

REQUEST FOR PROPOSAL

Superior Trade Zone Marketing Strategy Project

FOR



PREPARED BY



INSTITUTE FOR RESEARCH ON LABOR, EMPLOYMENT, AND THE ECONOMY
DEFENSE MANUFACTURING ASSISTANCE PROGRAM
UNIVERSITY OF MICHIGAN

June 2017

FUNDED BY



1. BACKGROUND

The Superior Trade Zone (STZ), a designated Next Michigan Development Corporation, is a multi-governmental partnership between units of government in Delta and Marquette Counties. Members of the STZ are Bark River Township, Chocolay Township, City of Escanaba, City of Gladstone, City of Marquette, Delta County, Ely Township, Ford River Township, Forsyth Township, Garden Township, Humboldt Township, Ishpeming Township, Maple Ridge Township, Masonville Township, Marquette County, Nahma Township, Negaunee Township, Richmond Township, and Wells Township. A 2015 Michigan Economic Development Corporation designation, the Superior trade Zone is a regionally based entity designed to increase local economic development.

In 2017 the Superior Trade Zone was selected as a DMAP community due to the enormous decline in Department of Defense (DoD) contracts awarded to private contractors in that area over the last 10 years.

The City of Marquette is the seat of government of Marquette County and the most populated city in the Upper Peninsula. The City of Escanaba is the seat of government in Delta County and the third most populated city in the Upper Peninsula. Delta and Marquette County meet at near center of the Upper Peninsula and they share borders with the counties of Baraga, Iron, Dickinson, Menominee, Schoolcraft, and Alger. Marquette County is bound by Lake Superior at its North end, and Delta County is bound by Lake Michigan on its South end, thus giving them both easy access to the Great Lakes system. Delta and Marquette County are also within close proximity of the State of Wisconsin and Canada.

2. OBJECTIVE

The Superior Trade Zone is working with the Defense Manufacturing Assistance Program of the University of Michigan’s Economic Growth Institute and seeks to develop a business and investment attraction marketing strategy. The ultimate goal is to promote the infrastructure, workforce, and services, which make the Superior Trade Zone an ideal location for business development and growth. The marketing strategy should integrate existing research, analysis and any previous local feasibility studies with input from stakeholders and community members to develop a comprehensive strategic plan and brand that is tailored to meet the needs of the region. To that end, the plan should maximize participation of county, municipal, and private sector stakeholders in a shared approach to business attraction. The consultant will work directly with the Superior Trade Zone Members and Marketing Subcommittee, listed below:

<i>Bark River Township</i>	<i>Ford River Township</i>	<i>Marquette County</i>
<i>Chocolay Township</i>	<i>Forsyth Township</i>	<i>Nahma Township</i>
<i>City of Escanaba</i>	<i>Garden Township</i>	<i>Negaunee Township</i>
<i>City of Gladstone</i>	<i>Humboldt Township</i>	<i>Richmond Township</i>
<i>City of Marquette</i>	<i>Ishpeming Township</i>	<i>Wells Township</i>
<i>Delta County</i>	<i>Maple Ridge Township</i>	
<i>Ely Township</i>	<i>Masonville Township</i>	

3. SCOPE OF WORK

The tasks and deliverables to be completed under this project are:

Tasks:

- Maintain regular contact with community to include but not limited to:
 - Kick-off meetings and regular ongoing engagement with local and regional stakeholders
 - Monthly progress reports
 - Final in-person presentation to Superior Trade Zone Members and Marketing Subcommittee
- Conduct research to include but not limited to:
 - Analysis of Delta and Marquette Counties regional profile including assets, strengths, weaknesses, capabilities and primary/secondary industries including, but not limited to, manufacturing, advanced manufacturing, technology commercialization, workforce development and educational opportunities, as they impact potential economic and business development. Analysis to also include tax incentives.
 - Work with the community to hone in on target industries that are a mix of current companies in addition to the markets it seeks to diversify into.
 - Brand positioning statement based on marketing research
 - Research and analysis on other Next Michigan Development Corporations
 - Present analysis for potential future development
- Develop a marketing plan that the region can implement in collaboration with municipalities, including outreach activities
- Develop a strong brand related to business attraction and economic development
- Development of collateral materials to be used for regional and national marketing

Deliverables:

- A comprehensive business attraction marketing plan document for the whole Superior Trade Zone, and municipalities within the region, in digital and a print format (25 copies), leveraging and complementing existing assets for business attraction and economic development to include, but not limited to:
 - A summary of research
 - A tailored business attraction marketing strategy
 - A brand strategy
 - A detailed marketing budget
 - Identify real value proposition for Superior Trade Zone for in-state and out-of-state companies
 - Timeframe for marketing plan
 - Methods for ongoing evaluation of marketing strategy
 - Clearly defined next steps for the Superior Trade Zone and its municipalities

4. REPORTS AND REPORTING

- a. An interim report of activity to date, coordinated to the schedule at implementation, shall be submitted with each progress billing submitted for payment, at a minimum of every 6 weeks
- b. At the conclusion of the work, the consultant shall submit a final report to both DMAP and

the Superior Trade Zone board, documenting deliverables

5. PROPOSAL REQUIREMENTS

Proposals submitted in response to this Request for Proposal should be clear and concise, and address the components of the evaluation criteria listed below. The proposal should be submitted to the Defense Manufacturing Assistance Program. At a minimum, proposals should cover:

- a. Technical discussion of the approach for accomplishing each project listed in the Scope of Work
- b. A project plan outlining the tasks and sub-tasks to be performed together with a time schedule for accomplishing these tasks and sub-tasks
- c. Related project experience: Short descriptions of projects worked on by the individual to be assigned that are similar to or related to the tasks described
- d. Business and educational background of individual to be assigned
- e. Timeline and cost: a separate section indicating the cost of each task and the estimated time of completion for each task. Costs should be submitted in the same sequence as the Scope of Work and should indicate a total "not to exceed" cost for the project.

Your proposal to provide consulting services will be evaluated in accordance with five criteria:

<u>Criteria</u>	<u>Maximum Points</u>
Background and experience of the individual and the firm to be assigned, especially with respect to this type of project	30
Technical approach to and grasp of the project	25
Soundness and appropriateness of the project plan	20
Completion schedule	10
Price	15
Total	100

6. PAYMENT

The successful bidder will be paid by The University of Michigan. Payment of 20 percent of the total amount due will be withheld until approval of the Consultant's final report by the DMAP team and Superior Trade Zone. Invoicing may be monthly, but invoices must be accompanied by progress reports and will be paid out based on client satisfaction of benchmark deliverables.

7. VISIT TO COMMUNITY

Parties considering submitting proposals are strongly suggested to contact and/or visit the community and discuss the proposal with:

Vicki Schwab, EDA Director
Delta County EDA
230 Ludington Street
Escanaba, MI 49829
(906) 786-2192
eda@deltami.org

Scott Erbisch, County Administrator
Marquette County
234 W Baraga Ave
Marquette, MI 49855
(906)225-8151
serbisch@mqtco.org

8. PROPOSAL DUE DATE

Proposals must be submitted to DMAP no later **5:00 PM on Monday, July 24, 2017**. All proposals received by this date will be considered.

Carmen Wells Quigg
Defense Manufacturing Assistance Program
506 East Liberty, 3rd Floor
Ann Arbor, MI 48104
Email: carmenw@umich.edu
Phone: 734-998-7016

Electronic copy or hard copy proposals will be accepted. No selection will be made until after all proposals have been evaluated.