

Request for Proposal
MARKET FEASIBILITY STUDY

Proposed Ii'na Marketplace
Tohatchi, NM

BID NO: 24-05-3344KS

TITLE: MARKET FEASIBILITY STUDY - TOHATCHI

BIDS DUE DATE: All RFPs must be received, by **Thursday, May 23, 2024**
@ 5:00pm DST;

INQUIRIES: All Qualified Prospective proposals are invited to review and respond to this Request for Proposal at their Discretion. Respondents may make telephone or written inquiries concerning this RFP to obtain clarification of requirements. No inquiries will be accepted after the inquiry deadline listed above.

CONTACT: Leonard Francisco, Jr., Program Manager II
Email: leonardfranciscojr@navajo-nsn.gov
Telephone Number: 928.871.6504

COURIER SERVICE/DELIVERY TO: The Navajo Nation Fort Defiance Regional Business
Development Office
Attention: Leonard Francisco, Jr., PM II
100 Taylor Road
St. Michaels, Arizona - 86511

MAIL TO: The Navajo Nation Fort Defiance Regional Business
Development Office
P.O. Box 633
Window Rock, Arizona - 86515

The Navajo Nation
Fort Defiance Regional Business Development Office/DED
Window Rock, AZ 86515

Introduction

The community of Tohatchi, New Mexico is situated on NM State Route 471 north of Gallup, NM, 25 miles north on NM Rt 471 in Mckinley County, NM. The community is located north of Twin Lakes/Tohlakai/Mexican Springs, NM. Tohatchi is one of several Navajo communities identified as secondary growth center on the Navajo reservation with the population of 840 as of 2021, and the population of its service area exceeding 15,000. The Chuska Mountains is in close proximity to Gallup, NM which enhances the commercial potential and opportunities available in travel and tourism industry. In support of this community's approach and initiative toward economic development, the Navajo Nation's priority is to assist those communities to overcome infrastructure problems that is preventing proper economic growth from taking place in the rural communities. Through the secondary growth center strategy, the Navajo Nation Division of Economic Development has intensified its efforts to stimulate and improve the economy for communities having the greatest potential for growth and commercial development.

To assist in the planning to enhance the economic prosperity of the area, the Navajo Nation will proceed with the preliminary planning phase by initiating a market feasibility study. The Navajo Nation Division of Economic Development invites and solicits proposals from independent consulting firms to conduct a comprehensive economic market feasibility study and evaluate the site location for a neighborhood shopping center in Tohatchi, New Mexico. The study will support the efforts of the Division of Economic Development to secure financial assistance from the federal agencies, private sectors, and other interested parties for the project. The study will also be used to solicit tenants to the area.

The project is part of the Division of Economic Development's growth center strategy to develop and strengthen the economic self sufficiency of reservation communities. Furthermore, the project's immediate benefits will create a positive impact on the private sector development on the reservation by providing opportunities for Navajo entrepreneurs in starting or expanding their businesses, providing much needed employment, and providing basic goods and services. These objectives will promote long-term economic growth on the reservation and reduce the leakages of Navajo dollars off the reservation.

I. PURPOSE

The Navajo Nation in coordination with the Tohatchi Chapter is ready to proceed with preliminary planning and evaluation to implement an economic development project for the community of Tohatchi. A market feasibility study is part of the technical requirements for a commercial development project to determine the viability of the project. The study will assist the Division of Economic Development in land acquisition, funding proposals to secure federal assistance and private investments, and identify constraints and needs for improving the commercial development areas. Access to this information and data would also assist the Navajo Nation to develop, expand, initiate, and promote business growth for the individual entrepreneur(s).

II. OWNER/DEVELOPER

The Navajo Nation
Window Rock, Arizona 86515

III. CONTACT PERSON

Leonard Francisco, Jr., Program Manager II
Business Development Department
Division of Economic Development
P.O. Box 663
Window Rock, AZ 86515
Telephone: (928) 871-6504 Fax: (928) 871-7381

IV. SCOPE OF WORK

The Navajo Nation Division of Economic Development in coordination with the Tohatchi Chapter will retain a professional consultant to provide all necessary mechanism, equipment and technical assistance to conduct a comprehensive market feasibility study to determine if the development of a neighborhood shopping center in the community of Tohatchi, NM, is feasible. The study will assist the Navajo Nation to develop strategies for planning and development purposes. The current market, and potential business development within the region will be evaluated, and marketing strategies will be developed to enhance the Navajo economic development initiatives. The consultant shall research and review existing materials, studies, and reports relating to the project. The consultant shall further meet with representatives of the Division of Economic Development, other Tribal Divisions, Communities, Chapters and other individuals necessary to gather and develop the required information.

