

State of New Hampshire
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
DIVISION OF ECONOMIC DEVELOPMENT
Request for Proposal

Business and Economic Affairs
Consulting Services for the Development of a Statewide Economic Development Plan
Request for Proposals

Issue Date: February 15, 2018

Title: Statewide Economic Development Plan Consultant Services

Issuing Agency: State of New Hampshire
Department of Business and Economic Affairs
Division of Economic Development
172 Pembroke Road
Concord, NH 03301

Period of Contract: Twelve months from date of approval from Governor and Executive Council

Proposal Deadline: Monday, April 2, 2018
**Proposal must be received at BEA no later than 3:00 p.m.*

All inquiries for information should be directed to:

Will Arvelo, Director, Division of Economic Development,
E-mail: wildolfo.arvelo@livefree.nh.gov
Subject line: RFP Reference: Consulting Services for the Development of a
Statewide Economic Development Plan

ALL PROPOSALS MUST BE LABELED: “PROPOSAL – Statewide Economic Development Plan Consultancy”

1. Purpose and Background

The State of New Hampshire, Department of Business and Economic Affairs (BEA) Division of Economic Development (DED) is soliciting proposals from qualified vendors to facilitate, produce, and release an Economic Development Plan for the State of New Hampshire.

BEA was established by an act of the New Hampshire State Legislature in July 2017. The department is comprised of the Division of Economic Development and the Division of Travel and Tourism Development. In its authorizing legislation, RSA 12-O:24 requires the Department, with input and assistance from the Council of Partner Agencies established under RSA 12-O:7 and other public and private organizations with whom it chooses to work, to develop a rolling 10-year economic development strategy and operating plan

2. Definitions

“Selected Contractor” refers to the Offeror under this Request for Proposals (RFP) with which the Department of Business and Economic Affairs (BEA) negotiates a contract. The terms in this RFP referring to “Selected Contractor” represent contract terms that will be part of the final contract.

“Offeror” refers to any individual, corporation, partnership or agency that responds in writing to this RFP. “State” refers to the State of New Hampshire; “BEA” refers to the Department of Business and Economic Affairs; “DED” refers to the Division of Economic Development; “CPA” refers to the Council of Partner Agencies; “SPI” refers to the Sector Partnership Initiative.

The “Plan” refers to the 10-year economic development plan for the State of New Hampshire

The “Contract” is the resulting contract entered into between BEA and the successful Offeror.

3. Objectives/Scope of Work

The selected contractor will develop and help promote the 10-year economic development plan for the State using a funding level of \$320,000. The plan will cover the ten (10) year period of time from 2019 – 2029 and will serve as the living document and roadmap that will provide the overall strategy for BEA and DED. The plan must be actionable with measurable goals and action items. The selected contractor will recommend a staggered approach or a number of phased in approaches to ensure the plan is implemented appropriately with the resources at hand. The finalized plan must be completed by December 1, 2018 and the following must be achieved:

- **Align with growth sectors:** The selected contractor will work with the SPI and the CPA effort to confirm and align with the growth sectors represented in that initiative.
- **Review existing plans:** There are plans, personnel and programs, both within DED as well as among economic development entities in the state, which will be a guide for this

process. The selected contractor should identify and consider such studies and plans as they become available.

