

Town of Bridgewater  
Request for Proposal  
Development of a Retail and Commercial Development Strategy

The Town is soliciting proposals from firms/individuals interested in developing a retail development strategy that maximizes the retail and commercial potential for the Town, understands the impact of visitors to the market as well as provides business retention tools and an analytic portal to customize reports.

Requests for proposals may be obtained from the Town of Bridgewater by emailing a request to [Procurement@BridgewaterMA.org](mailto:Procurement@BridgewaterMA.org). The deadline for submission is Friday, September 20, 2019 at noon to be delivered to the Town Manager's Office, 66 Central Square, Bridgewater, MA 02324.

This solicitation is being conducted in accordance with the provisions of Massachusetts General Laws Chapter 30B, section 6, and all contracts must be strictly awarded in accordance with the requirements of MGL Ch. 30B and this Request for Proposals (RFP). If it becomes necessary to revise any part of this RFP or otherwise provide additional information, an addendum will be issued to all prospective proposers who received copies of the original request.

The successful firm/individual will conduct a comprehensive site assessment of the Town's market trade area and profile customers' buying habits, lifestyle characteristics, and media habits across at least 7,500 individual characteristics of at least 71 dominant segment customers. The results of the assessment will be used to guide Town elected officials and staff to make zoning and financial decisions and commitments to grow the Town's retail and commercial sector and shape goals and policy long term.