

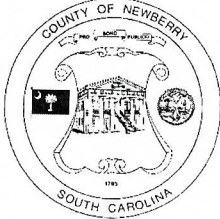
March 18, 2022

County of Newberry

Purchasing Department  
Request for Proposal # 2022-3  
Strategic Planning Services for Economic Development

**Proposals are due April 21, 2022, no later than 3:00 PM, Local Time**

**PLEASE NOTE THE VENDOR IS ULTIMATELY RESPONSIBLE FOR VERIFYING THEY HAVE RECEIVED ANY/ALL ADDENDA PRIOR TO THE PROPOSAL OPENING**

<p>NEWBERRY COUNTY, SOUTH CAROLINA</p>	 <p>Mail to: Newberry County Purchasing Attn: Crystal Waldrop, CPPB Post Office Box 156 Newberry, SC 29108</p> <p>Hand Carry to: Newberry County Courthouse Annex Conference Room Attn: Crystal Waldrop, CPPB 1309 College Street Newberry, SC 29108</p>
<p><b>REQUEST FOR PROPOSAL</b> <b>PROPOSAL NUMBER:</b> <b>2022-03</b> <b>Strategic Planning Services for Economic Development</b></p>	<p>Proposals will be accepted until 3:00 PM, Thursday, April 21, 2022</p> <p>TELEPHONE NO. (803) 321-1420</p>

VENDOR NAME: \_\_\_\_\_

VENDOR ADDRESS: \_\_\_\_\_

CITY-STATE-ZIP: \_\_\_\_\_

TELEPHONE NO. (\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

FEDERAL ID NO. \_\_\_\_\_

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a proposal for the same materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this proposal and verify that I am authorized to sign this proposal for the proposer. I further stat that the company affiliated with this proposal currently complies with all applicable federal and state laws and directives relative to non-discriminatory practices in employment.

SIGNATURE

PRINTED NAME/TITLE

DATE

## Background

Founded in 1785, Newberry County found its economic footing in backcountry agriculture. Settled by yeoman farmers, mostly German immigrants, Newberry County first supplied cotton to the growing textiles industry in the region. Later, a railroad was constructed through town and linked the coast to the Upstate. Newberry became a trading town.

Newberry College was founded by the Lutheran church in 1856, and still remains an important community cultural driver to this day. Soon after, the Civil War disrupted the community, but the college survived. The first textiles mill came to Newberry in 1880 and set the economic tone for the next century. Population exploded in Newberry from 1880 to 1890, growing by some 27.5%.

Newberry County continued to grow at a strong rate until the Great Depression, the beginning of which preceded to a five-decade decline in population. Even the construction of Interstate 26 in the 1960s didn't spur much growth at first. But the 1960s did see a major economic development win, when Louis Rich constructed a massive turkey processing facility. Now known as Kraft-Heinz, the company remains the community's #1 employer and #1 taxpayer.

It wasn't until the 1970s when Newberry County's population growth would rebound, which coincided with several significant economic development wins in agribusiness, paper products and lumber. The creation of the community's first planned industrial park in the 1990s led to strong economic and revenue growth, with the acquisition of numerous new companies like Trucast and Kiswire, which continue manufacturing operations today. Sea Pro Boats also established in 1995, choosing a site along I-26. The 2000s saw new companies like Caterpillar, Komatsu and International Paper join the community and become important employers and taxpayers.

In 2006, Newberry County invested \$6 million in a new industrial park at I-26 Exit 82 near Prosperity, but the Great Recession, which began in 2008, took a toll on the community and slowed economic growth dramatically. Mid-Carolina Commerce Park might have started slowly, but it made up for lost time in the late 2010s and into the 2020s with the acquisition of MM Technics, a Garman, family-owned operation, and the community's first BMW supplier. Since then, the park has landed four new tenants, and combined all five companies have invested more than \$120 million, with a projection for more than 600 new jobs by 2026.

In 2017, the county scored its largest win ever, when Samsung announced a new plant to manufacture washing machine for the U.S. market, promising \$380 million in capital investment and the creation of nearly 1,000 new jobs. The project has been a tremendous success, and the company to date has invested a half billion dollars and spurred the creation of 2,000 new jobs.

## Project Intent

Newberry County Economic Development (NCED) is seeking a professional consulting team to prepare an Economic Development Strategic Plan based on the Scope of Work presented in this Request for Proposal (RFP). The Strategic Plan should provide a policy guide for the work of the County Economic Development activities and set the course for future investments, activities, and prosperity. The Strategic Plan should consider the entire County to include the incorporated municipalities. Elements of the plan will focus on research, vision and mission development, product development, workforce development, partnerships, operational comparisons, and a strategic implementation plan that can successfully guide the County in future economic development.



