



WINDHAM REGION COUNCIL OF GOVERNMENTS

Chaplin Columbia Coventry Hampton Lebanon Mansfield Scotland Willington Windham

REQUEST FOR PROPOSAL

FOR

Regional Economic Development Services

Executive Director's Office
June 21 , 2008

WINCOG
 REQUEST FOR PROPOSALS
 FOR
 Regional Economic Development Services

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REQUEST FOR PROPOSAL
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Section 1.0 - GENERAL INFORMATION

1.1 ISSUING OFFICE: This Request for Proposal (RFP) is issued for the Windham Region Council of Governments (WINCOG), Connecticut, Office of the Executive Director, 700 Main ST. Willimantic, CT. 06226, which should be referred to as "WINCOG"

1.2 PURPOSE: This RFP provides prospective firms with the essential information to enable them to prepare and submit proposals for Contracted Regional Economic Development Services. The following nine (9) towns comprise the WINCOG Region: Chaplin, Columbia, Coventry, Hampton, Lebanon, Mansfield, Scotland, Windham and Willington. This RFP provides prospective firms with the essential information to prepare and submit proposals. A Committee of the WINCOG Board will evaluate these proposals and develop a recommendation for consideration by the Windham Region Council of Governments.

1.3 PROPOSALS: All proposals received by WINCOG in response to this RFP will be retained. To be considered firms:

- A. Must submit a complete response to this RFP using the Price Quotation Sheets provided in Section 3.0.
- B. Must submit five (5) copies of each proposal directed to:
Mark N. Paquette, Executive Director
WINCOG
700 Main Street
Willimantic, CT 06226
- C. Proposals must be signed by an official authorized to bind the firm to its provisions.
- D. Proposal must include a statement as to the period during which time the proposal remains valid. The proposal may not be withdrawn for 30 days.

1.4 REJECTION OF PROPOSALS: WINCOG also reserves the right to reject any or all proposals for any reason WINCOG deems advisable, and to award the contract to any of the Contractors of service regardless of the proposal. It is intended that a contract will be awarded to the lowest responsible and eligible Contractor possessing the skill, knowledge, ability and integrity and philosophy

necessary to faithfully perform the services to successfully reach the goals of WINCOG.

1.5 PRE-PROPOSAL ASSISTANCE: All questions relevant to the development of a proposal are to be reduced in writing and directed to:

Mark N. Paquette, Executive Director
WINCOG
700 Main Street
Willimantic, CT, 06226
(860) 456-2221 or director@wincog.org

WINCOG will make available appropriate staff to assist the firm in answering questions concerning the proposed specifications. Contractors are expected to become familiar with the major Commercial areas within the region, and the 9 towns Plan of Conservation and Development prior to submitting a bid.

1.6 SPECIAL INFORMATION:

A. ADDENDA TO THE RFP: In the event it becomes necessary to revise any part of the RFP, addenda will be provided to all prospective bidders.

B. RESPONSE DATE: Proposals must arrive at WINCOG Executive Director's Office on or before **2:00 PM, Thursday, July 17, 2008.** Firms mailing proposals should allow for adequate delivery time to ensure timely receipt of their proposal.

C. ORAL PRESENTATION: Firms submitting proposals may be required to make an oral presentation to the WINCOG Board of Directors

D. INCURRING COSTS: WINCOG is not liable for any cost incurred by the firms prior to the issuance of a contract.

E. NEWS RELEASES: News releases pertaining to this RFP will not be made without prior approval, and then only in coordination with WINCOG.

F. ACCEPTANCE OF PROPOSAL CONTENT: The contents of the successful proposal may become contractual obligations if a contract ensues. Failure of the successful firm to accept these obligations could result in cancellation of the selection.

G. APPROVAL OF CONTRACTOR: All contractors must be independent contractors per IRS regulations.

H. TYPE OF CONTRACT: It is proposed that if a contract is entered into as a result of this RFP it will be a total cost contract. Negotiations may be undertaken with the firm whose proposal shows it to be qualified and capable of performing the work. The contract that may be entered into will be that most advantageous to WINCOG.