- **Develop an eco-system map:** The state has a considerable number of organizations that have direct or indirect involvement in economic development services, programs, planning, and implementation. The map should identify those organizations and their role, and should include pre-determined development zones or areas and their governing body throughout the state (i.e., industrial parks and development authorities). BEA has submitted a proposal with The Dartmouth School of Business for students to assist in that endeavor. Should the proposal be accepted, the selected contractor will work directly with the school.
- **Interview stakeholders:** In creating a comprehensive economic development plan, it is crucial that the selected contractor meet with stakeholders as necessary to obtain specialized information about specific regions, industries, and demographics within the state.
- **Evaluate NH's workforce development structure:** A primary component of NH's short-term development is the establishment and maintenance of career pathways for a wide array of careers in the State. The selected vendor will review all existing state programs and recommend efficiencies and leverage opportunities across those platforms and funding mechanisms (federal and state) and recommend programs and strategies to complement and address new opportunities.
- **Analyze NH's foreign direct investment opportunities:** As a state that borders a sovereign nation, foreign investment is a critical element to NH's economic growth. The plan will work with the Office of International Commerce to analyze what opportunities there are, if the state is taking advantage of these opportunities, and strategies the state can execute to develop more or better opportunities.
- **Define key benchmarking data points for tracking:** The selected contractor will define a number of broad benchmarking statistics that will be used to track outcomes and progress of this plan. These should include benchmarks related to specific data and broad averages and trends and be focused on key growth sectors.

4. Plan Specifications

Once all the data analysis, outreach to stakeholders, and preliminary work is complete, the selected contractor will develop and write the plan. DED will solicit the selected vendor's opinion and experiences in incorporating public comment during the draft process. The plan must include:

- Specific strategies on, at least, the following: outdoor economy, creative economy, strategies to reduce economic inequality, rural economy challenges, workforce housing, entrepreneurship, tourism and hospitality.

- Using the eco-system map, the plan must include discussion and strategies of collaboration among existing economic development entities and academic institutions.
- Working with DED, plans for the roll-out of the final product, including but not limited to digital version development, distribution and promotion, media outreach and roll-out event plans.

5. General Requirements

5.1. Copies and Distribution of Proposal

- 5.1.1. In order to be considered for selection, Offeror must submit an electronic file of the written response to this RFP to the point of contact Will Arvelo by email at Wildolfo.Arvelo@livefree.nh.gov by 3pm on Monday, April 2, 2018. No other distribution of the written proposal shall be made by the Offeror. Offerors may be required to present to the selection committee, if requested.

5.2. Organization and Experience

- 5.2.1. Demonstrate the Offeror's financial capability to provide the work described in Section 3: Objectives/Scope of Work and Section 4: Plan Specifications.
- 5.2.2. Offeror shall provide a thorough description of its plan, approach and fee structure for accomplishing the requirements of Section 3: Objectives/Scope of Work and Section 4: Plan Specifications.
- 5.2.3. Proposals should be as thorough and detailed as possible so that DED may properly evaluate Offeror's capabilities to provide the required service.
- 5.2.4. Proposals should affirmatively state the ability to meet all deliverables within the specified time frame
- 5.2.5. Proposals shall not exceed ten (10) pages in length.
- 5.2.6. Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on the completeness and clarity of content. The State is not responsible for the cost of proposals.
- 5.2.7. All information requested must be submitted. Failure to submit this information at time of bid will render the proposal non-compliant and will result in a disqualification.

5.3. Oral Presentation

- 5.3.1. Offerors who submit a written proposal in response to this RFP may, at the State's discretion, be selected to make an oral presentation. BEA will schedule the time and location of these presentations.

5.4. Financial Standing

- 5.4.1. An Offeror, if requested, must be prepared to present audited financial statements, or acceptable alternate proof of financial stability to satisfactorily meet the requirements set forth in the proposal.

5.5. Proposal Inquiries

- 5.5.1. All inquiries concerning this RFP, including but not limited to requests for clarifications, questions shall be submitted by e-mail to the Point of Contact: Wildolfo.Arvelo@livefree.nh.gov
Subject: RFP Reference: Consulting Services for the Development of a Statewide Economic Development Plan

5.6. Restriction on Contact with State Employees

- 5.6.1. From the date of release of this RFP until an award is made, all communications with personnel employed by or under contract with the State regarding this RFP is forbidden unless first approved by the point of contact set forth in Section 5.5

6. Specific Requirements

- 6.1. Proposals should be as thorough and detailed as possible. Responses must be structured as outlined below. Offerors are required to submit the following items as a complete proposal.

