

REQUEST FOR PROPOSALS (RFP)
Downtown Development Plan 2045
Release Date: June 25, 2025

Submission Deadline: August 25, 2025, 3:00 PM MST (late submittals will not be accepted)

All inquiries related to this RFP must be directed to:

Project Manager

Derek Teini, AICP

Community and Economic Development Director
City of Laramie
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Laramie, WY 82073
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Submission Deadline: August 25, 2025, 3:00 PM MST

One digital copy must be submitted to the Project Manager above. Proposals arriving after the deadline will not be considered.

1. Overview

The City of Laramie (City), in collaboration with the Downtown Development Authority (DDA) and Laramie Main Street Alliance (LMSA), is looking for a creative consulting team to help develop the Downtown Development Plan. This will be a focused visionary document that will guide the physical development of the City of Laramie Downtown Area (Downtown), building upon the strengths of the Downtown, while striving for innovative ideas and a plan that guides the Downtown for the next 15 years. The DDA and LMSA, both longstanding Downtown organizations, take pride in the Downtown and desire a plan that reflects their desire for the Downtown to thrive. The last plan, completed in 2011 has served the City, DDA and LMSA well, however it is time for a new approach.

Laramie, Wyoming's Downtown is nestled between two breathtaking mountain ranges at 7,220 feet and located adjacent to the historic railroad, serving as a reminder of the reason Laramie was founded. The Downtown is lively, eclectic, and the center of many of Laramie's social gatherings throughout the year also serving as being an economic hub for the community. As a college town, the Downtown is a place for students, artists, musicians, and outdoor enthusiasts and acts as a cultural hub for the community. Laramie's Downtown remains largely historic with an incredible mix of beautiful buildings, community spaces, retail options and many other uses, and is a place for opportunities for preservation, restoration, and rehabilitation.

This plan shall articulate strategies for physical improvements to Downtown that will enhance the area's character and bolster Downtown as a commercial, social, and civic hub. The creation of this plan is authorized by W. S. § 15-9- 201 et. seq. and includes Downtown development and redevelopment strategies, focusing on public health, safety, prosperity, and preventing urban blight. Simultaneously, the plan shall consider other issues that might emerge along the way or help Laramie identify areas of importance that should be considered. It is important to the City, LMSA, and DDA for a consultant to help them address challenges with innovative vision while keeping community voices at the heart of the process.

A consultant that understands Laramie and can balance the perspectives of our educational institutions, local businesses, cultural organizations, outdoor enthusiasts, and residents from all walks of life and their role in the Downtown will be key.

The plan shall provide the City, DDA and LMSA:

- A long-term vision and plan for the physical and strategic improvement of the Downtown, including direction on Tax Increment Financing (TIF), Mill Levy and other funding opportunities.
- Actionable and prioritized strategies for the Downtown's future that are easy to understand and support.
- A creative and dynamic resource that grows with the community, empowering decision-makers and residents alike.
- A strategy that engages the community and seeks input from anyone with an interest in Downtown.
- A vision that highlights potential topics that come up during the process so the plan is comprehensive and flexible.
- A strategy promoting building preservation, restoration, and rehabilitation.
- An implementation timeline/work plan documenting recommended leads.

2. Plan Objectives

The Downtown Development Plan should:

- Define a shared vision for Laramie Downtown's future that reflects the values and aspirations of the Downtown.

- Engage the public and allow for community input that strengthens the relationships between the partnering agencies and the public and private sectors
- Provide a unified vision that promotes collaboration and cooperation.
- Identify the powers of the DDA permitted through Wyoming State Statute (WSS) and how this might lead to local funding options for implementation of the Downtown Development Plan.
- Consider how land use and zoning supports or inhibits the shared Downtown vision. (i.e. should gaming or storage units be allowed in the Downtown?)
- Propose growth and improvements that align with the vision for Downtown as well as the Laramie community in relation to business and residential growth. This should include the wide range of physical development found in a Downtown ranging from streetscape amenities and placemaking to public infrastructure investments outlined in the Capital Improvement Plan (CIP).
- Identify opportunities that make Downtown great and the challenges that thwarts the goals of Downtown.
- Highlight public safety considerations in relation to public infrastructure.
- Recognize the historic importance of the Downtown, while providing for creative and innovate growth that complements modern commercial districts.
- Consider how all types of transportation (pedestrian, bicycle, vehicular, parking, multimodal) may impact the Downtown. Consideration should be given to the findings of the 10-Year Transportation Plan, Reconnect West Laramie Plan and the Forge Laramie Comprehensive Plan.
- Support arts, culture, and recreation to enrich Laramie’s quality of life and attract new business, residents, visitors and supports existing businesses.
- Develop a clear, actionable implementation strategy with measurable goals to track progress related to all recommendations with recommended leads.

3. Scope of Work

The Downtown Development Plan process will include, but is not limited to, the following tasks:

A. Existing Conditions Analysis

- Conduct analysis and research necessary to develop recommendations and implementation actions based on Laramie’s current and forecasted conditions. Evaluate the effectiveness of existing plans and policies that were found in the 2011 Downtown Development Plan.

B. Community Engagement

- Develop and implement a public engagement strategy that ensures inclusive participation across the diverse Downtown groups and enhances public understanding of the plan’s goals and progress.

