

Sandoval County Board of County Commissioners

Agenda Item Summary

AGENDA ITEM # 8-21-14.9A

1. REQUESTED MOTION

ACTION REQUESTED:

Award Bid for Economic Development Services to Sandoval Economic Alliance for \$200,000

WHY ACTION IS NECESSARY (Summary):

Sandoval County advertised a Request for Proposals in July for Economic Development Services. One (1) proposal was received from Sandoval County Alliance (SEA) which met all of the proposal requirements. (continued on next page)

2. REQUESTOR

COMMISSIONER SPONSORED: YES NO

DISTRICT: DISTRICT 1 DISTRICT 4
 DISTRICT 2 DISTRICT 5
 DISTRICT 3

DIRECTOR / ELECTED: Dianne Maes
 DIVISION: County Business Development
 ELECTED OFFICE:

ATTACHMENTS: YES NO

3. MEETING DATE

August 21, 2014

4. AGENDA (To be completed by County Manager)

- PROCLAMATION
- PRESENTATION
- CONSENT
- REGULAR
- APPEAL

5. RECOMMENDATIONS

Staff recommends Board of County Commission approval.

6. FISCAL IMPACT

Services budgeted for fiscal year 2014-2015 - \$200,000.

7. RECOMMENDED APPROVAL (Initials & Date)

Department Director/Elected Official	Human Resources	Purchasing	Attorney As to Form	Finance Budget	County Manager	Other
DM 8/11/14	_____	JR 8/11/14	PFT 8/12/14	CCH 8/11/14	PPR 8/13/14	_____

8. COMMISSION ACTION

Approved Denied Deferred Other

WHY ACTION IS NECESSARY (Summary) continued:

Although Sandoval County staff works on economic development activities, the county is not able to effectively perform some of the activities that may be provided by an Economic Development Organization due to the local government's limitations by state statute. Economic Development Organizations such as Sandoval Economic Alliance (SEA) as a 501 (c)(6) has the ability to perform independently and act quickly and with flexibility with regards to Site Selection, Recruitment and other activities.

Sandoval County posted an RFP on July 11th for Employer Development and Economic Development Services. Sandoval Economic Alliance was the sole respondent but also met all of the requirements outlined in the RFP.

The services requested by the county include: Marketing & Lead Generation, Sales & Prospect Case Management, Product Development and Competitiveness and Organization Development. The work performed will be on behalf of all of the participating communities and pueblos within Sandoval County.

The organization will serve as the county's lead on research, inventory development, business climate improvement, marketing, sales and deal structuring activities related to helping employers create and retain jobs throughout the county.

SANDOVAL COUNTY
Sandoval Economic Alliance
REQUEST FOR PROPOSAL #15-ED 01

EVALUATION SUMMARY REPORT	
DEPARTMENT	PROCUREMENT OFFICE
DATE OF REPORT	July 30, 2014
PREPARED BY	JEFFREY DAVIS, SANDOVAL COUNTY PROCUREMENT OFFICER
PHONE/EMAIL	505-404-5873 jdavis@sandovalcountynm.gov

SANDOVAL COUNTY
Sandoval Economic Alliance
REQUEST FOR PROPOSAL #15-ED 01

EVALUATION SUMMARY RPT

RFP Name: Sandoval County Business Development RFP FY15-ED-01

Date Advertised: July 11, 2014

Submission Deadline: July 22, 2014

Based on needs of Sandoval County published in Request for Proposal, and the published experience of Sandoval Economic Alliance with its principals and their proposal, submitted in response to RFP FY15-ED-01 on July 22, 2014 at 11:56am.

Sole Provider Awarded:

1. Sandoval Economic Alliance

SUMMARY OF AWARD RECOMMENDATION:

The proposal submitted by Sandoval Economic Alliance was the sole response. They are recommended to be awarded the contract for Sandoval County employer development & economic development services.

RECOMMENDED OFFEROR: SANDOVAL ECONOMIC ALLIANCE

RFP # FY15-ED 01

- I. Sandoval County Business Development Division
Sandoval County Employer Development and Economic Development Services
RFP # FY15-ED 01
Dianne Maes, Director
Telephone Number: 505-867-7551

- II. Name of prospective Contractor: Sandoval County Alliance
Contract Administrator – Jami Grindatto
Address of prospective Contractor: 1201 Rio Rancho Blvd, Suite C
Rio Rancho, NM 87124
505-891-4305

Amount of prospective contract: \$200,000

Term of prospective contract: One year

A. PURPOSE OF THIS REQUEST FOR PROPOSALS

Sandoval County is requesting proposals for economic development services for the economic base business recruitment, economic base retention and expansion services and the development of an Economic Data Repository and Real Estate Database. Funding by the County is designed to assist in initiating and ramping up all of these program services and create confidence in the private sector. The respondent awarded these services will be expected to solicit private sector funding for the organization's sustainability in the future.

B. SUMMARY OF SCOPE OF WORK

This request for proposals (RFP) is issued by Sandoval County to solicit competitive sealed proposals for the award of a contract to a successful Offeror, to provide professional economic development services.

Services will be needed for Marketing and Lead Generation, Sales and Completion Activities, Product Development and Competitiveness and Organization Development serving all of the participating communities and pueblos, including the City of Rio Rancho, the county and all other communities within the county.

Marketing, which includes research and lead generation; (2) Site selection, sales and deal structuring; (3) Product development and capacity building, which includes planning, advocacy and team building in order to prepare a more competitive profile of factors for job-creation, such as land and building inventory, build-to-suit teams, public infrastructure development, tax and regulatory climate improvements, capital development and workforce development.

The consultant should be staffed and tasked to advocate for the development of critical capacity, generate leads and help structure and close the targeted number of expansion and new location transactions every year. As such, the consultant would be responsible for new employer recruiting and existing employer expansion for all rural areas and the urbanizing communities.

Although every effort has been made to fully describe the scope of services it is anticipated that other services may be required to accommodate the County. The County, at its own discretion, may or may not elect to use any or all services described herein.

RFP # FY15-ED 01

The consultant will serve as the region's lead on research, inventory development, business climate improvement, marketing, sales and deal structuring activities related to helping economic base employers create or retain jobs.

The initial contract shall begin tentatively in August 2014 or as soon possible thereafter and end in August 2015 with possible extensions up to four years.

Sandoval County reserves the right to award the contract resulting from this RFP to more than one offeror if it is in the best interest of the County.

III. A similar professional corporation that has the expertise and knowledge of the municipalities and unincorporated areas of Sandoval County is limited.

IV. The RFP was posted in the Rio Rancho Observer and the Sandoval County Website for the required amount of time for potential applicants to respond.

V. The only respondent was the Sandoval County Alliance. After a review of the proposal, it was determined that the respondent met the deadline and the criteria outlined in the RFP.