The feasibility study should entail but not be limited to the following task:

- A. **Market Trade Area:** The study will develop and define the trade area of the proposed shopping center complex.
 - Determine the primary and secondary trade area of the proposed complex, including trade area boundaries.
 - Determine and analyze historic, current and projected economic factors and trends, i.e., population, income, traffic patterns, employment, tourism activities and housing.
- B. **Consumer Analysis:** The study will examine the historic, current and projected market demand and other consideration with regard to consumer shopping habits within the trade area.
 - Determine the demand assessment summarizing the probable support of a Tohatchi based shopping center, consumer input as to the type of goods and services desired and establish the current pattern of shopping alternatives.
- C. **Competitive Analysis:** The study will examine the problems of retail sales leakages to nearby bordertowns.
 - Determine the number and types of existing retail businesses in the market area.
 - Determine the amount of leakages.
- D. **Site Analysis:** The study will identify potential shopping center locations.
 - Recommend the ideal and alternative locations for the proposed project. Determine the land status of the proposed sites, proximity to available utilities, terrain characteristics, road access and other site characteristics.
 - Analyze four (4) sites and recommend the most feasible and rank each site for the proposed development.
 - Obtain development plans for other projects such as housing, hospital, etc and incorporate them into the study.
- E. **Construction Materials, Methods and Cost:** The study will determine the construction methods and cost.
- F. **Financial Analysis:** The study will analyze the financial feasibility of the project.

- Determine the financial requirements to construct and maintain the facilities.
 - Determine anticipated sales/revenues.
 - Develop a ten-year proforma statement.
 - Determine the break-even point and profitability projections.
 - Calculate return on investment, with projections.
 - Develop a minimum of three prospective financing plans for project planning and development.
- G. **Project Analysis:** The consultant will provide an independent opinion and recommendation if the project is feasible for the Navajo Nation to develop.
- Identify the results and benefits which the project will create within the community and for the Navajo Nation.
 - Recommend the basic course of action for development of the project, i.e. size of the complex, lease provisions and the development process and schedule.
 - Identify the potential number of employment, job classification and type of training, if any, of the existing labor force to determine the favorable operation of the project.
- H. Provide vehicle traffic counts for New Mexico State Highway 491, Arizona State Highway 264 into New Mexico from Window Rock, Az and Crownpoint road (Navajo Route 9).
- I. Identify and Analyze regional and surrounding area tourism attractions, tourism spending pattern and provide annual visitation counts.
- J. Provide photos, illustrations, diagrams as needed.
- K. **Other Study Features:** The study will contain appropriate supporting information such as maps of the trade areas and surrounding regions, highways, geographic features, points of interest, etc.
- L. **Report:** The Consultant will provide a comprehensive, written bound feasibility study with three (3) copies. The study will cover the community of Tohatchi, New Mexico, and the surrounding communities and areas involved in the primary and secondary trade areas including competitive areas.
- M. **Methodology:** The Consultant will coordinate the scope of work, whenever necessary with local organizations for successful completion of the study.
- N. **Time Schedule:** The Consultant is to begin work on this project immediately upon receipt of the notice to proceed. A development schedule of the proposed work and completion date will be prepared.
- O. **Cost:** The consultant will provide a proposed budget based upon the scope of work as outlined. The breakdown of consultant fees and expenses, including the cost of the three copies of the final report, will be provided.

V. QUALIFICATION STATEMENTS

The consultant shall provide a statement of qualification, which will include the following:

1. Professional license(s) and resumes for all key individuals who will perform professional services under the proposal.
2. The qualification statement should indicate 10 years of experience in marketing, financing, and planning disciplines.
3. A minimum of three (3) references where similar work was performed and completed.
4. Familiarity with the Navajo culture and reservation surroundings.

VI. EXHIBITS

Map of the Navajo Nation and the vicinity of the Tohatchi community.

INSTRUCTION TO BIDDERS

- A. **SCOPE:** This RFP contains the instructions governing the proposals to be submitted and the materials to be included therein; mandatory requirements which must be met to be eligible for consideration; and other requirements to be met. Please include the attachments with proposal packet.
- B. **SCHEDULE OF ACTIVITIES:** **DEADLINE:**
- | | |
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| 1. Prospective proposals Inquiry deadline
(No questions accepted after this date)
Inquiries and questions will be answered
At any time prior, questions may be verbal
Or in writing. <u>Due date for all proposals</u> | May 21, 2024

