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**CITY COUNCIL AGENDA ITEM**

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**TO:** Mayor & City Council                      **DATE:** September 27, 2012

**FROM:** John McDonough, City Manager

**AGENDA ITEM:** Consideration of Issuance of Task Order to The Collaborative for Economic Development Services

**MEETING DATE:** For Submission onto the October 2, 2012, City Council Regular Meeting Agenda

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*BACKGROUND INFORMATION: (Attach additional pages if necessary)*

See attached:

Memorandum  
Task Order

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APPROVAL BY CITY MANAGER:                     JFM                     APPROVED

PLACED ON AGENDA FOR:                     10/2/2012                    

CITY ATTORNEY APPROVAL REQUIRED: (  ) YES      (  ) NO

CITY ATTORNEY APPROVAL:                     SM                    

REMARKS:



TO: Mayor and City Council

FROM: John McDonough, City Manager

DATE: September 27, 2012 for submission on the Agenda of the October 2, 2012 City Council Meeting

ITEM: Consideration of Issuance of Task Order to The Collaborative for Economic Development Services

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## **Background**

City Council approved the issuance of a Contract and Year One Task Order to The Collaborative for Community Development Services at the May 17, 2011 City Council meeting.

## **Discussion**

During FY2012, The Collaborative performed the services required under the contract and associated Task Order. In June 2012, Council awarded The Collaborative a Task Order for Year Two operations in the not to exceed Task Order price of \$2,805,185.

Economic Development is one Council's formally adopted priorities and is identified as an area of key importance to the City. As such, Council appointed an Economic Development Advisory Committee in 2012. The Committee drafted an Economic Development Plan for the City, which was presented to Council in July 2012.

At the direction of the City Manager, The Collaborative undertook an extensive search to identify a highly qualified candidate to serve as the City's Economic Development Director. The Collaborative is proposing to fill the position effective October 15, 2012. This position will be responsible for implementing the goals and objectives outlined in the City's adopted Economic Development Plan.

## **Recommendation**

Staff recommends the issuance of a Task Order to The Collaborative in the amount of \$95,859.80. This amount is for 1.0 FTE for the remaining 37 weeks in FY2013 and reflects the fully burdened rate for the position.

## **Attachment**

Task Order for Economic Development Services for The Collaborative.

**CITY OF SANDY SPRINGS  
GENERAL GOVERNMENT SERVICES  
TASK ORDER**

<b>Title:</b>	Community Development	<b>Task Order Number:</b>	CD-FY13-02
<b>Applicable CLIN:</b>	0007, 0008	<b>Issue Date:</b>	October 2, 2012
<b>Period of Performance:</b>	October 15, 2012 – June 30, 2013		
<b>Issued To:</b>	The Collaborative		
<b>Requirements (SOW Reference):</b>	WBS 14.5 <sup>1</sup>		
<b>Workload</b>			
<i>Item and Quantity</i>			
<b>Economic Development (WBS 14.5)</b>			
Recruit business, assist in economic development initiatives, develop statistical data on economic indicators and provide to outside entities, prepare materials to assist in attracting economic development and maintain communications with governmental entities as required.			
Administer the City's annual allocation of approximately \$500,000 in CDBG funds			
<b>Workload</b>			
<i>Item and Quantity</i>			
<b>Economic Development (WBS 14.5)</b>			
Approximately 10 Economic Development Advisory Committee and Subcommittee meetings per month			
Approximately 1 annual update of the Economic Development Plan			
Approximately 12 business and development activity reports per year			
Approximately 12 property GIS/Database updates per year			
Approximately 1 Economic Development annual report per year			
<b>Deliverables</b>			
In addition to the specific data item descriptions below, for all WBS elements under Community Development, the Contractor shall be required to produce documents including, but not limited to, reports, correspondence in all forms (written, e-mail, etc.), plans and updates, as required in the ordinary course of business or as directed by the City Manager.			
<i>Data Item Description</i>		<i>Data Item Number</i>	<i>Submission Frequency</i>
<b>Economic Development (WBS 14.5)</b>			
Performance Report	DI-COSS-GS-004	Monthly	
CDBG Programmatic and Financial Progress Report	DI-COSS-GS-035	Monthly	
Performance Report	DI-COSS-GS-004	Monthly	
<b>Performance Metrics</b> <i>(completed by Offeror)</i>			

<sup>1</sup> WBS references are to the General Government Services Statement of Work (SOW) attached to this Task Order as Attachment 1.