## Scope of Work

The overall responsibility and scope of work for the selected consultant is to prepare a 5-Year Economic Development Strategic Plan using qualitative and quantitative data gathered during the planning process. The consultant will draft a plan with specific strategies, action items and performance targets that are realistic and attainable. The plan should focus on strategies and activities that have the greatest potential for creating higher wage jobs, increasing the tax base in the County, and lessening the tax burden on its citizens. There should also be a focus on those broader economic development activities through which Newberry County Economic Development can meaningfully influence the creation and retention of better jobs. The Proposal shall specifically address the following:

### Research

This task encompasses the initial research necessary to define target audiences. To complete these tasks, the chosen consultant will be expected to draw from existing research and community planning documents as well as conduct their own research with groups identified by NCED (i.e. allies, business, elected officials). This task should include a SWOT (strengths, weaknesses, opportunities, and threats) analysis of the County and region as well as the review and analysis of local ordinances, policies, and rules, providing recommendations on adjusting favorable economic growth.

The consultant will be expected to deliver a summary describing Newberry County's place in the regional, state and national markets, current opportunities and challenges, and the identification of major industry sectors for business attraction and retention efforts.

### Vision & Mission

The selected consultant will engage with various stakeholder groups in the County and incorporated areas to gain input that will allow for the creation of a shared vision for future economic development. Several stakeholder meetings should be held across the county and seek the attendance and input of a wide array of individuals and groups, with businesses, elected officials, families, and other constituent involvement. Part of the economic development strategic planning will be to create a Vision for the community that has wide support from stakeholders, and a Mission Statement for NCED that summarizes what it is and what it seeks to do.

### Product Assessment

This task encompasses a review of the existing land, industrial and office space in Newberry County. The selected consultant will assess current product offerings, identify shortcomings in these offerings, and suggest new ways to develop product that will encourage economic development in targeted industries.

This task also includes the identification of needed infrastructure improvements, its most realistic and valuable growth corridors and needed high-demand product that is either in short supply or does not exist. The consultant team will be expected to deliver recommendations to address shortcomings in the county's product inventory.

### Workforce Development

This task encompasses a review of the existing workforce development initiatives in Newberry County to identify gaps, duplications, and opportunities for improving local workforce development programming. This includes review of

existing workforce development service providers and ally programs and plans. The consultant will be expected to survey and interview existing workforce and education service providers as well as major employers.

The consultant will be expected to deliver a report that provides breakdowns of services offered, target audiences, metrics, organizational structure and funding, and impact on business recruitment and retention. The consultant will also recommend new strategies for the community that will address shortcomings and improve workforce development offerings in the county.

### Operations Evaluations & Comparisons

The consultant will include a comparison of budgets, funding sources, organizational structure, compensation and classifications, staff size, capabilities, and functional areas of NCED with similar community economic development organizations, and deliver a report with recommendations for organizational, operational, and budget adjustments that will allow the organization to achieve its missions.

In addition, this task will include the evaluation and comparison of the office's current programs: business retention and expansion, recruitment, product development, and support functions against other similarly sized organizations considered to be successful and effective.

### Implementation

The implementation plan will include primary goals and objectives that will guide the County's efforts through a period of 5 years. The implementation plan will identify specific actions (prioritized target markets, suggested activities, projects, and programs), supporting agencies and partners, funding sources and time frames that can ensure that the economic development policies, programs, and relationships meet the needs and desires of the community.

The consultant will address the following program categories:

1. Business Development
2. Business Retention & Expansion (BR&E)
3. Marketing & Communications
4. Research
5. Product Development
6. Workforce Development
7. Operations

To ensure effective implementation, the strategic plan should recommend methods for tracking results and measuring success.

### Final Report & Presentation

The selected consultant will work closely with an appointed task force and County staff. A preliminary draft should be presented to the task force and staff. Additional public comment and stakeholder input will be received on the preliminary draft. After task force, staff, and public comment, a final draft will be delivered to the task force and a recommendation for adoption will be made by the task force to County Council. The Consultant will deliver 12 printed, bound copies and one electronic copy of their final report for County Council's consideration. In addition, the selected consultant will be required to make a formal presentation on the final report to key stakeholders' groups that will include Newberry County Council at the completion of the project.



## RESPONSE REQUIREMENTS:

Submittals should include, as a minimum, descriptions of the firm's and individual staff member's qualifications, similar work performed, office location, as a description of the approach that the firm would take in drafting the comprehensive plan. Project Approach might include data sources, public participation, key initiatives or program suggestions, Smart Growth components, goal, and policy directions, producing a vision statement, suggesting optional elements, etc.

Applicable certification requirements will be in accordance with the American Institute of Certified Planners.