I. POST PROPOSAL ASSISTANCE: WINCOG will make available to the successful firm appropriate records, regulations, plans and surveys as well as appropriate staff to answer questions and to provide contract evaluation for WINCOG. Any request for staff support will be subject to review and approval by WINCOG.

J. PAYMENT: Monthly payment will be made within thirty (30) days of receipt of invoice upon satisfactory review and approval by the Executive Director of WINCOG

1.7 CIVIL RIGHTS COMPLIANCE/NON-DISCRIMINATION: All vendors must comply with the Civil Rights Act of 1964, the Equal Employment Act of 1972, and, where applicable, the Connecticut Fair Employment Practices Law. The contractor agrees and warrants that in the performance of the contract pursuant to this solicitation he/she will not discriminate or permit discrimination against any person or group of persons on the grounds of sex, race, sexual preference, color, religion, age, marital status, ancestry, natural origin, past history of mental disorder, mental retardation or physical disability, or other basis in any manner prohibited by the laws of the United States, the State of Connecticut, or WINCOG.

1.8 Termination: Following implementation, should the WINCOG Executive Director find that the firm has failed in any material respect to perform it's agreed upon obligations under the agreement, the agreement shall be cancelled by WINCOG as being in the best interest of WINCOG. In the event of termination of this agreement as a result of a breach by contractor hereunder, WINCOG shall not be liable for any fees and may, at its sole option, award an agreement for the same services to another qualified firm with the best proposal or call for new proposals and award the agreement hereunder. The contractor shall be responsible for direct and consequential damages as a result of its breach, including, but not limited to, extra costs required under the new agreement for similar services.

2.0 SCOPE OF SERVICE: WINCOG is seeking proposals for contracted Regional Economic Development Services for the 9 regional towns, in the belief that contracted services can provide a more knowledgeable and cost efficient service delivery method when compared to adding additional staff.

2.1 ECONOMIC DEVELOPMENT SERVICES: It is envisioned that the Contractor shall **create a comprehensive regional economic development plan** under the general direction of the WINCOG Executive Director for the purpose of strengthening the tax base, stimulating economic activity, and improving economic conditions. The Plan shall be build on the information gathered through the following process: 1) Identifying potential regional infrastructure development, 2) conducting regional economic development training workshops and a regional summit, 3) Analysis of individual town plans by meeting locally with town officials and 4) Developing a Marketing Kit for each of the 9 towns.

The Contractor shall promote WINCOG and engage various economic and commercial activities without malice, bias, or preference to encourage relocation, retention, and bring new economic activity to WINCOG. They will provide technical assistance to businesses, officials, boards and commissions, and consultation to assist in the retention and expansion of existing businesses; and serve as liaison to new businesses considering relocating to the region. The Contractor shall not discourage any legal entity from considering WINCOG provided the intended use is consistent with WINCOG's Regional Plan of Conservation and Development. The service will be based out of the WINCOG central office with an oversight committee made up of the First Selectman or Town Manager of each town. The WINCOG economic development contractor will spend time in each of the towns, with a focus on what is best for both the individual community and the region as a whole.

These duties will be broken down into the following deliverables:

- A. *Identification of potential Regional Infrastructure Development*
- B. *Conduct Regional Economic Development Training and conduct a Regional Summit.*
- C. *Meet locally with officials from each Town*
- D. *Development of a Marketing Kit for each Town*

2.1.A Duties: Identify potential Regional Infrastructure Development:

Research Regional Infrastructure for potential development such as research parks, regional Wi-max, energy consortiums, water and sewer assests, and other sustainable regional development conducive to the WINCOG region. Provides technical assistance to Town Boards and Commissions. Researches grants and other types of financing to support WINCOG's regional economic growth and community development.

2.1.B Duties: Economic Development Training & Regional Summit

Conduct a half day Economic Summit which includes a wide array of local resources and partners. Present a specific regional economic outlook for the WINCOG area. Advise and assist in the coordination of jointly promoted events to improve and expand events/tourism attracting people to Town. Encourage a cooperative climate between businesses and public officials.