May 23, 2024 |
|--|--|
- C. **ADDENDUM OF SUPPLEMENT TO THIS REQUEST FOR PROPOSALS:** In the event that it becomes necessary to revise any part of the RFP, an addendum will be issued.
- D. **PROPOSALS SUBMISSION:** Proposals must be received at the FD RBDO, Karigan Professional Building on or before Thursday, May 23, 2024. Businesses who are mailing their proposals should allow sufficient time for mail delivery to ensure receipt by the time specified. If mailed, it is recommended that proposals be sent by certified mail to the address indicated on the cover sheet of the RFP. **NO LATE PROPOSALS WILL BE ACCEPTED.**
- Three (3) COPIES OF THE PROPOSAL ARE REQUIRED:** The original and two copies must be delivered in a sealed envelope. The outside of the envelope should be clearly marked with the **Market Feasibility Study, Bid number (24-05-3466KS) DO NOT OPEN**, and the name and address of the firm submitting the proposal. **Cost to be sealed in a separate envelope.**
- LATE RECEIPT OF PROPOSALS:** Late proposals will NOT be accepted. It is the responsibility of the proposal to ensure that the proposal arrives in the Purchasing Services Department prior to the date and time specified.
- E. **REJECTION OF PROPOSALS:** The Purchasing Services Department and Fort Defiance Regional Business Development Office reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received.
- F. **PROPRIETARY INFORMATION:** Any restrictions on the use of data contained within any proposals must be clearly stated in the proposal itself. Proprietary information submitted in response to this RFP will be handled in accordance with applicable purchasing procedures. Each and every page of the proprietary material must be labeled or identified with the word "PROPRIETARY".
- G. **RESPONSE MATERIAL OWNERSHIP:** All material submitted regarding this RFP shall become property of the Navajo Nation and will not be returned to the business. Responses received will be retained by the Fort Defiance Regional Business Development Office and may be reviewed by any person after final selection has been made, subject to paragraph I above. The Purchasing Services Department has the right to use any or all system ideas presented in reply to this RFP, subject to limitations in paragraph I below. Disqualification or non-selection of a proposal or bid does not eliminate this right.

- H. **INCURRING COSTS:** The Navajo Nation Purchasing Services Department and Navajo Nation Fort Defiance Regional Business Development Office is not liable for any cost incurred by the proposal prior to issuance of a contract.
- I. **ACCEPTANCE OF PROPOSAL CONTENT:** The contents of the proposal of the successful proposal will become contractual obligations if acquisition action ensues. Failure of the successful proposal to accept these obligations may result in cancellation of the award and such proposal may be removed from consideration for future solicitation. The Navajo Nation Purchasing Services Department and Navajo Nation Fort Defiance Regional Business Development office reserves the right to pursue appropriate legal action in the above set of circumstances.
- J. **ACCEPTANCE TIME:** The Navajo Nation Division of Economic Development – Fort Defiance Regional Business Development Office, intends to make a vendor selection within ten (10) business days after the closing date for receipt of proposals.
- K. **AWARD OF BID:** Upon selection, a contract document will be prepared to the contractor and the proposal submitted by the contractor will become part of the contract.
- L. **JOINT PROPOSALS:** Nothing in this RFP shall be construed to prohibit vendors from entering into a consortium for the purpose of affirming a proposal in response to this RFP. Parties to a consortium will not be permitted independent, individual proposals in response to this RFP.
- M. **EVALUATION PROCEDURES AND CRITERIA:**
- i. A Review Committee will review and will judge the proposals received in accordance with the general criteria used herein. The team may request oral presentation by the organization proposing. Proposals should prepare to provide any additional information the team feels necessary for a fair evaluation of proposals.
 - ii. Failure to provide any information requested in the RFP may result in disqualification of the proposal. All proposals must be endorsed with the signature of a responsible official having the authority to bind the proposal to the execution of a contract.
 - iii. The sole objective of the review team will be to select the proposal that is most responsive to the needs of the Navajo Nation Fort Defiance Regional Business Development Office. The specifications in this RFP represent the minimum performance criteria necessary for a response. On the basis of the evaluation criteria established in this RFP the Review Committee will select and recommend the proposal who best meets this objective.
 - iv. Evaluation Criteria: The following criteria will be used by the selected proposal reviewing Committee in the selecting process for contract award. The technical proposal factors will be rated on a scale of 1-100 with weight relations as stated below.

