



# MEMO

TO: **DDA Board**

Tim Harris, Chairman  
Robert Sanders, Vice Chairman  
Samantha Bratter  
Peter Cruise  
Daryl Houston  
Bernardo Neto  
Rick Reikenis

FROM: Teneka James-Feaman, Executive Director

RE: RFP 2026 – 001 Strategic Plan for West Palm Beach Downtown Development Authority

DATE: Tuesday, May 19, 2026

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On March 5, 2026, the Downtown Development Authority (DDA) released a Request for Proposals (RFP) for a Strategic Plan. The RFP was released via Demandstar, the DDA website and advertised in the Palm Beach Post. The RFP closed on Thursday April 2, 2026, at 3pm. The Selection Committee meeting was held on Friday, April 24<sup>th</sup>, 2026, at 8:30am.

The purpose of this RFP is to develop a comprehensive five-year strategic plan to guide policy, programming, investment, and performance management. This plan comes at a pivotal time as Downtown West Palm Beach experiences rapid growth and increasing public demand for vibrant spaces. The Strategic Plan will serve as a roadmap that defines strategic priorities, measurable goals, and actionable strategies – aligning with stakeholder needs, market realities, and community aspirations.

Selection Committee members for this RFP process included:

1. Rick Reikenis, DDA Board member
2. Tom Valeo, City of WPB Chief of Staff
3. Michael Zeff, President and CEO Chamber of Commerce
4. Dianne Quinn, CEO Kravis Center
5. Uyen Dang, Principle with DDEC

We received five (5) qualified proposals; the agencies that submitted were:

1. LM Genuine Solutions
2. MIG Inc.
3. Starkey Strategies
4. Stratus Team LLC
5. Zeus Consulting Services Corporation



The Selection Committee ranked each proposer based on the following evaluation criteria:

<b>Evaluation Criteria</b>		
<b>Criteria</b>	<b>Points</b>	<b>Description</b>
<b>1</b>	<b>25</b>	<b>Organizational Experience and Understanding:</b> Company and staff have experience with similar jobs and government agencies; Company understands the needs of this RFP
<b>2</b>	<b>25</b>	<b>Project Approach &amp; Methodology:</b> A detailed description of your proposed approach to completing the Scope of Work
<b>3</b>	<b>40</b>	<b>Strategy and Program Development:</b> Firm's Technical Response to RFP's Scope of Services
<b>4</b>	<b>10</b>	<b>Finance and Value:</b> Overall price and value of services (Fee Information)
<b>Total</b>	<b>100</b>	

*Each Evaluation Factor will be rated and assigned points using the scoring scale guide below.*

**Scoring Scale:**

- 0 = Unsatisfactory: Not responsive to the requirement
- 1 = Below Minimum Standards: Responsive to the requirement but below acceptable standards.
- 2 = Marginal: Minimal acceptance performance standards and responsive to the requirement.
- 3 = Satisfactory: Above minimum performance, effective and responsive to the requirement.
- 4 = Excellent: Exceeds expectations for effectiveness and responsiveness to the requirement.

Members of the selection committee ranked the following proposers as the top three (3). These three proposers will present to the board for a final decision.

1. [Starkey Strategies](#)
2. [MIG Inc.](#)
3. [Stratus Team LLC](#)

Each presenter will have 12 minutes for presentation and 3 minutes of Q&A (not to exceed 15 minutes). The DDA Board may evaluate each company after each presentation or after all the presentations have been completed.

At this meeting, Staff is requesting that the DDA Board award the top-ranking proposer and direct the Executive Director to begin contract negotiations. The final agreement will be presented to the DDA Board for review and approval at the June 2026 board meeting.