

Comprehensive Economic Development Plan Refresh for Rapidly Transforming County

Introduction: The Columbia River Economic Development Council is seeking proposals from qualified consultants or firms to guide the reaffirmation and updating processes for the next Clark County Comprehensive Economic Development Plan. The primary goal of this project is to renew the current strategic plan, reinitiating the public-private partners' feedback loops to adopt an updated roadmap for economic growth and adaptability into the future.

Clark County, WA, is a rapidly changing community with a diverse economy, including advanced manufacturing, technology enhanced production, life sciences, software, clean tech, and professional services sectors.

Scope of Work: The successful consultant or firm will be responsible for completing the following tasks:

1. Analyze the Current State and Future "pivot points":
 - a. Analysis of how trends and observations stand to impact the community's ongoing economic development successes, with respect to growth trajectory, pace of growth, growth opportunity (vis-à-vis availability of land and built environment employment sites) and achieving a balanced business tax base. [Significant demographic and workforce data has been collected to date and can be shared for consultant's analysis.]
 - b. Assess the community through a S-O-A-R analysis to identify areas for high-potential economic growth and industry conversion/diversification.
2. Engage Stakeholders:
 - a. Develop a stakeholder engagement plan and vehicles to ensure broad-based and inclusive participation, from existing partners *and* also entities not-currently in direct CREDC partnership. *Support from our local independent newspaper could be activated through an existing agreement.* Through multi-faceted efforts, gain input from the community, including businesses, nonprofit organizations, government agencies, and individuals.
 - b. Provide a workflow/process visual with outreach approaches/timelines.
 - c. Present outreach strategy and in-progress status to CREDC's Board, due to meet September 28, 2023.
 - d. Conduct, and/or subcontract support to conduct stakeholder interviews, focus groups, and surveys to gather input and feedback on economic development priorities and strategies.
3. Refresh Comprehensive Economic Development Plan:

- a. Within the existing three pillars of focus (Build the Existing Business Base, Support People, and Create Place) revise the comprehensive economic development strategy identifying 3 key outputs and supporting actions for promoting economic growth and industry diversification in the community, outlining specific recommendations.
 - b. Identify any new key sectors that offer the promise for growth, and provide recommendations for specific actions to support those sectors.
 - c. Revise existing action plan to identify specific steps, timelines, and responsible parties for implementing the plan over the next 3-5 years.
4. Final Report and Presentation:
- a. Prepare a final report that summarizes the economic development strategy, findings, and recommendations.
 - b. Develop a presentation for community stakeholders that presents the key findings and recommendations, with final deliverables presented at or before the March 2024 CREDC Board Meeting.

Proposal Submission:

Interested consultants or firms should submit a proposal that includes the following:

- a. Cover letter: A brief cover letter that summarizes the consultant or firm's experience in economic development, understanding of the project scope, and availability.
- b. Project Approach: A detailed project approach that outlines how the consultant or firm will address each of the tasks outlined in the scope of work.
- c. Work Plan and Timeline: A work plan that includes specific tasks, timelines, and milestones for completing the project.
- d. Budget: A detailed budget that includes all costs associated with completing the project, including consultant or firm fees and expenses, not to exceed \$55,000.
- e. References: A list of at least three references for similar projects completed by the consultant or firm.

Evaluation Criteria: Proposals will be evaluated based on the following criteria:

- a. Experience and qualifications of the consultant or firm in economic development.
- b. Project approach and understanding of the scope of work.
- c. Work plan and timeline for completing the project.
- d. Budget and cost-effectiveness.
- e. References from similar projects.

Timeline: Review of proposals will begin on July 19th, 2023, and should be submitted electronically to <info@credc.org>.

Reference Materials:

- 2018-2023 [Clark County Comprehensive Economic Development Plan](#)
- 2019 [Employment Lands Study](#)
- 2023 [County Demographic Profile](#) and [Real Estate Landscape](#)