.
- Advantageous: A proposal will be considered advantageous if the firm has completed a similar project specification in at least one (1) municipality in Massachusetts.

- Not Advantageous: A proposal will be considered not advantageous if the firm has not completed a similar project specification in a municipality in Massachusetts.

Development of Business Plan

- Highly Advantageous: A proposal will be considered highly advantageous if the bidder provides a well thought out business plan with clear deliverables, timeline, and anticipated expenses.
- Advantageous: A proposal will be considered advantageous if the bidder provides a business plan but lacks clear deliverables, timeline, and anticipated expenses.
- Not Advantageous: A proposal will be considered not advantageous if the bidder does not provide a well thought out business plan with clear deliverables, timeline, and anticipated expenses.

Creation of Marketing Plan

- Highly Advantageous: A proposal will be considered highly advantageous if the bidder provides a clear marketing plan with methods identified to attract and retain customers.
- Advantageous: A proposal will be considered advantageous if the bidder provides a clear marketing plan, but lacks methods identified to attract and retain customers.
- Not Advantageous: A proposal will be considered not advantageous if the bidder does not provide clear marketing plan with methods identified to attract and retain customers.

Qualifications of key staff and personnel.

- Highly Advantageous: A proposal will be considered highly advantageous if the key personnel for this project has a minimum of three (3) years of highly relevant experience in creating and curating pop up incubator space.
- Advantageous: A proposal will be considered advantageous if the key personnel for this project has at least two (2) years of relevant experience in creating and curating pop up incubator space
- Not Advantageous: A proposal will be considered not advantageous if the key personnel for this project has less than one (1) year of relevant experience in creating and curating pop up incubator space.



Thomas A. Golden, Jr.
City Manager

Shawn Machado
Assistant City Manager

July 25, 2023

To: Mayor Sokhary Chau
and
Members of the Lowell City Council

Reference: Pop-Up Retail Incubator Contract Vote

Dear Mayor Chau and Members of the City Council:

The Department of Planning and Development (DPD) is requesting approval to enter a contract with NextUp LLC for consulting services for a period of three years and four months, specifically from August 1, 2023-December 31, 2026.

DPD's Economic Development team put out an RFP to create a new Pop-Up Retail Incubator Program, to activate vacant storefronts in the Downtown neighborhood. The scope of work for the Incubator Program is attached. Before Purchasing can move ahead with a contract for NextUp LLC we need a vote from the City Council as required by Chapter 30B state procurement law.

If you have any questions about these documents or this process, please feel free to contact Assistant City Manager/DPD Director, Yovani Baez-Rose at 978-674-1401.

Sincerely,

Thomas A. Golden Jr.
City Manager

Attachment