

Request for Proposal

Sheridan Economic Development Program Workshop and Feasibility Study

The Sheridan County Chamber of Commerce, Forward Sheridan, and the Sheridan Innovation Center (“Requestors”) are seeking proposals for an economic development study to determine ways that Sheridan can realize greater impact from its economic development groups and increase the amount of private support for local economic development efforts.

The Requestors will select a consultant from those responding to this request. If questions are posed that affect the RFP, addenda will be issued. Proposals are scheduled for opening on **August 30, 2019**; thus, proposals received after this date will not be considered.

Please direct all questions and requests for additional information regarding this RFP to the following individuals:

Scot Rendall, Director, Sheridan Innovation Center
srendall@uwyo.edu
(307) 675-1939

Jay Stender, CEO, Forward Sheridan
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Dixie Johnson, CEO, Sheridan County Chamber of Commerce
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(307) 672-2485

Background

Overview of Current Sheridan Economic Development Efforts

Sheridan’s City and County elected officials, community leaders, and business executives have long realized the importance of area economic development efforts to help maintain Sheridan’s high quality of life and employment opportunities for area residents. Focus put into these efforts has resulted in the creation of eight different local organizations to tackle various elements of economic development. In addition, at the state and regional level, there are other economic development entities that have a presence in Sheridan via programs and/or financial support.

Though the support models vary, all of these groups receive at least some level of public support. While these entities generally have good working relationships with one another, communication is sometimes slow, and collaboration opportunities are missed. Individuals from the community needing assistance in the economic development space often are confused by the number of groups, which makes it cumbersome to get them the help they need in a timely manner. Finally, the business community supporting economic development initiatives are approached for financial donations and participation across the various entities, without a clear understanding of the overall effectiveness of programs or return on investment of funds contributed.

Proposal Request

The Requestors believe it is time to assess the way economic development is accomplished in Sheridan. Is there a reasonable return on time and monetary investments, and how should the return be measured? How could economic development groups be organized and managed, and what are the best ways to break down communication barriers? How should economic development activities be funded? Is there a long-term strategic plan that will channel efforts, participation, and investment into the activities that achieve the highest return and benefit? This RFP seeks to engage a firm that can help address these questions and create a plan, including consideration of a coordinated fundraising effort, which will increase the overall effectiveness and results of economic development initiatives in Sheridan.

Scope of Services

The Requestors envision that there will be two phases to this project. Prospective consultants shall address the following in their response to the RFP:

Phase I

1. A plan to meet with the boards or advisory groups of each existing economic development entity to gain an understanding of mission, objectives, budgets, and funding structure of each group.
2. With direction from Requestor steering committee, a plan to meet with civic, community, business leaders, private foundations, and private investors to gather inputs on current and future Sheridan economic development strategies and how they should be funded. Evaluate the most pressing economic development needs of the Sheridan community.
3. First aggregate, and then synthesize data gathering into a summary of capabilities, direction, and opportunities. Provide an assessment of current economic development efforts: those that are effective, and those that are identified as improvement opportunities. Focus on the delivery of outcomes, and the value of those outcomes, to stakeholders.
4. Suggest options for organizing Sheridan's future economic development efforts and list the outcomes most valuable to stakeholders. Determine what the funding needs would be to execute on a revamped economic development program.
5. Based on conversations held, and in partnership and collaboration with the Requestors, create a draft of an overall project plan, including goals, objectives, and budgets. Establish a consistent articulation of the project plan across all stakeholders (ED groups, community leaders, elected officials, and donors/investors).

Phase II

6. With project and communication plans drafted, drive the outline of required steps for a private sector fundraising campaign once the economic development project plan is in place. Suggest what such a campaign would cost based on experience with other communities the size of Sheridan.
7. Work with the Requestors to create a committee with defined action steps that could oversee the fundraising campaign. Identify specific private and public sector leaders whose inputs are critical for future funding efforts.

Proposal Content

The following elements must be included in each proposal:

1. Cover Letter – include the firm’s legal name, the principal(s) of the firm, address, telephone number, and principal contact email address.
2. Project Execution – explain how your firm would staff the project to achieve each element outlined in the scope of services. Provide the name of the project lead, an approximate timeline for completing the review, and report out on results. Please subdivide the proposal into the two Phases outlined and provide a separate fee and timeline/duration for both.
3. Statement of Qualifications – Describe applicable certifications and experience that make your firm qualified to complete the review (please limit to two pages).
4. Professional Fees – Cost of completing the work, including incidental expenses and travel, if applicable, broken out by the two Phases.
5. Any other information pertinent to the Requestors’ decision-making process.

Deliverables

Submit five (5) written copies and one electronic copy of the proposal no later than **August 30, 2019** to:

Scot Rendall
Director
Sheridan Innovation Center
1981 Double Eagle Drive, Suite A
Sheridan, Wyoming 82801

Phone: (307) 675-1939
Email: srendall@uwyo.edu.

Consultant Selection Process

The selection of the firm to provide the services described above will be based on qualifications, experience with similar projects, and costs.

Contract Award

The Requestors reserve the right to accept, reject, or request changes in proposals. If necessary, the Requestors will work closely with the selected firm to develop or refine a detailed scope of work, a schedule for completion of tasks, and costs associated with the completed work.

Late Proposals

Late proposals will not be accepted. It is the responsibility of the bidder to ensure that the proposal arrives prior to **August 30, 2019**.