



Request for Proposals

**Comprehensive Economic Development Strategic Plan**  
June 3, 2016

Proposals due no later than  
Friday, June 24, 2016  
2:00 p.m. CST

**1. INTRODUCTION**

Frisco, Texas is located 25 miles from downtown Dallas and 25 miles from DFW International Airport. Frisco's population hit 154,000 early-2016.

In 1989, the Texas Legislature amended the Development Corporation Act of 1979 by adding Section 4A, which allowed the creation of development corporations that could be funded by the imposition of a local sales tax dedicated to economic development. The Frisco Economic Development Corporation (FEDC) was established in 1991 following a passage of a one-half of one-percent sales tax dedicated to economic development by the residents of Frisco. The FEDC was also incorporated in 1991 as a not-for-profit; tax exempt Texas Corporation, which is a separate entity from any other Board or Commission of the City of Frisco.

A seven member Board of Directors appointed by the City Council governs the FEDC. The FEDC meets in regular session monthly to conduct the business affairs of the Corporation. The FEDC employs a President and 11 full-time staff members to manage the day-to-day business activities and programs.

The purpose of the FEDC is the promotion and development of new and expanded business enterprises to provide and encourage employment in Frisco. The FEDC is known for its progressive and unique incentive packages, rapid responsiveness and providing quality services to all. Frisco has earned a reputation for success in economic growth from expansive commercial and retail development to world class business parks attracting national headquarter operations, technology firms, and professional sports teams.

Operating from a comprehensive economic development strategy prepared in 2010 the FEDC has grown into a top economic development program. Many of the 2010 plan's tactics have been completed. It is now time to set a new plan of action for the FEDC and leverage the momentum of past successes to take Frisco's economic development efforts to a higher level.

FEDC's mission remains to improve the economic opportunities and quality of life for all residents of Frisco. Its vision includes: expand and diversify the local tax base; create quality job opportunities for all levels of employment; encourage responsible, diverse growth and development; enhance Frisco's quality of life as an attractive and desirable place to live, work, play and grow.

### **1.1. Purpose**

The Frisco Economic Development Corporation is seeking the services of a consultant or group of consultants (the "Contractor") to facilitate the drafting of a Five (5) Year Comprehensive Economic Development Strategic Plan ("CEDSP").

### **1.2. Background**

- A. The intent of the CEDSP is to assist the FEDC board and staff in developing and documenting programs aimed at the attraction of investment and the creation and retention of full-time permanent positions and that will stimulate economic growth for the community.
- B. More specifically, the investment will provide technical assistance recommendations, capacity building activities and administrative guidelines to support the on-going formulation and implementation of the CEDSP with a special emphasis on marketing, business development, business retention and expansion, and business formation.

## **2. REQUIREMENTS AND DELIVERABLES**

The Contractor shall work closely with the Frisco Economic Development Corporation board and staff members in developing the Plan. The strategies and tactics to be developed from this study should include but not limited to:

- A. Business Retention and Expansion program analysis and action plan.
- B. Position Frisco as a leading destination for corporate expansion and relocation with specific emphasis on Fortune ranked companies.

- C. Development of a strong talent base and skilled workforce to support corporate relocations and expansions in Frisco.
- D. Development of a start-up and acceleration ecosystem and entrepreneurial support system.
- E. Identify public and private partnerships that can be leveraged for continued growth and prosperity for Frisco.
- F. Identify processes for directly engaging large corporation decision makers with a minimum of intermediate filters (i.e. brokers and regional economic development organizations).

## **2.1. Point of Contact**

Each deliverable shall be delivered in a timely manner and in accordance with the contract schedule to the FEDC's representative for this contract.

Dave Quinn, CEcD  
Vice President  
Frisco Economic Development Corporation  
6801 Gaylord Parkway, Suite 400  
Frisco, Texas 75034  
dquinn@FriscoEDC.com

## **2.2. Scope of Work**

The scope of work for the proposed project consists of the following objectives:

- 2.2.1.1. Project Review/Scope Meeting** - The consultant will conduct a working session and subsequent interviews with FEDC board and staff and City of Frisco staff identified by the FEDC to define the scope of project and intended outcomes. The Consultant will also review past and current FEDC economic development programs and analyze current clusters in the city and emerging ones to pursue future growth.
- 2.2.1.2. Community and Regional Assessment** - This qualitative and quantitative assessment shall include key demographic, socioeconomic, labor and workforce, educational and employment development, and financial trends and forecasts. Frisco's national and regional competitive outlook and standing should be assessed and the impact the aforementioned trends and forecasts on Frisco's future economic composition and competitiveness should be detailed.

