
Request for Proposal (RFP)

Effective 03/02/2017

Professional Economic Development Site Selection Consulting Services Project



Advertisement

REQUEST FOR PROPOSAL (RFP)

Fay-Penn Economic Development Council

Professional Economic Development Site Selection Consulting Services Project

Fay-Penn Economic Development Council (Fay-Penn) is soliciting proposals to provide professional consulting services to develop an economic development site selection strategy and related materials for Fayette County, Pennsylvania. This effort's ultimate goal is intended to provide (1) an attractive "storyboard" presenting Fayette County to companies evaluating locations for establishing or expanding a business and (2) an accompanying plan and approach for targeted outreach to those industry sectors and companies most likely to flourish in Fayette County.

A copy of the full RFP document can be obtained at www.faypenn.org or by contacting Mr. Robert E. Shark, Fay-Penn Executive Director, at bobs@faypenn.org or 724-437-7913 ext. 211, by 4:00 p.m., Tuesday, March 7, 2017.

Proposal responses shall be delivered electronically to Mr. Shark via email no later than 4:00 p.m., Friday, March 24, 2017 with *Professional Economic Development Site Selection Consulting Services* in the subject line. Fay-Penn is not responsible for non-receipt of any submissions regardless of circumstances. Submitters are encouraged to personally follow-up with Mr. Shark to ensure receipt.

Fay-Penn reserves the right to reject any and all proposals for any reason, having no liability whatsoever to any candidate whose proposal is not accepted, and to advertise for new RFP responses. Fay-Penn reserves the right to negotiate any portion of the Scope of Work to meet budget limitations both prior and subsequent to contract award. Fay-Penn reserves the right to make changes to the RFP should additional issues and concerns arise.

This project is being funded by Fay-Penn and a grant from the Local Share Account (LSA) program in Fayette County, which is administered by the Fayette County Redevelopment Authority and the Pennsylvania Department of Community and Economic Development.

Fay-Penn is an Equal Opportunity Lender, Provider and Employer.

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Project Overview

Fay-Penn Economic Development Council (Fay-Penn) is soliciting proposals to provide professional consulting services to develop an economic development site selection strategy and related materials for Fayette County, Pennsylvania. This effort's ultimate goal is intended to provide (1) an attractive "storyboard" presenting Fayette County to companies evaluating locations for establishing or expanding a business and (2) an accompanying plan and approach for targeted outreach to those industry sectors and companies most likely to flourish in Fayette County.

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Fay-Penn and Fayette County, PA - Background

Fay-Penn was formed in 1991 to assist in the economic revitalization efforts of Fayette County. The organization is designated by the Internal Revenue Service (IRS) as a tax-exempt, nonprofit organization under Section 501(c)(3) of the Internal Revenue Code.

Fay-Penn assists in growing and diversifying the economy in Fayette County, Pennsylvania as the pre-eminent "1st stop shop" economic development organization in the County by providing comprehensive, second-to-none business development services through its staff or partners to make its clients more competitive in a global marketplace.

Fay-Penn's ultimate objective is to sustain a supportive environment for business start-up, expansion, and attraction. Intended targets of this approach include:

- Retaining and growing existing businesses
- Adding new businesses
- Creating and retaining jobs
- Developing the workforce
- Generating private and public business investment
- Enhancing quality of life amenities and services

Additional information can be found at www.faypenn.org.

Fayette County is a predominantly rural area located near the Southwestern corner of Pennsylvania. It is part of the Pittsburgh, PA Metropolitan Statistical Area. The County has a total area of 798 square miles. As of the 2010 census, the population was 136,606. The County seat is Uniontown.

Additional information can be found at

https://en.wikipedia.org/wiki/Fayette_County,_Pennsylvania and
<https://www.census.gov/quickfacts/table/PST045216/42051>

Scope of Work/Deliverables

(1) Project Kick-Off meeting.

(2) Data set compilation direction related to site selection for Fayette County.

Provide direction about relevant data to compile related to site selectors' location evaluation criteria, taking into account trends in data availability that the International Economic Development Council (IEDC) has researched. The data set will be used as the basis of a SWOT analysis described in (3) below as well as to form the basis for the "storyboard" described in (5) below.

(3) SWOT Analysis.

