



KENTUCKY ASSOCIATION
for
ECONOMIC DEVELOPMENT



REQUEST FOR PROPOSALS

KAED PRODUCT DEVELOPMENT INITIATIVE

Issued: August 15, 2018
Due: September 17, 2018

KAED PRODUCT DEVELOPMENT INITIATIVE
KAED | 101 Burch Court | Frankfort, KY 40601

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1.0 INTRODUCTION

1.1 KAED Overview

The Kentucky Association for Economic Development (KAED) is the Commonwealth's forum of approximately 700 professionals dedicated to the acceleration of economic development in Kentucky. In 2018 KAED implemented an aggressive and strategic reimagination plan to enhance traditional keystone services of conferences, advocacy, and marketing. Concurrently, KAED deployed new initiatives, such as professional education, consultative services, and has executed a #TeamKentucky strategic initiative to convene stakeholders and develop strategies relative to 5 key economic development sectors; 1) Talent, 2) Entrepreneurialism and Innovation, 3) Product Development, 4) Marketing & Branding, and 5) International.

For more information on the Kentucky Association for Economic Development, visit www.KAEDonline.org.

1.2 Product Development Initiative Overview

The KAED Product Development Initiative (PDI) is an investment program through which leveraged funds shall be disseminated to Kentucky economic development organizations and local governments via grant awards for physical asset, capital improvement projects¹ in years 2019, 2020, and 2021. The 9 million-dollar PDI fund is to be evenly distributed each program year via grant awards not to exceed \$500,000. Grants shall be awarded per recommendation of independent consultant according to competitive evaluation and scoring matrix relative to ROI. Initial grant awards are to be announced and disseminated per deliverables prescribed in Section 2.1 in February/March 2019.

The KAED Product Development Initiative is designed to mitigate inventory challenges via strategic investment to enhance quantity and quality of product, to address lack of capital in market, and to also encourage collaboration among Kentucky economic developers and stakeholders. Applicants must demonstrate fiscal match that will vary depending upon location.

2.0 DESCRIPTION OF SOLICITATION

This is a Request for Proposal (RFP) in solicitation of proposals for the KAED Product Development Initiative (PDI). KAED seeks to procure, for a 3 year contract renewed annually per the discretion of KAED and the Kentucky Cabinet for Economic Development, a qualified professional or firm to develop and execute Product Development Initiative according to deliverables prescribed in Section 2.1:

2.1 Deliverables

- 2.1.1 Consultant to develop application in which communities, regions, and collaborative partners may identify product and demonstrate matching capital.
- 2.1.2 Consultant will work in collaboration with CED and KAED to develop performance matrix necessary to evaluate and score applicant projects according to ROI and market probability for future investment
- 2.1.3 Consultant to integrate collaborative component in scoring matrix (i.e. regional collaboration, collaboration among key stakeholders within a community)
- 2.1.4 Consultant to receive, evaluate, and score applications according to matrix as prescribed in Section 2.1.2 and 2.1.3.

¹ Examples include, but are not limited to industrial park infrastructure improvement, building construction or procurement, or land acquisition.

- 2.1.5 Consultant to recommend to Kentucky Cabinet for Economic Development, which projects to fund according to performance matrix as prescribed in Section 2.1.2 and 2.1.3.
- 2.1.6 Consultant to provide analysis and feedback to each applicant demonstrating strengths and weaknesses relative to performance matrix as prescribed in Section 2.1.2 and 2.1.3 and other variables. This feedback may be paired with a conference call with each applicant.
- 2.1.7 Consultant to demonstrate willingness to travel to Kentucky to host meetings, site visits, and other forums as appropriate.

3.0 COMMUNICATIONS

3.1 Communications Protocol

- 3.1.1 All communications relative to this RFP, including questions but excluding proposal submission, must be interchanged via email between Respondent and KAED contact as designated in Section 3.1.2.
- 3.1.2 KAED designated contact for RFP process is as follows:
 Matt Tackett
 KAED President & CEO
 101 Burch Court
 Frankfort, KY 40601
 mtackett@kaedonline.org

4.0 RFP SCHEDULE

The schedule below is a timeline projecting the KAED expectation for RFP schedule. KAED reserves the right to augment schedule per discretion without notice.

Action	Date
RFP Release	August 15, 2018
Question Submittal Deadline	August 27, 2018
Presubmittal Meeting	September 2018
Proposal Submittal Deadline	September 17, 2018
Evaluation of Proposals	September 2018
Notification of Selection	September 2018
Contract Execution	October 1, 2018

5.0 RFP PROCESS

5.1 General Protocol

- 5.1.1 KAED shall publish documents relative to this RFP on the KAED Product Development website at www.KAEDonline.org/product-development-initiative.

5.2 Respondent Expense

- 5.2.1 RFP Respondents shall be responsible for all expenses required to prepare and submit proposal.

5.3 Submitting Proposals

- 5.3.1 Three (3) paper copies of proposal must be submitted via mail to KAED designated contact as prescribed in Section 3.1.2 according to deadlines prescribed in Section 4.0.
- 5.3.2 One (1) electronic copy, in PDF format, must be submitted to KAED designated contact as prescribed in Section 3.1.2 according to deadlines prescribed in Section 4.0.

6.0 RFP ORGANIZATION

General Protocol | Proposal Must Contain:

6.1 Executive Summary

6.2 Company Data and Experience

- 6.2.1 Respondent should demonstrate capacity relative to the following items;
 - 1) site selection experience
 - 2) analytical capacity to assess ROI of capital improvement project per market probability
 - 3) engineering expertise
 - 4) geotech expertise

6.3 Product Development Initiative Execution Plan

- 6.3.1 Respondent should demonstrate strategy, capacity to execute, and experience relative to each PDI deliverable as prescribed in Section 2.1.
- 6.3.2 Respondent should demonstrate how it intends to manage and execute KAED Product Development Initiative.
- 6.3.3 Respondent must demonstrate operational plan necessary to make grant awards in first fiscal quarter in years 2019, 2020, 2021.

6.4 Pricing

- 6.4.1 Respondent shall propose fee representative for satisfaction of KAED Product Development Initiative deliverables as prescribed in Section 2.1.
- 6.4.2 Respondent fee proposal shall be all-inclusive, reflective of costs, procurements, or other expenses required.
- 6.4.3 Respondent fee proposal shall be firm from time of submittal through contract term.

7.0 RFP EVALUATION

7.1 Evaluation Process

- 7.1.1 KAED may select none, one, or more than one proposal for contract award.

7.2 Contract Approval

- 7.2.1 KAED identification of successful Respondent shall not be nor be implied as binding. Contract execution is subject to approval of KAED Board of Directors and shall be executed by KAED President & CEO.

8.0 NOTICE

8.1 General

- 8.1.1 This RFP is intended as an invitation to submit proposal and qualifications, and does not represent nor create binding agreement.
- 8.1.2 Materials submitted in response of this RFP shall become property of KAED.

8.2 Right to Refuse

- 8.2.1 This RFP does not require KAED to award contract, nor does this RFP create any binding agreement relative to costs associated with Respondent submittal.

8.3 Limitations

- 8.3.1 KAED may require Respondents to clarify information within proposal, but Respondents may not alter proposal after submittal deadline as prescribed in Section 4.0.

8.4 Confidentiality

- 8.4.1 Respondent submittals shall be treated as business confidential, reviewable only by KAED RFP selection committee, and subject to any obligation to disclose as required by law.