<u>Product and Services</u>	0-25 Points
• Equipment, expertise and Implementation plan & schedule	
<u>Project detailed</u>	0-30 Points
• Detailed information on approach to scope of work	
<u>Credentials and Past Performance</u>	0-25 Points

- Licensures of business
- Past Projects completed on NN

Staff and Qualifications:

0-20 Points

- Staff Training, education, Past projects, familiarity in working on the Navajo Nation

v. **Cost/Price Factors:**

The importance of cost factors in the selection will depend upon the magnitude of the cost differentials identified, the credibility of such differential, the keenness of competition in the Technical Proposal, and the impact of other factors. The burden of proof as to cost credibility rests with the offeror. Proposed costs will be evaluated not only to determine if the estimate is reasonable, realistic and cost effective, but also to determine the offerors understanding of the program and ability to organize and perform the contract. Cost/price factors will not be numerically weighed and scored.

Proposed Cost: (To be sealed in a separate envelope) Show cost for overall proposal with NN Tax included with detail cost and attachment to be with proposal packet.

- Attachment called "Purchase Price" that's under scope of work.

N. STANDARD CONTRACT: The Navajo Nation reserves the right to incorporate standard contract provisions into any contract negotiations as a result of a proposal submitted in response to this RFP. The Navajo Nation is a sovereign government and all contracts entered into as a result for the RFP shall comply with Navajo Nation law, rules and regulations, including the Navajo Preference in Employment Act, the Navajo Nation Business Opportunity Act, 5 N.N.C. § 201 et. Seq., Navajo Procurement Act, 12 N.N.C. § 301. This procurement and any RFP with respondents that may result shall be governed by the laws of the Navajo Nation. Nothing herein shall be construed as a waiver of the Navajo Nations Sovereign Immunity.

O. RETURN OF PROPOSALS: The Navajo Nation has no obligation to return any proposals received in response to this RFP.

P. PROPOSAL REQUIREMENTS: All proposals must have as a minimum, the capabilities listed herein and the bid proposal submitted must reflect in detail the inclusion of these services as well as the degree of expertise in utilizing these capabilities.

1. Licensed, bonded, and current **General Liability**.
2. Prospective recipient shall sign a **Navajo Nation Debarment and Suspension Waiver** form, to be provided by FD RBDO.
3. Must Submit Listing and provide all Licenses, Certification, Awards, Degree with Proposal
4. Prospective recipient shall sign a **Tax Form – W9 (2024)**

BILLING AND PAYMENT:

1. Billing and payment shall conform to all Navajo Nation procurement procedures. In order to receive timely payment, vendor have an obligation and responsibility to present invoices that are timely and accurate. An original of a vendor's invoice is needed for payment. The invoice must also contain identical information as shown on the purchase order or contract.

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
 requester. Do not
 send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1	Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)	
	2	Business name/disregarded entity name, if different from above.	
	3a	Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b	If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>	
	5	Address (number, street, and apt. or suite no.). See instructions.	Requester's name and address (optional)
	6	City, state, and ZIP code	
	7	List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number				
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OR				
Employer identification number				
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Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person	Date
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

**NAVAJO NATION CERTIFICATION
Regarding Debarment, Suspension, and
Contracting Eligibility**

1. Applicant entity acknowledges that to the best of its knowledge that the Applicant entity, either in its present form or in any identifiable capacity, has not, in accordance with 12 N.N.C. § 361:
 - A. Been convicted of the commission of criminal offenses incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of any such contract or subcontract;
 - B. Been convicted of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or other offenses indicating a lack of business integrity or honesty, which currently, seriously, and directly affect responsibility as a Navajo Nation contractor;
 - C. Been convicted under antitrust statutes arising out of the submission of bids or proposals;
 - D. Violated contract provisions, including:
 - i. Deliberate failure, without good cause, to perform in accordance with the contract specifications or within the time limit provided in the contract,
 - ii. A recent record of failure to perform or of unsatisfactory performance with the terms of any contract, or
 - iii. Any other cause so serious and compelling as to affect responsibility as a Navajo Nation contractor, including debarment by another governmental entity.
2. Applicant acknowledges that if the Navajo Nation determines that the executed Certification provided herein is untrue or not wholly accurate, it shall be grounds for the Navajo Nation to terminate the contract and pursue other legal remedies, at the Navajo Nation's discretion.
3. Applicant certifies to the best of its knowledge that it is eligible to do business with the

Navajo Nation, in its present form or in any other identifiable capacity, pursuant to 12 N.N.C. § 1501 and 5 N.N.C. § 301. Applicant also acknowledges that per 12 N.N.C. § 1505, it will not be eligible to contract with the Navajo Nation if deemed ineligible by the appropriate department or entity of the Navajo Nation which receives the Applicant's request for consideration for a business opportunity.

Applicant Name

Name of individual signing on Applicant's behalf (print)

Applicant Address

Title of individual signing on Applicant's behalf

Applicant Address

Signature of individual signing on Applicant's behalf

Applicant Address

Date