Provide a SWOT analysis of the data set, including recommendations for exploiting Fayette County strengths and opportunities as well as minimizing or correcting weaknesses and threats related to companies evaluating locations for establishing or expanding a business.

(4) Target Identification based on SWOT.

Provide identification of industry sectors and specific, established companies to target with a marketing/outreach campaign. Similarly, provide identification of industry sectors to target entrepreneurs/start-ups that could benefit from a local business accelerator program.

(5) Branded recruitment plan/approach. (i.e., "How does Fay-Penn best get the word out about Fayette County business amenities?")

Provide guidance in developing a strategy and related collateral to use in soliciting industry sectors and specific companies to locate in Fayette County. (Fay-Penn would be responsible for actual collateral development as directed by the consultant. Collateral could include web content, social media campaigns, a promo video, billboards, brochures, etc.) The branding will require at least some consistency with Fay-Penn and proposed Fayette County marketing concepts.

Note: Although outside the scope of work for this RFP, additional work (e.g., development of a promo video) may be outsourced to the consultant depending upon the consultant's capabilities under separate work order agreements and fees as the project progresses.

(6) Follow-up and deal closing approach and training.

Provide an approach and training in the approach to interact with interested companies effectively and efficiently to ultimately convince them to locate in Fayette County.

Timeline

The consultant will begin work as soon as a formal contract is signed, which is anticipated to be in early April 2017. The intended duration of the project is approximately three months. A detailed timeline with relevant tasks outlined is required as a component of proposal submission.

Communications

Communications between Fay-Penn and the consultant can be electronic or face-to-face depending upon the location of the consultant. Fay-Penn requires a weekly, written progress summary followed by a conference to discuss the summary and address issues.

Proposal Guidelines

All sections to this document shall be considered part of the RFP and contain instructions governing the content of the proposals and the format in which they are to be submitted. It does not attempt to define all of the project needs nor detail them. Rather, it is flexible and allows for the credentials of the consultant to be demonstrated in the areas of expertise necessary to the project.

Proposal Inquiries

Requests for the RFP must be made no later than 4:00 pm. Tuesday, March 7, 2017.

Direct all requests to:

Mr. Robert E. Shark, Executive Director
Fay-Penn Economic Development Council
1040 Eberly Way, Suite 200
Lemont Furnace, PA 15456
Phone: 724.437.7913 ext 211
Email: bobs@faypenn.org

Written Questions

Questions concerning this RFP must be submitted to Mr. Shark via email no later than 4:00 p.m., Friday, March 10, 2017. Fay-Penn will provide all questions and their answers to all registered* RFP recipients via email no later than 4:00 p.m., Wednesday, March 15, 2017.

** In order to receive copies of questions and answers, RFP recipients must register by submitting their names and email addresses to Mr. Shark prior to March 15, 2017.*

Proposal Due Date

Proposal must be delivered electronically to Mr. Shark via email no later than 4:00 p.m., Friday, March 24, 2017 with *Professional Economic Development Site Selection Consulting Services* in the subject line. Fay-Penn is not responsible for non-receipt of any submissions regardless of circumstances. Submitters are encouraged to personally follow-up with Mr. Shark to ensure receipt.

Proposals received after the specified date and time will be deemed “non-responsive.”

Proposal Format and Content

Proposals must include the following information presented in a clear and comprehensive but concise manner to illustrate the technical approach, consultant’s capabilities, and experience related to the scope of services/deliverables.

(1) Introductory letter of intent

(2) Proposed approach: Provide a description of the consultant’s technical approach to the Scope of Services. This portion shall be specific and detailed enough to illustrate that the consultant has the knowledge of the necessary and appropriate tasks required to perform the Scope of Services.

(3) High level project plan with a chart of tasks, detailed timelines, milestones, critical paths, needed coordination and deliverables for the project.

(4) Description of the consultant (including, but not necessarily limited to the following:)

- a) **Capability and Experience:** Demonstrate the consultant’s capabilities and experience by describing other assignments comparable to this project, complete with client contact information. Identify any unique qualifications of the consultant.
- b) **Experience with Publicly Funded Projects:** Describe the consultant’s experience with Pennsylvania DCED funded projects.
- c) **Organization Chart and Resumes:** Provide an organization chart, roles, and resumes of key staff. Demonstrate staff qualifications and experience with similar projects.

d) **Ability to Perform and Manage:** Demonstrate the consultant’s ability to perform and manage the project. This should include, at a minimum:

- A description of the consultant’s approach to schedule and cost control.
- A list of the consultant’s current project load, schedule and level of commitment to the project.