<b>Contract Management:</b>			
<ul style="list-style-type: none"> <li>• Respond to City management and administrative staff requests within 2 hours</li> <li>• Respond to internal GGS inquiries within 24 hours</li> <li>• 100% timely response to emergency directives within specified time period</li> <li>• All reports to City provided according to Task Order schedule</li> <li>• Account for GGS contract property at a rate-of-loss less than the dollar amount identified in City inventory</li> <li>• 95% achievement of yearly staff training goals</li> <li>• 100% re-certification and license renewal of professional staff</li> <li>• Conformance to company's Safety and Health Plan policies to manage to Case Incident Rate of 0%</li> </ul>			
<b>Customer Satisfaction:</b>			
<ul style="list-style-type: none"> <li>• Customer satisfaction with prompt, courteous service to the public</li> <li>• Respond to public calls within 24 hours during normal working hours</li> <li>• Gather information from 'Customer Satisfaction and Suggestion Surveys' by close of each month and present formal report within 7 days</li> <li>• Awards received</li> <li>• Letters, emails, and phone calls of appreciation, as well as concerns</li> </ul>			
<b>Special Considerations</b>			
<b>Key personnel:</b>	<i>Andrea Hall, Economic Development Director</i>		
<b>City-Furnished Property:</b>	All office supplies, furniture, fixtures, equipment, motor vehicles, and computer hardware and software will be provided by the City.		
<b>Travel:</b>	A cost reimbursable item, as approved by the City pursuant to CLIN 0007 of the General Government Services Base Contract.		
<b>Special Considerations</b>			
<b>Training:</b>	A cost reimbursable item, as approved by the City pursuant to CLIN 0008 of the General Government Services Base Contract. For purposes of this Task Order, the Contractor shall include in its cost calculations the amount of \$2,500 for training.		
<b>Other:</b>	Other cost reimbursable items, as approved by the City pursuant to CLIN 0008 of the General Government Services Base Contract.		
<b>Level of Effort and Fixed Price (completed by Offeror)</b>			
<b>Contract Labor Categories</b>	<b>FTE</b>	<b>FBR<sup>2</sup></b>	<b>Labor Category Price</b>
Economic Development Director (1.0 FTE for 37 weeks)	1	\$ 64.77	\$ 95,859.60
		Premium for overtime and shift differential	\$
<b>Total FTE:</b>	<b>1.0</b>	<b>Total Fixed Price:</b>	<b>\$ 95,859.60</b>
<b>Total Fixed Price and Base Fee (if any):</b>			<b>\$ 95,859.60</b>

<sup>2</sup> See Section B.5 of the Base Contract for not to exceed fully burdened labor rates.

General Government Services Task Order  
Community Development

<b>Issued to:</b>	The Collaborative
<b>City of Sandy Springs Approval:</b>	<i>Authorized signature</i>
<b>Date:</b>	
<b>Attest:</b>	

**ATTACHMENT 1  
TO ECONOMIC DEVELOPMENT  
TASK ORDER**

**STATEMENT OF WORK**

## **Community Development (WBS 14.5 SOW)**

### **Economic Development (WBS 14.5 SOW)**

This task order shall be in addition to the Scope of Work set forth in the Task Order dated May 17, 2011 and the following shall be incorporated into the referenced Scope of Work.

#### **WBS 14.5 SOW          Economic Development**

In connection with WBS 14.5 SOW, Economic Development, the Contractor shall provide the following:

- Recommend policy initiatives designed to further city's economic development goals.
- Implement and as necessary, update and maintain the City's Economic Development Plan.
- Act as a liaison between the city and businesses to ensure the expansion of the City's tax base, employment base and overall quality of life.
- Establish programs and practices that facilitate private sector projects resulting in capital investment, job creation, expanded tax base and ancillary improvement in overall quality of life.
- Conduct traditional economic development activities such as business attraction, retention and expansion programs and initiatives.
- Conduct people/labor-based activities including programs to facilitate the retention and attraction of young professionals, entrepreneurial business development and economic base expansion in concert with regional institutions of learning.
- Lead efforts to create a variety of analytical tools to be used to measure ROI of city resources to support economic development.
- Create a baseline of existing business activity in the city including overall commercial property valuation, business license information (number of businesses and overall gross receipts and number of jobs by category).
- Create a framework for encouraging and facilitating entrepreneurial-based business development by coordinating access to local, regional and state resources.
- Oversee business/industry outreach efforts including business attraction, retention and expansion activities.