2.1.C Duties: Meet locally with each Town

Responsible for evaluating existing Economic Development Plans, Town Plans of Conservation and Development and other pertinent plans for each of the nine towns. Review WINCOG Regional Plan of Conservation and Development, CERC Data, and regional CEDS plan. Meet with and solicit input from Economic Development Director of Windham, Storrs Downtown Partnership Director and Windham Chamber Director. Identify underutilized resources in the region (local Universities, etc). Concentration shall be on all facets of a comprehensive Economic Strategy not just retail operations. Quality of life issues (tourism, etc) shall also be a studied component. The consultant shall meet with each town to discuss it's local priorities and look for commonality of priorities. Geographic proximity of sites will be reviewed. Compiles and analyzes data on economic, social and physical factors affecting Town development. Conduct market, need and preference surveys. Reviews and presents information on the economic base and employment data, demographic, housing and income data.

2.1.D Duties: Develop Marketing Kits for each Town

Each of the nine towns will designate either a specific parcel of land for development, a limited geographic area or an Industry Sector. The consultant shall develop a full-scale template based Marketing Kit for each of these Towns. The kits will aid Business, Industry and Property Owners in retention and expansion of existing business; The consultant will research such areas as the underlying zone, potential uses, neighborhood impacts, preferred areas of development, traffic counts, utility information and marketing information. See attached

template for guidance. Maintains inventory of available land and buildings for commercial and industrial development; computes and disseminates demographic information. Prepares and updates marketing materials to promote WINCOG. Attempts to bring together synergistic clients. The WINCOG population will have an enhanced level of service and coordination which will lead to increased interest on the part of entrepreneurs looking to start a business or locate in the region. Equally important will be an enhanced capability to retain the region's existing businesses and help them expand. Reports regularly on economic and community development strategies and prospects to the WINCOG Board of Directors. Plans and develops short-term and long-range regional economic development policies, strategies, and marketing plans, recommends regulatory and process changes to enhance Economic Development.

2.2 EQUIPMENT USE: The Contractor shall be responsible for providing their own means of transportation. Access will be provided to WINCOG Network to allow internet and e-mail use. The Contractor will also be allowed the use of WINCOG's copying, binding equipment, and presentation electronics.

2.3 ADMINISTRATIVE AND REPORTING: The Contractor shall provide certain administrative and reporting services as detailed below.

2.3.1 Town Reporting: The Contractor shall make themselves available to attend or submit written reports to the monthly WINCOG Board of Directors meetings as requested. Additionally the Contractor shall keep the WINCOG Executive Director informed of all Economic Development issues.

2.3.2 Special Projects: The Contractor may be requested to assist in special projects related to the Regional Economic Development.

2.3.3 OSHA Requirements: The Contractor shall be responsible for complying with all pertinent OSHA requirements.

2.3.4 Insurance/Workers Compensation: As an independent contractor WINCOG will not provide any liability, indemnification coverage, or workers' compensation coverage. WINCOG will not make contributions to the Social Security fund, or provide any employee fringe benefits. The Contractor will also be ineligible for unemployment compensation.

2.3.5 Indemnification: To the fullest extent permitted by law, the Contractor, its subcontractors, agents, servants, officers or employees shall indemnify and hold harmless WINCOG and, including but not limited to, their respective elected and appointed officials, officers, employees and agents, from any and all claims brought by any person or entity whatsoever, arising from any act, error, or omission of the Contractor during the Contractor's performance of the Agreement or any other agreements of the Contractor entered into by reason thereof. The Contractor shall

indemnify and defend WINCOG, including but not limited to, their respective elected and appointed officials, officers, employees and agents, with respect to any claims arising, or alleged to have arisen from negligence, and/or willful, wanton or reckless acts or omissions of the Contractor, its subcontractors, agents, servants, officers or employees and from any and all losses or liabilities resulting from any such claims, including but not limited to, damage awards, costs and reasonable attorney's fees. This indemnification shall expressly apply to any failure to comply with state, federal and/or municipal laws, statutes, ordinances, rules and regulations. This indemnification shall not be affected by any other portions of this Agreement relating to insurance requirements.

