



Request for Proposal

Business Center/Incubator Feasibility Study Truth or Consequences, New Mexico

Issue Date: December 17, 2011

Proposal Due Date and Time:

February 1, 2012 12:00 Noon Mountain Standard Time

Proposal must be sealed, delivered to and received by:

Sierra County Economic Development Organization

400 W. 4th St, Truth or Consequences, NM 87901

Attention John Mulcahy, Director

Phone: 575.894.9061

Fax: 575.894.3194

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SECTION 1: ADMINISTRATIVE AND GENERAL INFORMATION

RFP Purpose

Sierra County Economic Development Organization (SCEDO) is soliciting a Request for Proposal (RFP) from a Consultant or Consultant team (collectively referred to as “consultant” or “consultants”) to provide an evaluation of the feasibility of a Business Center in the community of Truth or Consequences, NM. This project will include services and facilities to the existing and emerging businesses in the community in preparation for a rise in services that is expected after the opening of Spaceport America. The project is to be completed in four phases and will include the following components:

- 1) Opening of a Business Center for technical assistance and incubation for small business owners and entrepreneurs which will include classes in various phases of business management.
- 2) Feasibility Study of the capacity within Sierra County for use of a Business Center/Incubator. The study will need to assess the potential of the center becoming financially self supporting within a time frame of 5-years. The consultant will use standards acceptable by the International Economic Development Council (IEDC).
- 3) Master Business Plan to be solicited when the feasibility study is completed. The Master Business Plan will use the feasibility study as the means of development.
- 4) Search for funding to create a physical site for the business center and subsequent design/build/ remodel.

The proposal should be prepared with considerations of accessing information in a small rural community, and the capacity to work closely with SCEDO in the process of gathering the necessary information.

The Consultant will perform the feasibility study as an independent contractor as requested by SCEDO.

Purchase of Professional Services:

This RFP is issued to purchase professional services which are expected to cost in excess of twenty thousand dollars.

Contract Term:

The initial contract term will be February 15, 2012 to May 15, 2012.

SCEDO contact person:

All questions related to this RFP, and the proposal process MUST be sent via email, and be directed to: John Mulcahy at john.mulcahy@scedo.org.

All proposals are due in the SCEDO office, 400 W 4th St, Truth or Consequences, NM, 87901, no later than noon (Mountain Standard Time), Wednesday, February 1, 2012. A project management page has been added to our website to create a central location for public postings of questions and answers. Please contact John Mulcahy at john.mulcahy@scedo.org to gain access to the page on the website.

SCEDO will consider all questions regarding the scope of work and will provide a reasoned response that will be available to all interested parties in a timely manner through a page on SCEDO.org. The deadline for all such questions is Monday, January 16th, 2012 at 5:00 pm (Mountain Standard Time).

Availability of funds:

This RFP is conditioned upon the availability of a grant awarded by the USDA to SCEDO. If during any stage of this RFP process, funds are not allocated and available for the proposed services, the RFP process will be cancelled. SCEDO will notify Consultants at the earliest possible time if this occurs.

Proposal cost and duration:

No costs will be paid to the consultant to cover the costs of preparing a proposal or procuring a contract for services or supplies pursuant to this RFP. The consultant must certify that the proposal and pricing will remain in effect and unchanged for a minimum of one hundred twenty (120) days from the date of the submission deadline. All materials submitted in response to the RFP will become property of SCEDO and may be returned only at the option of SCEDO and at the Consultants expense.

Consultants disclosures:

Consultant must disclose any pending or threatened court actions related to their doing business, including claims against the Consultant, parent company, or subsidiaries. The information will not necessary be cause for the rejection of the proposal; however, withholding information may be cause to reject the proposal and/or contract.

Addenda to the RFP:

SCEDO may modify this RFP no later than January 20, 2012, at 5:00 PM (Mountain Standard Time) by addenda to all consultants who are in contact with John Mulcahy through john.mulcahy@scedo.org. Modifications will be sent out by email to the known group of consultants who are preparing proposals.