## The tentative schedule is as follows:

<b>Deadline for Questions:</b>	April 11, 2022, by 5:00 p.m.
<b>Submittal Deadline:</b>	April 21, 2022 @ 3:00 p.m.
<b>County Council Award:</b>	May 4, 2022

## Insurance Requirements:

The awarded vendor for this contract shall provide the County with proof of the following insurance:

- General liability with not less than \$1,000,000.00 of coverage
- Worker's compensation insurance, regardless of the number of employees
- Newberry County must be listed as an additional insured on the general liability coverage

## Evaluation Criteria:

Responses will be ranked on delivery time, installation, response time to technical issues, functionality, training, and costs. The most responsive, responsible proposer who best fits the needs of the scope of work in this solicitation will be selected.

Firms will be ranked based on the following criteria and points:

- 1. Experience in providing strategic planning services to South Carolina local governments (15)**
  - Years of experience, both as an established firm and in the combined years of SC experience *among the staff who would be assigned to the Newberry County project.*
  - Names of All SC planning clients, naming those withing counties and municipalities and the type of services such as comprehensive planning, subdivision regulations, zoning, etc.
  - Outside of comprehensive plans, what are of planning is the firm's expertise/are of specialty?
  - Examples of differences among clients' needs based on such factors as demographics, geography, economy, levels of locally-funded planning resources-including staffing levels, training, technology, etc.
- 2. Expertise in elements of strategic planning process (20)**
  - Describe your firm's strengths and weaknesses with regard to producing and analyzing information and delivering finished documents pertaining to the required elements of the strategic plan.
  - Reliance on County staffing to produce deliverables pertaining to elements of the strategic plan
  - Reliance on subcontractors to produce deliverables pertaining to elements of the strategic plan – name specific firms and firm types
- 3. Qualifications of personnel assigned to the Newberry County Project (20)**

- Describe the following aspects of your firm’s personnel qualifications, *based only on those staff members who would be assigned to the Newberry County project.*

**4. Suggested parameters and depth of the Newberry County Comprehensive Plan (15)**

- Newberry County desires a planning document that will truly fulfill a guiding function with respect to development practices and policy making over the next decade.
- Describe the following to the best of your knowledge with regards to the planning needs of Newberry County:
  - Growth patterns in Newberry County and in the surrounding area over the past ten years
  - Newberry County’s potential for attracting residential, commercial, and manufacturing investment over the next decade
  - Does the characteristic of a jurisdiction affect the comprehensive plan and your approach in developing the plan?

**5. Public input review (10)**

Describe how your firm would ensure success in achieving the goal of community ownership of the plan, citing particularly initiatives in the following areas:

- Recommended number of public hearings
- Dispersion of public hearings to encourage participation
- Individual attention to strategic plan
- Measures for generating interest in the planning process
- Electronic and other means of allowing input and updating “work in progress” during the planning process
- How do you see your role in the approval process for the strategic plan including the public, planning commission and County Council?

**6. Performance capacity and pricing (10)**

- Total number of staff experienced and qualified to perform strategic planning services
- Distance of firm’s nearest offices from Newberry
- Estimated time to perform Newberry County Project
- Cost for completing the scope of work

**(Total of 100 possible points)**

**OWNER'S RIGHTS:** Newberry County reserves the right to accept or reject any, all or any part of proposals received as a result of this request, to make multiple awards, waive any informalities or to cancel in part or in its entirety this request, if it is in the best interest to do so. Newberry County will be the sole judge as to whether proposals meet all requirements. This solicitation does not commit Newberry County to award a contract, to pay any cost incurred in the preparation of proposals, or to procure or contract for goods or services.

**DEADLINE TO SUBMIT:** One (1) original and two (2) copies must be received by **3:00 p.m. Thursday, April 21, 2022.**

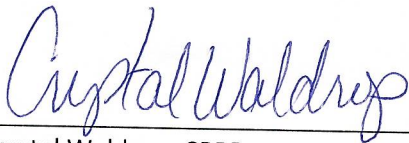
**Hand Delivered:**

Newberry County  
Courthouse Annex  
Conference Room  
1309 College Street  
Newberry, SC 29108

**Mailed:**

Newberry County  
Attn: Crystal Waldrop, CPPB  
Post Office Box 156  
Newberry SC 29108

**QUESTIONS MUST BE RECEIVED IN WRITING BY:** Monday, April 11, 2022 by 5:00 p.m. to Crystal Waldrop via email to [cwaldrop@newberrycounty.net](mailto:cwaldrop@newberrycounty.net). All questions shall be addressed in an addendum and placed on the County website at [www.newberrycounty.net/departments/purchasing](http://www.newberrycounty.net/departments/purchasing). It is the sole responsibility of the responder to obtain the addenda from the County website.



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Crystal Waldrop, CPPB  
Purchasing Director  
Newberry County