6.2. Experience, Qualifications, and Strategic Exercise:

- 6.2.1. A written one-page introductory statement including:

- Years in business
- Number of full-time employees
- Experience in providing services as described in Section 3 and 4
- Expertise of assigned personnel to this project
- Explanation of invoicing procedures

- 6.2.2. Provide resumes/portfolios of individuals or subcontractors performing major duties and functions under the proposed contract; include role, responsibility, and qualifications. The successful team will provide evidence that they:

- Have successfully created state- or regional-level economic development plans, with samples of product and work plans for said plans;
- Have experience with FDI planning;
- Understand who are the economic development stakeholders within a state and be a facilitator in obtaining their input; and
- Have successful experience in communication and public outreach through both traditional and digital media.

6.2.3. Demonstrate previous results on the development of other long-term development and strategic plans

6.2.4. Explain previous contracted services provided to the State, if any.

6.3. Proposal Submissions

6.3.1. Offeror must assume a \$320,000 budget to produce deliverables as outlined in Section 3: Objectives/Scope of Work and Section 4: Plan Specifications.

6.3.2. The original copy must remain at DED, available for public inspections/disclosure, subsequent to awarding of the contract. Information considered confidential or proprietary may be marked as such by the submitting party. However, such determinations are not conclusive on DED and DED shall be subject to the provisions and requirements of RSA 91-A (the New Hampshire right-to-know law) when determining what documents are subject to public inspection/disclosure pursuant to a right-to-know request.

6.4. A cover letter signed by the person submitting the proposal that provides mailing address, phone number, and email for the principal contact.

6.5. A written description of the capabilities, and plans and approach as it relates to Section 3: Objectives/Scope of Services and Section 4: Plan Specifications

6.6. A written description of methodology to measure effectiveness of recommended programs/tactics.

6.7. A detailed budget and timeline

6.8. Provide profiles of completed economic development plans, preferably statewide plans

6.9. Provide at least three client references, of which at least one (1) shall be economic development-related. Include contract /service dates and contact information.

7. Evaluation and Award Criteria

- 7.1. All proposals will be evaluated for responsiveness to the RFP by a Selection Committee made up of representatives of BEA and the economic development industry.
- 7.2. All proposals will be evaluated and scored on the basis of the following criteria (Attachment A), which will be accorded the relative weight indicated in the parentheses:
- Experience and Qualifications of key staff and Subcontractors (30)
 - Overall strategy and approach, methodology (30)
 - Prior work and past performance (20)
 - Cost of services and budget (20)
 - **Total Score (100)**
- 7.3. Offeror(s) must meet a minimum threshold of 65 points to be considered for further evaluation. Offeror(s) deemed to be best qualified among the written proposals will be identified on the basis of evaluation factors stated in Section 7.2.
- 7.4. Identified Offeror(s) may be selected to provide a presentation to further evaluate Offeror's capabilities. These presentations will be graded on a 30 point scale, outlined in the Proposal Score Sheet (Attachment A). DED will notify finalists at least 7 days prior to presentation to schedule times and determine location.
- 7.5. The Selected Contractor will be notified in writing. DED and the Selected Contractor shall negotiate a contract containing the terms in the RFP/proposal. If DED is unable to negotiate a satisfactory contract with the first Selected Contractor, DED may undertake negotiations with the next recommended Offeror.
- 7.6. The proposed contract must be approved by the Governor and Executive Council. This process takes approximately four to six weeks after the execution of the contract. The contract will be effective upon approval by the Governor and Executive Council.