SECTION 2: FEASIBILITY STUDY SCOPE OF SERVICES

This study will

- Adequately examine all of the obstacles to the development of the Business Center and give clear direction for overcoming them.
- Determine the proper Business Center/Incubator size, client type, financial sustainability, and strategies for providing a rich mix of business assistance services
- Comprehend political and organizational boundaries and ensure that all stakeholders in the community can in fact coordinate their efforts in a consolidated way
- Project Business Center revenues and expenses
- Identify prospective Business Center clients

SECTION 3: FEASIBILITY STUDY REQUIREMENTS

Required Components:

The minimum required feasibility study components are below:

Community and Business Environment

- Identify the Business Center's stakeholders and potential funding sources for the Business Center.
- Define the market to be served by the Business center and assess the potential economic environment and entrepreneurial activity of the area.
- Identify capital available to potential clients within the market area.

Industry Analysis

- Identify industry sectors that may be targeted as clients and identify the opportunities and challenges of each sector.
- Identify the potential needs of entrepreneurs who wish to service Spaceport America, its tenants and visitors.

Community Needs Assessment

- Identify services that should be made available to potential clients, such as management guidance, technical assistance, business training workshops, marketing assistance, and networking opportunities.

Facility Needs Assessment

- Identify and analyze potential Business Center sites.
- Determine the Business Center facility's size and scope.
- Create and provide an action plan for Business Center development.

Business Center Financial Assessment

- Project Business Center revenue streams from clients who can take advantage of the economic opportunities presented by the opening of Spaceport America.
- Prepare a cost/benefit analysis of building a new facility to meet the determined size and scope requirements vs. remodeling existing structures.
- Create and provide a projected operating budget and proforma projections for three years, including sources of funding with a description of each. (List all assumptions made in the proforma statement.)

Required Methods:

The approved proposal must include a detailed description of how the supporting data for each assessment will be collected and outline how the consultant will collaborate with the community, SCEDO, and other stakeholders. Due to the community's size, the collection of primary data (i.e. self collected) is both necessary and expected.

SECTION 4: RFP SUBMISSION AND FORMAT INSTRUCTIONS

Deadline for Submittal:

In order to be considered for funding, an original proposal containing an original authorized signature must be delivered to the SCEDO offices by hand, U.S. Postal Service, or other mail/ package delivery service by no later than 5pm, Wednesday February 1, 2012. The package must be marked Attention: John Mulcahy. Late proposals will not be considered.

Proposal Opening:

Proposals will be opened as received and reviewed at the discretion of SCEDO.

Preparation and number of copies:

Consultants must submit one (1) original proposal. The original proposal must be marked "original" on the cover and must bear the signature of the person(s) authorized to respond to SCEDO regarding the proposal.

Print all narratives on 8 ½" x 11" plain white paper, in single spaced simple font such as Times New Roman, Arial or Helvetica, in 12 point type. Emphasis should be on conformance to the RFP instructions, responsiveness to the requirements, completeness and clarity of content.

Each page of the proposal shall be numbered sequentially at the bottom of the page and each narrative shall have a heading which clearly indicates the subject matter.

All proposals and associated documents will be considered public information and will be open to inspection to interested parties unless identified as proprietary. Trade secrets that are recognized as such and protected by law may be withheld if clearly identified as such in the proposal.

Required Proposal Sections:

The proposal must include, but may not be limited to, the following sections:

- Cover sheet
- Feasibility study narrative and schedule
- Feasibility study budget narrative
- Feasibility study budget

Proposal Package Requirements

The proposal package must include the following information.

- The consultant or consultant organization's name and primary line of business, date established, and number of employees (where applicable)
- Three (3) professional references with contact information
- Prior experience qualifying the Consultant to perform the proposed services

Proposal Duration:

All prices quoted by the Consultant in their proposal must remain unchanged for a period of one hundred twenty (120) days after the submission deadline.

Evaluation Criteria and Rating of Narrative :

Step one - SCEDO will conduct a preliminary review to ensure that the proposal contains all necessary information.

Step two – Proposals will be evaluated and rated by a Review Committee for SCEDO.

Step three – SCEDO may request one or more Consultants present their proposals orally, to the board or committee, in the SCEDO offices at a date to be determined.

Although it is expected that a Consultant will be chosen from this process, SCEDO reserves the right to discontinue the selection process at any time and begin the entire RFP process anew. Upon final selection of a Consultant, the recipient will be immediately notified. Other finalists will be notified by email within 3 business days.

If the Consultant fails or refuses to execute the contract, SCEDO may award the contract to another Consultant of their choice from among the finalists.