

# Request for Proposals



## Creation of Economic Development 10 Year Strategic Plan BID # 2023-114

City of Maryland Heights  
11911 Dorsett Road  
Maryland Heights, MO 63043  
[www.marylandheights.com](http://www.marylandheights.com)

## **OVERVIEW**

The City of Maryland Heights will receive sealed proposals for services from qualified professional consultants for technical analysis, planning, and strategic services to create a ten (10) year Economic Development Strategic Plan.

It is the intent of the City of Maryland Heights to select a single consultant to accomplish all services outlined in the Request for Proposal.

## **BACKGROUND**

Maryland Heights is centrally located in Northwest St. Louis County and is just 30 minutes outside of Downtown St. Louis. Maryland Heights is home to more than 28,000 residents and 2,000 businesses, making it a major employment center for the region. With close proximity to the Lambert-St. Louis International Airport, the City is host to around 4,000 hotel rooms and numerous dining, recreation and entertainment opportunities. As a hospitality and entertainment destination, Maryland heights hosts Westport Plaza, Hollywood Casino Amphitheater, Centene Ice Center, Creve Coeur Lake Memorial Park, a variety of other sports and recreational facilities, and a variety of hiking and biking trails available to all types of users.

Maryland Heights has many advantageous qualities that provide business with opportunities for growth and success. The City of Maryland Heights is accessible by Interstate 70, Missouri Route 364, Missouri Route 141, and Interstate 270. These major highways provide commuters with a variety of travel options from many other local municipalities, which can encourage people to travel to the City for employment.

In addition to being highly accessible, Maryland Heights is affordable for both residents and business owners as the City does not levy a property tax on homes or businesses. Each city has its own unique set of strengths, weaknesses, opportunities, and challenges - and Maryland Heights is no exception. Being able to identify the current economic trends of the community can help the City move forward with their economic success. Further, businesses that enhance the social, environmental, and economic qualities of Maryland Heights are necessary for creating a sustainable and resilient community. These types of communities promote unity, diversity, health, flexibility, and growth, which are qualities that can help promote and sustain a high quality of life for all citizens living and working within the region.

## **CITY VISION**

Maryland Heights is a distinctive, thriving community of diversity, character and value.

## **CITY MISSION**

We will provide superior municipal services in a safe and appealing setting in order to attract and retain residents committed to our city, thriving businesses, and premier hospitality venues.

## **Purpose**

The City is requesting proposals from potential consultants for the City’s first Economic Development Strategic Plan. This plan shall set forth specific goals and objectives for growing and diversifying Maryland Heights’ economy over the target period, and a detailed action plan for how to achieve project objectives.

### **Scope of Work**

The consultants should provide professional services to support the tasks indicated. The City and its stakeholders will work jointly with the selected consultant to develop a final, comprehensive plan. Proposals should demonstrate the consultants’ experience and expertise with the following range of services included in the project’s scope of work.

1. Review and analyze existing demographic, economic and labor force data. Use data to show key demographic, social, economic and financial trends and forecasts for inclusion into the final strategic plan. Please provide data sources you propose to use in your response.
2. Evaluate the City’s strengths, weaknesses, opportunities and threats regarding economic development to establish basis for SWOT analysis and targeted industry recommendations
3. Evaluate target industries and potential development areas.
4. Review and analyze relevant City of Maryland Heights Master planning documents and incorporate the visions contained therein into the final report for this project.
5. Conduct meetings and community engagement events with project stakeholders and citizens to capture community views, to include any necessary presentations. Provide basic layout of proposed meeting schedule with community and stakeholders groups in your response.
6. Assess City economic development structure to identify key projects, rolls, and programs (i.e.: business retention expansion and development, workforce development, marketing, database programs, etc.) to impact economic development and present an implementation plan to the City regarding same.
7. Prepare a customized economic development strategic plan for the City of Maryland Heights for the next 10 years, setting forth specific goals and objectives for capitalizing on existing economic opportunities and suggesting potential solutions to the economic challenges that Maryland Heights faces. The final report shall propose activities and the preparation of basic performance measures to track and evaluate progress towards achieving the stated goals of the overall strategy.

Note: Documents should work in conjunction with the City’s existing planning documents including; The City of Maryland Heights Comprehensive Plan, Parks Master Plan, and the Capital Improvement Plan.

### **SUBMISSION REQUIREMENTS AND FORMAT**

Three (3) paper copies or a digital copy (.pdf format) of the following items are required:

1. Cover letter including the Consultant’s name, address, contact number, and email address. Cover letter to be signed by an officer of the firm authorized to execute a contract with Maryland Heights.
2. Resumes and/or similar project experience and qualifications for all team members.
3. Written narrative describing the proposal in detail. Note all tasks and the responsible parties.
4. Project timeline.
5. Project Team
6. Fees: Provide a list of fees for the entire scope of the project to include a total “not to exceed” amount listed for each item on the Cost Proposal. Provide hourly rates for additional services as well as the costs for out of pocket expenses.

## **SELECTION PROCESS**

Project stakeholders will review and evaluate the RFP submittals. During this process, the City may seek additional information from the responders. In addition, the City may request that responders make a formal presentation of their proposal. Subsequent to this review, project stakeholders will make their recommendation to the Mayor and City Council.

The successful bidder shall comply with requirements of all applicable local and federal laws, rules, and regulations as well as all applicable RSMO (Revised Missouri Statutes) as amended.

During the process, the City reserves the right to modify the terms of the RFP, modify the submittal/selection timeframe, reject any or all proposals, cancel or withdraw the RFP process, and accept the proposal or any part of the proposal which best serves the interest of the City.

Request for Proposal documents will be available at the City of Maryland Heights website at [https://www.marylandheights.com/businesses/bids\\_rfqs\\_and\\_rfps.php](https://www.marylandheights.com/businesses/bids_rfqs_and_rfps.php) , if addendums are posted, they will be provided at the same URL.

## **SELECTION CRITERIA**

All proposals will be reviewed to determine compliance with requirements of the RFP. Primary factors in the evaluation include, but will not necessarily be limited to:

- Consultant’s history, background, staffing, and capability to complete the services requested.
- Personnel or sub consultants’ qualifications, expertise and demonstrated creativity in providing services requested in the economic development industry.
- Experience and demonstrated expertise in developing a plan for similar sized communities.
- The quality, conciseness, and completeness of the proposal.
- Project timeline.

- Proposed fees and per hour rate for staff/sub consultants.
- References

## RESPONSE TIMEFRAME

The following schedule represents the anticipated timeframe for the selection of the RFP. If the need arises, the City may modify the schedule:

- RFP Distribution June 23, 2023
- Proposals Submitted July 21, 2023
- Review of Proposals July 24, 2023 – August 3, 2023
- Interviews August 7, 2023 – August 11, 2023
- Recommendation to City Council August 17, 2023

## DUE DATE

Sealed proposals must be submitted with three (3) copies or an emailed copy (.pdf format) to the City no later than 2:00 p.m. CST on July 21, 2023. Submissions received after 2pm CST on the July 21 will not be accepted.

Jim Carver  
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Maryland Heights, MO. 63043  
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All submissions must be clearly marked

Economic Development  
Strategic Planning Services  
BID # 2023-114

## QUESTIONS

Questions regarding this RFP should be directed to the Economic Development Director, Jim Carver, at (314) 738-2203 or submitted via email at [economicdevelopment@marylandheights.com](mailto:economicdevelopment@marylandheights.com). Questions should be submitted between June 26, 2023 and July 18, 2023. Please allow up to 48 hours for a response.