



**SOUTHEASTERN CONNECTICUT ENTERPRISE REGION
REQUEST FOR PROPOSAL FOR
INVESTMENT ZONE STUDY AND MARKETING
November, 2023**

PURPOSE:

Southeastern Connecticut Enterprise Region (seCTer) is seeking proposals for a marketing and strategy blueprint / prospectus to encourage investment in southeastern Connecticut using existing programs such as, but not limited to, Opportunity Zones, Enterprise Zones, and New Market Tax Credits. This project will promote and achieve greater regional competitiveness and economic resilience.

BACKGROUND:

The Southeastern CT Enterprise Region (seCTer) is the designated private, non-profit Economic Development Organization providing a broad range of services and resources to stimulate and support economic development and diversification within the region. seCTer primarily serves the businesses, residents and municipalities of New London County and the Town of Windham.

Regional Competitiveness: seCTer received funding from EDA's Phase I Build Back Better Regional Challenge to develop an offshore wind industry cluster in December 2021. The region's competitive advantage is due to State Pier, New London and a rich maritime history bolstered by the presence of many manufacturers that are part of the defense contracting supply chain. Strategically, seCTer will continue to advance the offshore wind cluster as well as other industries to promote regional competitiveness.

Regional Resilience: The ability to recover quickly from a shock, the ability to withstand a shock, and the ability to avoid the shock altogether.¹ seCTer is currently developing a resiliency survey for area businesses; as well as, launching several small business support programs to support regional emerging and growth-focused firms.

TERM AND COMPENSATION:

The term for rendering services is project-based. seCTer has dedicated a budget not to exceed \$20,000.

Of paramount importance to seCTer for this selection process is to choose a firm that provides the most services for the contracted amount. The quality and ability to deliver such services is also a priority for consideration. SeCTer is also looking for a firm that understands the potential for business development.

¹ [Economic Resilience | U.S. Economic Development Administration \(eda.gov\)](https://www.eda.gov/economic-resilience)

SCOPE OF SERVICE:

In support of purpose and background referenced above, the successful awardee shall develop and implement the following strategies, including, but not limited to:

1. Regional property identification and analysis
2. Identify at least two properties that would be potential light industrial incubators and new offices for seCTer.
 - a. Incubator: A site that, after redevelopment, can host a variety of businesses and helps to keep growing businesses costs low. Ideally, a site suitable for both light industrial and professional service firms.
3. Develop branding for project / prospectus which includes an investor toolkit
 - a. Toolkit: a step-by-step resource including service providers that makes it easier for potential investors to take action
4. Target audience development – prospectus messaging is developed so that it is clear that the intended audience is investors
5. Survey of other state and federal resources that encourage regional property investment / development
6. Strategic Relationships – identify regional professional service providers who are experts and can help to seCTer’s knowledge and become strategic partners
7. Recommend inbound marketing campaign development strategy
8. Prospectus launch and marketing

REQUIRED INFORMATION:

The following information, at a minimum, shall be submitted:

1. Provide company name, mailing address, phone number, and main contact’s email address and direct phone number. Please also provide a list of other team members that may work on our account;
2. A brief description of the firm’s structure and capabilities;
3. List of services provided in-house and services provided by outside consultants, if any. If outside consultants will be used, provide a brief description of these outside consultants, their roles and capabilities;
4. Provide examples of relevant work product your firm has provided to other comparable organizations or non-profit entities of similar size. Please include a brief description of the services provided and a discussion of the outcome, including name of project, description of project and project period and cost;
5. Describe your process and approach working with a small, non-profit agency of our size and scope; and
6. Provide a detailed fee proposal or budget, outlining the specific activities that will be performed, including hourly rates, required expenses and other costs involved.

SUBMISSION:

An electronic copy of the proposal must be submitted to RT Brown, Director of Economic Development Strategies by 5:00 p.m. on December 6th. Late proposals will not be considered.

SELECTION CRITERIA:

Submissions will be reviewed by seCTer management. Selection criteria will include:

- Overall capabilities in relation to the proposed scope of services;
- The firm’s reputation, familiarity, and experience;
- Personnel assigned;

- Quality of plan to execute the proposed scope of service;
- Detailed description of services to be provided under the contracted amount; and
- Relevant work product and references.

Based upon the evaluation of the proposals submitted, finalists may be invited to present and to be interviewed. SeCTer will negotiate terms with the most qualified bidder.

PROCUREMENT SCHEDULE*:

RFP Release Date: November 29th, 2023

Proposals Due: December 13th by 5:00 pm EST

Review of Proposals and Invitation to Interview Prospective Finalists: Dec., 4th - 8th

Selection/Notification: December 13, 2023

OTHER TERMS AND CONDITIONS:

- All material produced, data collected, and reports generated by the consultant and subcontractors will become the property of seCTer.
- The contractor may not share program materials and data and industry or program participant contact information, unless explicitly authorized in writing by seCTer.
- This RFP does not commit the seCTer to pay any costs incurred in the preparation of a proposal or to procure or contract for services.
- SeCTer reserves the right to accept or reject any or all proposals received as a result of this RFP and to cancel the RFP, in part or in its entirety at its sole discretion.
- The scope of services, as outlined in this RFP, is preliminary. The final scope of services will be negotiated with the selected firm and modified as needed, and to the extent of available funding.
- SeCTer reserves the right to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of seCTer.

POINT OF CONTACT:

Questions concerning this Request for Proposal should be addressed to RT Brown, Director of Economic Development Strategies at rtbrown@secter.org or 860.437.4659 x205.

***SOUTHEASTERN CONNECTICUT ENTERPRISE REGION IS AN AFFIRMATIVE
ACTION/EQUAL OPPORTUNITY EMPLOYER***