- 2.2.1.3. Target Industry Analysis** – Provide a current industry snapshot for Frisco and the region (North Dallas). Identify key industries and their market locations that should be targeted in the US or International. Identify development opportunities and strategies to establish Frisco as a leading destination for corporate relocations and expansions for target industries identified.
- 2.2.1.4. Business Retention and Expansion Efforts & Strategies** - Recruitment and retention analysis shall, at minimum, make recommendations on marketing practices/tools, brand development and programs. The analysis shall also include a review of current incentives and related policies and assumptions with associated recommendations for aligning incentives with the achievement of goals and objectives and increasing competitive position.
- 2.2.1.5. Benchmarking Analysis** – The Consultant will undertake benchmarking analysis of local/national/international economic development programs that serve comparable sized communities. The Consultant should identify “Best in Class” or “Best Practices” economic development plans throughout the globe.
- 2.2.1.6. Stakeholder Outreach** – The Consultant will work with FEDC board and staff to identify stakeholders in the Frisco area possibly to include, but not limited to, city and county government representatives, Frisco CVB, North Texas Enterprise Center staff and clients, Frisco Chamber of Commerce, Dallas Regional Chamber, business leaders from key industry clusters and educational institutions. The Consultant will conduct a stakeholder analysis through focus groups, surveys and interviews to determine current participation opportunities in Frisco’s economic development activities and identify future needs of stake holders based on distinct regional/industry profiles.
- 2.2.1.7. Organizational Analysis** – Consultant will analyze current operations with the FEDC including but not limited to organizational structure, department capabilities, staffing, etc., as well as evaluate board and staff recommendations on how to improve the corporation’s operations.
- 2.2.1.8. Business Formation and Entrepreneurism Support** - The FEDC is currently engaged in business formation through its partnership role in the North Texas Enterprise Center (NTEC). The Contractor shall evaluate NTEC’s current strategic plan for compatibility with the FEDC’s updated strategic plan. The Contractor shall also recommend additional business formation and entrepreneurship support opportunities, outlining projected costs and benefits associated with them, along with timelines for potential implementation.

- 2.2.1.9. Implementation Plan** – The Consultant will assist in developing an implementation plan that incorporates all elements into an operational economic development program. Recommend immediate course of action to implement plan and set out first-year strategy by quarter, and a second – 4 year plan implementation strategy. Provide short-term and long term goals and achievable milestones to facilitate program creation and to coincide with implementation plan. Provide budget estimates and implementation schedule for program.

The FEDC staff, Board of Directors, and other necessary stakeholders reserve the right to review and approve deliverables prior to acceptance of final reports.

The proposed timeline for completion for the plan is approximately four (4) months and includes the following milestones:

- a. RFP released June 3, 2016
- b. Deadline to submit questions June 14, 2016
- c. RFP Question and Answer addendum sent out by June 17, 2016
- d. Proposal due by 2:00 pm on June 24, 2016
- e. Client presentations (as necessary) in Frisco July 7- 15, 2016
- f. Notice to proceed on or before July 22, 2016
- g. Facilitate Discussions with FEDC staff and Board of Directors
- h. Draft study document(s) due October 7, 2016
- i. Final Study document(s) due November 9, 2016
- j. FEDC Board of Directors adoption November 16, 2016

The Contractor shall submit a proposed project timeline changes for the entire CEDSP process, from contract award through final report, with short-term and long-term anticipated results noted.

### **3 PROPOSAL CONTENTS**

The proposal must include all of the information set forth in this section and be organized as set forth in this section.

#### **3.1 Authorization**

This section should include satisfactory evidence of Proposal Submitter as an authorized agent of the Offering firm.

### **3.2 Executive Summary**

This section should provide a brief summary of the proposal's contents, emphasizing any unique aspects or strengths or opportunities of the proposal. The Executive Summary should not exceed two pages.

### **3.3 Project Approach**

This section should describe in detail the Offeror's proposal for completing and providing the CEDSP document research and preparation solicited by this Request for Proposals. Offeror shall recommend and justify an in-person meeting plan.

### **3.4 Offeror History**

This section should include a comprehensive overview of the firm, including the development of its experience in providing services and the depth of resources to provide the services solicited by this Request for Proposals. Of particular interest would be work history with communities similar in nature to Frisco, Texas.

### **3.5 Key Personnel**

This section should include the résumés or curriculum vitae of the offeror's key staff members. It should identify the specific employees assigned to provide the services solicited by this Request for Proposals. For each key person identified by the Offeror, this section should include the following information, provided in résumé format:

- A. Name and title.
- B. Office location and city of residence.
- C. Project responsibilities and roles.
- D. Educational background.
- E. Professional registrations and memberships (if applicable).
- G. Years of relevant experience.

### **3.6 Subcontracting**

This section should identify any of the required services that you intend to subcontract, if any, providing the following information:

- A. Reasons for subcontracting.
- B. Proposed subcontractor responsibilities.

- C. Identity of proposed subcontractors including location, relevant personnel and experience, previous use as a subcontractor, and any other relevant supporting information.