2.4 FLEXIBILITY IN PROPOSALS: Consultants are encouraged to propose alternate scopes of services whether within the scope of this solicitation or not; however, each proposal must be priced in such a manner as to determine true costs. WINCOG may evaluate and recommend utilization of such alternatives if deemed to be in the best interests of WINCOG. In addition the consultants should be prepared to assist WINCOG in scaling back the proposal to live within budgetary restrictions if necessary.

2.5 LENGTH OF AGREEMENT: WINCOG is interested in a contract which will allow long term price stability. It is envisioned that the minimum term of this contract shall be September 1, 2008 to August 31, 2009. The Contractor shall specify the terms they are seeking and provisions, if any, for price increases.

2.6 PROPOSAL REQUIREMENTS:

2.7 STATEMENT OF REQUIREMENT: State in detail your understanding of the requirement presented by this RFP. Indicate the principal contact responsible for our account.

2.8 FIRM EXPERIENCE AND REFERENCES: Provide an outline of your firm's experience in similar work with references included and principals to be assigned. Include resumes and professional qualifications of key employees. The Contractor must detail other towns that they are currently working for.

2.8.1 MINIMUM QUALIFICATIONS, AND/OR EXPERIENCE

The skills and knowledge require a highly qualified Economic Development Firm with expertise in small to mid-size rural populations and extensive experience in regional, state and national economic development. Staff certifications, previous experiences and successes shall be documented. Demonstrated ability to analyze economic trends, planning, marketing, public relations, implementation of business assistance programs, and resource identification during this period. Knowledge of the principles and practices of economic development; industrial and commercial real estate, as well as knowledge and familiarity with various

sources of public and private economic development financing. Knowledge of applicable zoning and inland wetland regulations, building and site plans, and related state regulations and computer applications needed to perform the essential functions of the position. Have the ability to present oral and written reports including statistical analysis in a clear, concise and attractive manner; ability to deal effectively with elected officials, business interests, community organizations, the general public and other agencies.

Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or styles. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

2.9 ADDITIONAL INFORMATION, SPECIFICATIONS AND DOCUMENTATION:

Include any other information that is believed to be pertinent.

3.0 PRICE QUOTATION SHEET: Use the Price Quotation Sheet attached.

3.1 TIME AND MATERIAL COSTS: List time and material costs for any additional work beyond the Scope of Services. Include all expenses that will be reimbursable with typical rates.

WINCOG

OFFICIAL QUOTATION SHEET

The prices for services shall be detailed to allow fair comparisons. All exceptions or clarifications should be clearly specified.

Section 2.1 Regional Economic Development Services

A. Identification of potential Regional Infrastructure Development

Hourly Rate for services detailed in Section 2.I.A.

Amount in words

Amount in dollars

Detail:

Exceptions or Clarifications:

B. Economic Development Training & Regional Summit

Hourly Rate for services detailed in Section 2.I.B

Amount in words

Amount in dollars

Detail:

Exceptions or Clarifications:

C. Local Meetings with Towns

Hourly Rate for services detailed in Section 2.II.A

Amount in words

Amount in dollars

Detail:

Exceptions or Clarifications:

D. Marketing Kits for Towns

Hourly Rate for services detailed in Section 2.II.B

Amount in words

Amount in dollars

Detail:

Exceptions or Clarifications:

Completed Regional Economic Development Plan:

Lump Sum (total of above 4 items)

Amount in words

Amount in dollars

E. Length of Contract and Price Adjustments (if any)

Detail

The undersigned submits this proposal without collusion with any other person, firm or individual.

SIGNATURE _____ WITNESS _____

NAME (Print/Type) _____ DATE _____

TITLE _____

FIRM _____

ADDRESS _____

TELEPHONE _____ E-MAIL _____

Legal Notice
Request for Proposals
WINCOG
Regional Economic Development Services

Windham Region Council of Governments, seeks qualified consultants to provide various Regional Economic Development Services. Requests for proposals detailing submittal requirements available through the Office of WINCOG Executive Director, 700 Main Street, Willimantic, CT 06226. (860) 456-2221, or at wincog.org. Deadline for submission is **2:00 pm on July 17, 2008**. WINCOG reserves the right to reject any and all proposals received as a result of the RFP, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of WINCOG.