7.7. Proposed Timetable

Request for Proposals Issued	Thursday, February 15, 2018
Deadline for Questions	Thursday, March 8, 2018
Responses to Questions	Monday, March 12, 2018
Written Proposal Deadline	Monday, April 2, 2018
Invitations to Present/Interview	Monday, April 9, 2018
Oral Presentations/Interview & Selection	Monday, April 16, 2018
Award Announcement	Tuesday, April 17, 2018
Contractual & Approval Process	April and May 2018
Contract Effective	May 2018

8. Conditions

Any prospective contractor must be willing to adhere to the following conditions and must positively state so in the proposal.

- 8.1. Ownership of Subsequent Products: Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP is to be the sole property of the State of New Hampshire unless stated otherwise in the contract.
- 8.2. Conformance with Statutes: Any contract awarded as a result of this RFP must be in full conformance with statutory requirements of the State of New Hampshire.
- 8.3. Amending or Canceling: The State reserves the right to amend or cancel this RFP, prior to the due date if it is in the best interest of the State, or to correct inaccuracies resulting from clerical errors.
- 8.4. Rejection for Misrepresentation: The State reserves the right to reject the proposal of any vendor for misrepresentation.
- 8.5. Contract Format: The successful contractor will be required to sign or provide the following documentation:
 - Service Contract Form – Form P-37 (Attachment B)
 - Certificate of Authority. This document is required of the Contractor to certify by vote of the corporation's board that the person who signs the contract has been authorized to do so. The Contractor is required to provide this document on corporate letterhead, signed by the Chairman of the Board or similarly authorized person.
 - Certificate of Good Standing document is required for all contracts exceeding thirty (30) days. They are issued by the New Hampshire Secretary of State's office certifying that the corporation, partnership, or trade name has been registered to do business in New Hampshire. Certificates of Existence shall be current and are renewable annually by April 1st.
 - Comprehensive general liability insurance against all claims of bodily injury, death, or property damage in amounts not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, and special cause of loss coverage form covering all property in DED in an amount not less than 80% of the whole replacement value of the property (Section 14 Insurance of the State Agreement Form P37).
- 8.6. Speaking on behalf of the State of New Hampshire/DED: Contractor is not authorized to represent the State's position to the public or media and must be authorized to provide information by DED.

- 8.7. The contractor may “subcontract” services. Proposals that include subcontracting services must include information identifying the subcontractor(s) and demonstrate the subcontractor(s)’ qualifications to perform the services, and a letter from the proposed subcontractor(s) stating their intent to subcontract on this project. The prime contractor will be responsible for all services provided by, and obligations of its subcontractor(s). All communications, departmental direction, invoices and payments will be processed through the prime contractor. All data generated as a result of this contract is the exclusive property of DED.
- 8.8. Contractor is to provide DED with 90 days written notice of any proposed changes to sub-contractor.
- 8.9. The resulting Contract may be modified only by written amendment, which has been executed and approved by the appropriate parties from the State and Selected Contractor.
- 8.10. The State may terminate the Contract without cause by giving the Contractor sixty (60) days written notice before the effective termination date.
- 8.11. If for any reason, the Contractor fails to make a delivery date, the Contractor shall be assessed Liquidated Damages of \$1,000.00 per week, or portion thereof, until the production, revision or delivery date is met. If the Contractor foresees an event beyond its reasonable and normal control and properly notifies DED of such event – in writing- DED may allow the Contractor to exceed a production, revision or delivery date with no Liquidated Damages assessed.
- 8.12. The Agency reserves the right to amend this RFP at its discretion, prior to the Proposal submission deadline. In the event of an addendum to this RFP, the Agency, at its sole discretion, may extend the Proposal submission deadline, as it deems appropriate.
- 8.13. The Proposer’s signature on a Proposal submitted in response to this RFP guarantees that the prices, terms and conditions, and Work quoted have been established without collusion with other Proposers and without effort to preclude the Agency from obtaining the best possible competitive Proposal.
- 8.14. All material received in response to this RFP shall become the property of the State and will not be returned to the proposer. Upon Contract award, the State reserves the right to use any information presented in any Proposal.
- 8.15. Unless necessary for the approval of a contract, the substance of a proposal must remain confidential until the Effective Date of any Contract resulting from this RFP. A Proposer’s disclosure or distribution of Proposals other than to the Agency will be grounds for disqualification.