(5) **Cost:** Provide a fee proposal, including a line item cost for each item in the Scope of Work. Fees/costs should include all compensation and other payments due to the firm in the performance of the basic services outlined in this RFP. Include a list of possible additional expenses and the approximate fees/costs for each. (For example, development of a promotional video.) Indicate any other fees or charges that may be incurred.

(6) **Other Information:** Include any other information or exhibits pertinent for consideration in the selection process.

Fay-Penn reserves the right to adjust the RFP should additional issues and concerns arise.

Evaluation Criteria

Fay-Penn will select the consultant. Proposals will be evaluated based on the following criteria.

1. **Approach and Project Plan:** Quality and depth of understanding of the project.
2. **Qualifications and Level of Experience:** Company and assigned staff qualifications and experience with similar projects, including project schedule and budget management.
3. **Cost.**
4. **Timeframe:** Time needed to complete the project

Fay-Penn may request interviews with candidates.

Fay-Penn reserves the right to reject any and all proposals for any reason, having no liability whatsoever to any candidate whose proposal is not accepted, and to advertise for new RFP responses. Fay-Penn reserves the right to negotiate any portion of the Scope of Work to meet budget limitations both prior and subsequent to contract award.

Projected Schedule

- | | |
|------------------------------|--|
| a. March 2, 2017 | RFP Issued |
| b. March 7, 2017, 4:00 p.m. | Full RFP Must be Requested |
| c. March 10, 2017, 4:00 p.m. | Question Submittal Deadline (email only) |
| d. March 15, 2017, 4:00 p.m. | Questions Answered |
| e. March 24, 2017, 4:00 p.m. | Proposal Deadline |
| f. March 31, 2017 | Consultant Selected |
| g. April 10, 2017 | Project Kick-Off |

General Provisions

Statement of Confidentiality – The proposals and all information contained therein, once submitted, shall be the property of the Fay-Penn Economic Development Council. The information forwarded shall not be returned; however, each respondent can be assured that all responses will be kept in strict confidence and shared only with those involved in the selection process.

The Request for Proposal does not commit Fay-Penn Economic Development Council to pay any costs incurred in the preparation of a response to this RFP or to procure the contract for services.

Neither the Fay-Penn Economic Development Council nor any of its officers, agents, consultants, or employees shall be responsible for the accuracy of any information provided to any consultant as part of this RFP process. All consultants are encouraged to independently verify the accuracy of any information provided. The use of any of this information in the preparation of a response to this request is at the sole risk of the consultant.

Contract – Following selection of the consultant, a formal contract for professional services will be negotiated. If agreement cannot be reached, negotiations will then begin with the next highest rated consultant and so forth until an agreement can be reached. Fay-Penn reserves the right to cease negotiations with any and all firms and to reissue the RFP for the project if deemed necessary.

The awarded consultant will be required to comply with all applicable federal, state and local laws and regulations and conditions (if any).

Miscellaneous Terms and Conditions

The successful proposer shall be required to indemnify and hold Fay-Penn Economic Development Council and its agents and employees harmless from and against all suits or actions of any kind, including workers' compensation claims, brought against Fay-Penn or on account of any damages or injuries received or sustained by any parties, by or from the acts of the successful proposer or its agents or employees. The successful proposer shall maintain insurance for workers' compensation as required by law.

The successful proposer shall comply with all applicable federal, state, and local laws, regulations, administrative rulings, and codes, and shall secure all necessary licenses and permits in connection with this RFP and any goods or services to be provided hereunder.

By submission of the proposal, the proposer certifies that the proposal has been arrived at independently and submitted without collusion with any other proposer, and that the contents of the proposal have not been communicated by the proposer, or to the proposer's best knowledge and belief, by any one of its employees or agents, to any person not an employee or agent of the proposer, and will not be communicated to any person prior to the official opening of the proposals.

The successful selection of a proposal through this RFP is contingent upon verification of credentials.

All deliverables and study materials (including intellectual property) associated with this project remain the property of Fay-Penn Economic Development Council.

Fay-Penn reserves the right to reject any and all bids for any reason.