

REQUEST FOR PROPOSAL

CONSULTANT SERVICES RELATED TO THE DEVELOPMENT OF A STRATEGIC PLAN

RFP ISSUE DATE: DECEMBER 6, 2021

PROPOSAL DUE DATE: JANUARY 3, 2022

PROPOSAL DUE AT OR BEFORE 5:00 P.M.

TABLE OF CONTENTS

I. Purpose & Background	3
II. Preparation of Proposals & Submission Requirements	4
III. Evaluation & Selection Process	5
IV. RFP & Project Timeline	6

I. PURPOSE AND BACKGROUND

- A. In 2004, the Virginia General Assembly designated Carroll County, the City of Galax, and Grayson County as “Virginia’s Entrepreneurial Region.”

To promote this distinction, these localities formed the Blue Ridge Crossroads Economic Development Authority (BRCEDA). Small business creation has traditionally been an underappreciated facet of economic development, even though small businesses account for most job growth in the United States.

BRCEDA has also helped secure funding for many vital infrastructure projects, including the Wired Road Broadband Authority, the Fries Revitalization Project, and Fancy Gap water and sewer development. We are active in industrial development as well, helping the Wildwood Commerce Park in Carroll County.

The modern economy offers both challenges and opportunities in great measure. BRCEDA is committed to the success of the Blue Ridge Crossroads, helping its residents create a bright and prosperous future for themselves and their communities. Information about the Blue Ridge Economic Development Authority is available online at www.brceda.org.

- B. The purpose of this Request for Proposal (RFP) is to obtain proposals from qualified firms for consulting services to provide guidance, technical assistance, and advice in the development of a three-year comprehensive strategic plan for the Blue Ridge Crossroads Economic Development Authority (BRCEDA) and the member localities of BRCEDA.
- C. BRCEDA invites any qualified Offeror to respond to this RFP by submitting a proposal for consulting services related to the development of a strategic plan consistent with the proposed scope of work below. Final scope of work and services will be negotiated with the successful Offeror.

Scope of Work:

- i. Work with BRCEDA Board of Directors, BRCEDA staff, and members of the community to develop vision of strategic plan.
- ii. Meet with stakeholders identified by BRCEDA Board of Directors, BRCEDA staff, and SBDC staff.
- iii. Develop organizational goals, including, but not limited to, goals relating to economic development and small business development.
- iv. Develop recommendation strategies for member localities; however, Carroll County, City of Galax, and Grayson County will pursue separate strategic plans for their communities.
- v. Develop overall strategic plan for BRCEDA with action plans for implementation. Include performance measures with timelines to evaluate whether, and to what extent, plan goals and objectives have been or are being met.

II. PREPARATION OF PROPOSALS & SUBMISSION INSTRUCTIONS

- A. The deadline for submission of proposals is on or before 5:00 p.m., December 23, 2021. Proposals are to be submitted as a complete Adobe PDF file to director@brceda.org. Late proposals will not be considered.
- B. The Blue Ridge Crossroads Economic Development Authority reserves the right to reject any and all responses to this RFP and to waive any informalities in the submissions. Offerors must clearly designate within the submitted proposals any information and material that is considered a trade secret or proprietary information along with a reason for the protection. An entire submission can not be designated as a trade secret or proprietary information. Any submitted proposal entirely designated as a trade secret or proprietary information will be considered non-responsive.
- C. Questions regarding this RFP should be directed to Nichole Hair at director@brceda.org. Any addendums to this RFP will be provided directly to any vendor specifically solicited by BRCEDA or any vendor that has self-identified an interest in the project a minimum of three (3) days prior to the deadline for submissions. Any addendum that may be issued is considered an official part of this RFP and must be signed and returned with the Offeror's proposal.
- D. BRCEDA does not discriminate against any person or faith-based organizations based on race, color, religion, sex, national or ethnic origin, disability, age, marital status, genetic information, or any other protected characteristic or factor prohibited by state or federal law.
- E. Specific Proposal Content:
 - 1. Statement of Interest/General Qualifications: A statement of interest and general description of the qualifications, capabilities, and organization of the Offeror. Include the same about any project team members other than the Primary Offeror.
 - 2. Resumes of Potential Team: Resumes of Offeror and team most likely assigned to the BRCEDA Strategic Plan project and the role each would play in the project.
 - 3. Experience in providing the services and/or items requested by this RFP: Demonstration of prior experience working with economic development authorities, local governments, and their partner organizations.
 - 4. References: Provide a list of three (3), but not more than five (5) past or current Strategic Plan projects similar to this RFP, especially from other economic development authorities and local government agencies. Each reference should include organizational name, official address, contact person, phone number, and email address.
 - 5. Ability to Perform in a Timely Manner: The Blue Ridge Crossroads Economic Development Authority intends to select a winning proposal by January 10, 2022 and enter into negotiations with a firm. The BRCEDA Board of Directors would enter an agreement at their meeting on January 24, 2022. The target date for

completion of the Blue Ridge Crossroads Economic Development Authority Strategic Plan would be April 29, 2022. The Offeror should provide a statement that it will be able to complete the requested project in a timely manner. Included should be a description of other projects currently underway or planned that could potentially affect the ability to complete the strategic plan within the specified time.

6. Statement of Financial Responsibility: The sufficiency of the financial resources and the ability of the Offeror to comply with the duties and responsibilities described in this RFP. Each Offeror shall provide a current annual financial report and the previous year's report and a statement regarding any recent or foreseeable mergers or acquisitions. Financial information may be marked as "confidential".
7. Price: Prospective Offerors shall submit the price such Offeror proposes to charge for services. BRCEDA is not bound to select the Offeror who proposes the lowest fees or most benefits for services. BRCEDA reserves the right to negotiate fees and/or benefits with the selected Offeror.

III. EVALUATION CRITERIA AND SELECTION PROCESS

Offerors will be evaluated for selection based on those most qualified to meet the requirements of this RFP. BRCEDA will use a **weighted scoring** system when evaluating selection criteria. Major criteria to be considered in the evaluation may include, but shall not necessarily be limited to the following criteria:

Criteria	Maximum Points
Statement of Interest/General Qualifications	10
Resumes of Potential Team	10
Experience	20
References	10
Ability to Perform in a Timely Manner	20
Statement of Financial Responsibility	10
Price	20
Total Base Points Available	100

IV. RFP & PROJECT TIMELINE DETAILS

The schedule associated with this RFP is as follows:

Description	Date	Time	Place
RFP Issued	December 6, 2021		Blue Ridge Crossroads EDA
Proposal(s) Due	January 3, 2022	5:00 pm	director@brceda.org
Consultant Selection and Contacted	January 10, 2022		
Contract Coordination	January 8 – January 21, 2022		
Contract Approval	January 24, 2022		BRCEDA Board of Directors
Project Kick-Off	January 31, 2022		
Project Completion	April 29, 2022		

Thank you for your interest in responding to this RFP with a proposal for a new strategic plan for the Blue Ridge Crossroads Economic Development Authority. Our team looks forward to your response.

If you have any questions, contact Nichole Hair at director@brceda.org.