8.16. Pursuant to RSA 21-G:37, all responses to this RFP shall be considered confidential until the award of a contract. At the time of receipt of proposals, the Agency will post the number of responses received with no further information. No later than five (5) business days prior to submission of a contract to Governor & Executive Council pursuant to this RFP, the Agency will post the name, rank or score of each proposer. In the event that the contract does not require Governor & Executive Council approval, the Agency shall disclose the rank or score of the Proposals at least 5 business days before final approval of the contract.

The content of each Proposer's Proposal shall become public information upon the award of any resulting Contract. Any information submitted as part of a response to this request for proposal (RFP) may be subject to public disclosure under RSA 91-A. In addition, in accordance with RSA 9-F:1, any contract entered into as a result of this RFP will be made accessible to the public online via the website Transparent NH (<http://www.nh.gov/transparentnh/>). Accordingly, business financial information and proprietary information such as trade secrets, business and financials models and forecasts, and proprietary formulas may be exempt from public disclosure under RSA 91-A:5, IV. If you believe any information being submitted in response to this request for proposal, bid or information should be kept confidential as financial or proprietary information; you must specifically identify that information in a letter to the agency, and must mark/stamp each page of the materials that you claim must be exempt from disclosure as "CONFIDENTIAL". A designation by the Proposer of information it believes exempt does not have the effect of making such information exempt. The Agency will determine the information it believes is properly exempted from disclosure. Marking of the entire Proposal or entire sections of the Proposal (e.g. pricing) as confidential will neither be accepted nor honored. Notwithstanding any provision of this RFP to the contrary, Proposer pricing will be subject to disclosure upon approval of the contract. The Agency will endeavor to maintain the confidentiality of portions of the Proposal that are clearly and properly marked confidential.

If a request is made to the Agency to view portions of a Proposal that the Proposer has properly and clearly marked confidential, the Agency will notify the Proposer of the request and of the date the Agency plans to release the records. By submitting a Proposal, Proposers agree that unless the Proposer obtains a court order, at its sole expense, enjoining the release of the requested information, the Agency may release the requested information on the date specified in the Agency's notice without any liability to the Proposers.

8.17. Notwithstanding any other provision of this RFP, this RFP does not commit the Agency to award a Contract. The Agency reserves the right, at its sole discretion, to reject any and all Proposals, or any portions thereof, at any time; to cancel this RFP; and to solicit new Proposals under a new acquisition process.

- 8.18. By submitting a Proposal, a Proposer agrees that in no event shall the Agency be either responsible for or held liable for any costs incurred by a Proposer in the preparation of or in connection with the Proposal, or for Work performed prior to the Effective Date of a resulting Contract.
- 8.19. From the time this RFP is published until a contract is awarded, no bidder shall offer or give, directly or indirectly, any gift, expense reimbursement, or honorarium, as defined by RSA 15-B, to any elected official, public official, public employee, constitutional official, or family member of any such official or employee who will or has selected, evaluated, or awarded an RFP, or similar submission. Any bidder that violates RSA 21-G:38 shall be subject to prosecution for an offense under RSA 640:2. Any bidder who has been convicted of an offense based on conduct in violation of this section, which has not been annulled, or who is subject to a pending criminal charge for such an offense, shall be disqualified from bidding on the RFP, or similar request for submission and every such bidder shall be disqualified from bidding on any RFP or similar request for submission issued by any state agency. A bidder that was disqualified under this section because of a pending criminal charge which is subsequently dismissed, results in an acquittal, or is annulled, may notify the department of administrative services, which shall note that information on the list maintained on the state's internal intranet system, except in the case of annulment, the information, shall be deleted from the list.