### **3.7 References**

This section should include the names, addresses and telephone numbers of at least five other economic development agencies with whom Offeror has worked during the last five years. The tab should briefly identify the project, location and services performed. The tab should also include an affirmative statement that the Offeror grants its consent for the FEDC to contact the Offeror's references for purposes of evaluating the Offeror for this Contract and acknowledges that any information obtained from the Offeror's references will not be disclosed to the Offeror.

### **3.8 Method of Proposing**

#### **A. Proposal Documents**

Complete sets of Proposal Documents must be used in preparing Proposals; neither FEDC nor Offeror assume any responsibility for errors or misinterpretations resulting from the use of incomplete sets of Proposal Documents.

#### **B. Ethics**

The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official or agent of FEDC.

#### **C. Conflict of Interest**

No public official shall have personal interest in this Proposal or any resulting contract in accordance with Vernon's Texas Codes Annotated, Local Government Code Title 5, Subtitled C, Chapter 171.

#### **D. Indemnification**

Successful Proposer shall defend, indemnify and save harmless FEDC, City of Frisco, and all its officers, agents and employees from all suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property arising out of the award of the contract or on account of any negligent act or fault of the successful Proposer, or of any agent, employee, subcontractor or supplier in the execution of, or performance under, any Contract which may result from Proposal shall pay any judgment costs which may be obtained against FEDC growing out of such injury or damages.

## **E. Proposal Compliance**

Proposal must comply with all Federal, State, County and local laws.

### **3.9 Price Proposal**

This section should include the Offeror's pricing proposal. The pricing proposal should consist of a firm fixed price for the completion of the CEDSP document for which this Request for Proposals solicits proposals. The proposal should include estimates of hours needed to complete the project and the corresponding tasks.

Each task shall be itemized with price point. The FEDC reserves the right to base the contract on the proposal as a whole or on specific areas as determined by FEDC.

### **3.10 Proposal Delivery**

All proposals shall include four (4) original hard copies and one (1) PDF file on acceptable digital storage device. The FEDC reserves the right to reject incomplete submittals.

Deliver to:

Dave Quinn, CEcD  
Vice President  
Frisco Economic Development Corporation  
6801 Gaylord Parkway, Suite 400  
Frisco, Texas 75034

All proposals are due at the FEDC office on **Friday, June 24, 2016, 2:00 p.m. CST**. No late submittals will be accepted. Submit questions to: [dquinn@FriscoEDC.com](mailto:dquinn@FriscoEDC.com) no later than June 14, 2016. All questions and answers will be answered in an addendum and sent out to interested parties no later than June 17, 2016.

## **4. EVALUATION CRITERIA**

In evaluating Proposals, FEDC will consider whether or not the Proposals comply with the prescribed requirements and completion time and other data, as may be requested in this Request.

The following evaluation criteria will be utilized in ranking and selecting Offerors for negotiation pursuant to this Request for Proposals:

### **4.1. Experience**

This criterion considers (i) the Offeror's past performance on any contracts, (ii) the results of reference checks and (iii) the Offeror's experience in providing the services



solicited by this Request for Proposals as set forth in the Offeror's proposal (a full & completed CEDSP).

#### **4.2. Technical Capability**

This criterion considers both the qualifications of the Offeror's personnel whom Offeror proposes to assign to provide the services solicited by this Request for Proposals and the equipment and materials that the Offeror proposes to use in performing the services solicited by this Request for Proposals.

#### **4.3. Compliance with Requirements**

This criterion considers the extent of the Offeror's compliance and willingness to comply with all of the terms, conditions and other requirements of the Request for Proposals and resulting contract.

#### **4.4. Accessibility**

This criterion recognizes the need for close cooperation and communication between the FEDC and the Contractor in order to achieve the objectives of the contract resulting from this Request for Proposals.

#### **4.5. Cost**

Offerors will be evaluated on their pricing scheme as well as on their price in comparison to other offerors.

#### **4.6. Additional Information**

1. In addition to the requirements of the Proposal documents, FEDC may require additional information to establish responsibility of Offeror. FEDC may further require identification of proposed subcontractors, suppliers and/or other persons and/or organizations proposed for portions of the work and substantial data to determine their qualifications and experience. If requested, Offeror must submit all data to FEDC.
2. FEDC may conduct such interviews as it deems necessary to assist in the evaluation of any Proposal and to establish the responsibility, qualifications and financial ability of Offeror, proposed subcontractors, suppliers and other persons and organizations to perform and furnish the Work in accordance with the Proposal documents to FEDC's satisfaction within the prescribed time.

## **5. Contract**

The Proposal, as formally and properly accepted by the FEDC, shall constitute a Contract equally binding between the successful Proposer and FEDC. No different or additional terms will become part of the contract with the exception of a Change Order.

### **5.1. Assignment**

A successful Contractor shall not sell, assign, transfer or convey this Request or resulting Contract, in whole or in part, without the prior written consent of FEDC.

END.