

Retail Market Study: One East Kentucky

ADDENDUM

Date Issued: Wednesday, December 9, 2020

Proposal Submittal Date: Friday, December 18, 2020

Questions Submitted with Answers in RED

1. Will each individual county be charged with utilizing the study/information or is this an opportunity for One East to utilize and implement on behalf of the 8 counties?
 - a. **One East Kentucky will work with our 8 communities to implement information from the initial study, however, anything beyond the initial scope of services would be up to the local community to add themselves directly with the consultant.**
2. What is the budget allocation for the first year of service and what is the allocation for sequential years?
 - a. **We cannot share the budget allocation for the initial or sequential years.**
3. When the RFP mentions a “designated site” does that mean a retail zone or one retail property? If it is one retail property does the consultant get to dictate the best retail site in the market?
 - a. **We realize that each consultant has a different approach. Designated site is used to describe the overall primary retail area for a particular community. The majority of our rural communities have retail hubs with aspirations to also grow downtown foot traffic. Your data will come from the retail hubs in each community but will be able to feed information for potential growth in other, nearby sections of the community. We are not requesting any particular “plot of land” as a designated site, but rather an overview of what the community is capable of sustaining. However, if during your process, you are able to identify a particular piece of property as “highest and best use” for future growth or specific targeted retail, it would be scored favorably.**