- Capture the community’s input and develop a plan that reflects the vision, identity, and aspirations for the Downtown while creating ownership among the three partner agencies (City, DDA and LMSA) and the public.
- Engage applicable City boards/commissions.
- Provide a successful strategy that will provide a mix of opportunities for public input, including traditional methods such as town halls, surveys or stakeholder groups as well as innovative opportunities that help the planning team connect with the citizens of Laramie that care about the Downtown.

C. Vision Themes and Goals

- Work closely with the three partner agencies (City, DDA and LMSA) and the public on developing a **vision** that promotes the Downtown goal.
- Collaborate with Downtown stakeholders to establish a **vision** that aligns with Laramie’s values and aspirations and promotes Downtown as a central business and cultural hub in the community.
- Develop a plan for the **physical improvements** for of the Downtown, including streets infrastructure and buildings.
- Address key issues facing Downtown such as growth, housing, economic development, parking, public spaces, art and transportation and items prohibiting the Downtown from successfully reaching its goals.
- Be **forward-thinking**, adaptable, and capable of addressing future challenges such as technological advancements, demographic shifts, and economic changes.
- Align themes and goals of the plan with other related planning and development efforts for the Downtown and the City.

D. Implementation Framework

- Review implementation measures from the previous Downtown Plan and other plans and studies to build on successes and address gaps.
- Define actionable steps, priorities, and performance metrics.
 - Develop implementation and measurable goals that are attainable within a defined timeline that will enable the three partner agencies as well as the public and private sector to track progress, demonstrate impact, and maintain accountability.
 - Identify implementation steps that may require further study or plans.

E. Mapping and Visualization

- Develop and include comprehensive visual tools (infographics, maps, pictures, charts, interactive dashboards, etc.) to aid in effective information dissemination and assists the public’s understanding of implementation locations, strategies, and aids decision making.
- Adhere to best practices in design for diverse audiences.

F. Final Deliverables

- Deliver a Downtown Development Plan document, including an executive summary and appendices in a digital format (PDF) and (2) physical format copies suitable for public distribution.
- Data, maps, etc. shall also be provided in a separate materials package that will allow for future amendments, map making, etc. following completion of the plan.

4. Suggested Timeline

- **Project Kickoff:** September 2025
- **Community Engagement:** Ongoing throughout the plan
- **Existing Conditions and Data Analysis Complete:** September - November 2025
- **Draft Downtown Plan & Presentations:** March 2026
- **Community Engagement – Review and Feedback:** March - June 2026
- **Plan Refinement:** March - July 2026
- **Final Plan Approval Process:** August 2026

5. Proposal Submission Requirements

Proposals should include the following sections:

- **Introduction:** Firm’s background, qualifications, and approach to Downtown Development planning.
- **Experience:** Examples of previous downtown plans, especially for communities of similar size and complexity.
- **Project Team:** Resumes of key personnel, their role in this plan, and demonstrated experience in downtown plan development.
- **Public Engagement Strategy:** Proposed methods for engaging community members, owners, and businesses that desire to provide input on the development of the Downtown.
- **Scope and Timeline:** Detailed approach to meeting the project scope and deliverable deadlines.
- **Cost Proposal:** Itemized budget including all fees and expenses.
- **References:** At least three references from recent similar projects.

*To maintain consistency and facilitate an efficient review process, proposals should not exceed **20 pages**, including all required components and supporting materials. Pages beyond this limit may not be reviewed. Brevity and clarity are encouraged while ensuring that all requested information is provided.*

6. Selection Criteria

- Qualifications and experience of the consulting team: **20 points**
- Innovation in community engagement and plan development: **25 points**

- Quality of the proposed methodology and work plan: **25 points**
- Demonstrated understanding of Laramie’s context and needs: **20 points**
- References and prior client satisfaction: **10 points**

7. Submission Instructions

- Submit proposals electronically to: dteini@cityoflaramie.org
- Deadline for submission: August 25, 2025, 3:00 PM MST (late submittals will not be accepted)
- Questions regarding this RFP must be submitted by: August 15, 2025 to dteini@cityoflaramie.org

8. Contact Information

Derek Teini

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9. Disclaimers

- The City of Laramie reserves the right to reject any or all proposals, to waive minor irregularities, and to request additional information from respondents.
- The City of Laramie values authentic, human-powered creativity and originality for the Downtown Development Plan. While generative AI tools such as ChatGPT or DALL·E may be utilized by the consultant, their use must be disclosed in the proposal, specifying when and where these tools will be applied. This disclosure ensures transparency and accountability in how insights are developed and tailored to Laramie's unique needs. The City reserves the right to evaluate the role of AI in the work product to confirm it aligns with professional standards and community expectations. Undisclosed use of AI tools, or

failure to comply with this policy, could lead to disqualification or termination of agreements.

- Prospective firms may make inquiries and communications concerning this Request for Proposals (RFP) to the contacts provided. The consultant should understand that verbal comments may be subject to misinterpretation and are in no way binding on the individual or the City. If questions arise concerning any aspect of this proposal, the consultant should request clarification via the email addresses listed. A copy of this requested clarification, as well as the written response shall be provided to all firms submitting requests for qualifications on this project.
- Proposals cannot be withdrawn for a period of one hundred and twenty (120) days after the date of the proposal opening.
- Upon selection of a consultant, the City will negotiate a final contract, scope of services, and contract price based on but not limited to the items under consideration in this RFP and the contents of the consultant's proposal as well as a standard City of Laramie professional services agreement.