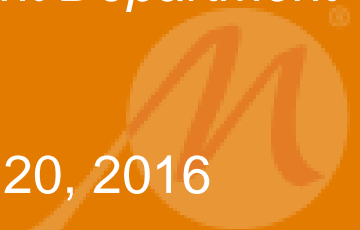




Economic Development Strategic Plan RFP Process

*Prepared by Economic
Development Department*

September 20, 2016





ECONOMIC DEVELOPMENT STRATEGIC PLAN

Seeking a qualified firm to develop an Economic Development Strategic Plan

- Current plan delivered in June 2011
- Different market conditions
- Target new industries

REQUEST FOR PROPOSALS PROCESS

- RFP Published June 13 – July 28
- Pre-bid Conference July 12
- Initial Review August 1
- Vendor Presentations August 9
- Vendor Selection August 15

RFP PUBLISHED

- Casa Grande Dispatch
- Arizona Republic
- AZ Business Magazine
- Arizona Association for Economic Development (AAED)
- International Economic Development Council (IEDC)
- E-Gov

INITIAL REVIEW

Eight responses to the RFP, responding firms were based in Arizona, Georgia, Illinois & California.

Evaluation Team met August 1 for Initial Review:

- Denyse Airheart, Economic Development Director
- Jennifer Brown, Assistant to the City Manager
- Sara Troyer, Executive Director, Maricopa Chamber of Commerce
- Dorothy Wolden, Economic Development Specialist
- David Noble, Economic Development Management Analyst

INITIAL REVIEW – SCORING CRITERIA

SCORING CRITERIA

- Experience & track record of success **(25 points)**
- Plan & methodology **(20 points)**
- Strategic planning methods, data analysis and best practices **(20 points)**
- Cost Summary/Fee Schedule **(20 points)**
- Efficient & detailed timeline **(10 points)**
- Conformance to RFP submission guidelines **(5 points)**

VENDOR PRESENTATIONS

The four highest scoring vendors were selected to present to the Evaluation Committee.



Natelson Dale Group
Yorba Linda, California



IO.INC
Phoenix, Arizona



Willdan Financial Services
Temecula, California



ESI Corporation
Scottsdale, Arizona

VENDOR PRESENTATIONS

SCORING CRITERIA

- PowerPoint Presentation **(35 points)**
- Ability to Work within a Modified Timeline **(35 points)**
- Vendor Experience **(10 points)**
- Data Analysis **(10 points)**
- Community Engagement Events **(10 points)**

VENDOR PRESENTATIONS - OUTCOME

IO.INC was selected as the preferred vendor having received the highest combined score (3,912) over the two evaluation rounds.

The screenshot displays the IO.INC website interface. At the top right, the URL ioworldwide.com is visible. The main navigation bar includes four tabs: "Growth Strategy", "Organizational Development", "Economic Development", and "Business Site Selection". Below this is a large banner featuring a compass rose and the word "STRATEGY" in large, white, serif capital letters. At the bottom of the banner are two smaller tabs: "Perspectives" and "About Us".

The page is divided into two main content sections:

- The Firm Offers Four Top-Tier Services**

IO.INC is a visionary consulting practice specializing in growth strategies — envisioning, developing and recommending road maps to help communities and companies grow. IO.INC's principals have worked with Global 1000 companies; national real estate developers; mid-cap firms; nonprofits; and national, regional, and local governments worldwide. The firm has conducted ground-breaking research to identify emerging global growth and business opportunities for its private and public sector clients across a broad range of sectors and enterprises.

Services include:

 - Growth Strategy
 - Organizational Development
 - Economic Development
- IO Illuminates**

AAED "Taking Care of Business"
Dr. Morfessis Guest Speaker,
January 7th, 2014, Phoenix AZ

Economic & Workforce Development Symposium
Taking Care of Business

Keeping Your Competitive Edge
Business Perspective
Talent Acquisition Perspective

January 7, 2014

Founded in 2004, IO.INC is a visionary consulting practice specializing in growth strategies – envisioning, developing and recommending road maps to help organizations, communities and companies grow.



Recent Projects:

- City of Phoenix Economic Development Strategy, 2011-2012 & August 2015
- Town of Sahuarita Economic Development Strategy, March 2015
- City of Scottsdale Economic Development Strategy, August 2014; Updated 2015
- Town of Gilbert Economic Development Strategy, 2012

Dr. Ioanna Morfessis, Principal

Regarded as one of the top business and economic development executives in the nation, Dr. Morfessis founded three best-of-class economic development organizations in the U.S.: Economic Alliance of Greater Baltimore, Greater Phoenix Economic Council and Montgomery County, MD Office of Economic Development.

Dr. Morfessis received her bachelor's degree from The American University, her master's degree from George Washington University, and her doctorate from Arizona State University; she was elected to the ASU College of Public Program Hall of Fame in 1996 and served as Chairman of the International Economic Development Council.



SCOPE OF WORK

- **Project Setup and Public Input** - Stakeholder Engagement
- **Market Assessment** -Economic Conditions Snapshot, Business Locations Trends Analysis, Survey Maricopa Assets, Assess Future Impact of Development Projects, Targeted Economic Sectors & Business Case Analysis
- **Project Outcomes** - Align Strategy to the principles of the Maricopa 2040 Vision Strategic Plan. Articulate the guiding principles for the City's Economic Development Strategy. Deliver a clear implementation plan.
- **Deliverables** - A completed, proprietary economic development strategy and actionable, realistic & attainable implementation plan.

QUESTIONS?

THANK YOU!

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