



**City of St. Cloud, MN**

**REQUEST FOR PROPOSALS**

**Target Industry, Innovation, and  
Workforce Skills Analysis**

**Proposals Due:  
By March 29, 2019**

**St. Cloud Economic Development Authority  
Attn: Jennifer Erickson  
[jennifer.erickson@ci.stcloud.mn.us](mailto:jennifer.erickson@ci.stcloud.mn.us)**

## CITY BACKGROUND

The City of St. Cloud, in Central Minnesota, has attractive assets for promoting economic growth. As the 8th largest city in the state, located on I-94 an hour's drive from the Twin Cities, it offers a robust and diverse economy and access to international markets. At the same time, it is a college town nestled on the Mississippi River south of the Brainerd Lakes region.

St. Cloud's population will grow by 3.2% during the current decade, and will become more diverse as well. The employment base is expected to experience a gain of 7,800 jobs during the same period, and will also continue to diversify. St. Cloud draws from a labor shed of approximately 280,000 people.



St. Cloud's economy is dominated by health care, with such major employers as CentraCare Health Systems and the VA Health Care System, and education, including St. Cloud State University and St. Cloud Technical & Community College. The city's diverse economy also includes major manufacturers, financial/business institutions, and transportation and distribution companies.

## ORGANIZATIONAL BACKGROUND

The City of St. Cloud Economic Development Authority (EDA) was established in 2010. The EDA combines the activities of a traditional economic development organization with the ability to generate its own resources through the use of such tools as tax increment financing. In coordination with partner organizations, the EDA works to attract, retain, and grow businesses through marketing, business park development, brownfield redevelopment, support for the St. Cloud Regional Airport, and promoting a business-friendly climate. It is also charged with helping attract new residents and promoting talent development and entrepreneurship.

In September 2018, the City received a two-year grant from the United States Economic Development Administration to implement a 2-year economy recovery strategy. The grant was awarded after the City's second largest employer, Electrolux, Inc., a freezer manufacturer, announced it will cease operations at its St. Cloud plant late in 2019, affecting approximately 900 workers. The economic recovery strategy includes promotion of local industry and workforce assets, an aggressive business retention and expansion effort, planning for repurposing of existing industrial infrastructure, and mitigation of unemployment.

## PROJECT DESCRIPTION

The EDA is seeking a qualified consultant to complete a Target Industry, Innovation, and Workforce Skills Analysis ("TIA") for the St. Cloud region covering Stearns, Benton, and Sherburne Counties. The TIA will provide information on the St. Cloud region's economic strengths, industry clusters, innovation attributes, and workforce, and provide strategic recommendations for target industries and subsectors to pursue, as well as identify current and future gaps in the workforce to meet projected growth. Insights and strategic recommendations from the TIA will inform many aspects of the economic recovery strategy implementation.



2. Relevant Experience & Expertise (40 points or percent)
  - a. Describe the organization's experience completing similar studies for local government clients, particularly for cities and/or regions of a similar size and situation as St. Cloud.
  - b. Provide three client references for work completed within the last five years, with names and contact information.
  - c. Provide a link or electronic copy of a sample analysis of similar scope. (Redact confidential information if necessary).
  - d. Provide a summary of the project team who will be involved in this project, including brief bios of each team member and their proposed role.
  
3. Project Understanding and Approach (10 points or percent)
  - a. Describe your understanding of the project objectives and scope of requirements.
  - b. Identify any assumptions upon which the proposal is based, with regard to scope, deliverables, and activities.
  
4. Project Plan (30 points or percent)
  - a. Describe your methodology to complete each section of the scope of work.
  - b. Identify the data sources and databases which will be used for each part of the scope of work.
  - c. Provide your work plan for the project, including list of activities, milestone schedule, meetings, and deliverables.
  
5. Quote for Services (10 points or percent)

Submit a comprehensive quote for the project including all services, travel and material expenses, for the work identified by the consultant in the Project Plan.
  
6. Other Factors (10 points or percent)
  - a. Completeness of the submittal.
  - b. Current workload and ability to proceed promptly.
  - c. Availability of the consultant/s to complete the project as proposed.

All statements submitted in response to this RFP will be evaluated based on the information contained in the responses, an investigation of the consultant's past projects and performance, and other pertinent factors.

The EDA may interview a limited number of finalists. The EDA reserves the right to request additional information as deemed necessary and appropriate.

## **GENERAL**

The EDA is not obligated to accept the lowest bid. The EDA reserves the right to award the contract, negotiate the specific terms of the contract, and make other adjustments as required in consultation with the successful bidder.

The following related documents are provided on the City's website at [www.ci.stcloud.mn.us](http://www.ci.stcloud.mn.us):

- [2017 - 2020 Economic Development Strategic Action Plan](#)
- [2017 Community Profile](#)
- [2018 Community Snapshot](#)
- [2015 St. Cloud Comprehensive Plan](#)

## **SUBMISSION REQUIREMENTS**

Proposals should be submitted via email to [jennifer.erickson@ci.stcloud.mn.us](mailto:jennifer.erickson@ci.stcloud.mn.us), with the Subject Line, "RFP: Target Industry, Innovation, and Workforce Skills Analysis". Proposals must be in PDF format, of a file size of less than 50MB. Proposals must be received by 5:00PM CST on March 29, 2019.

## **QUESTIONS**

Questions should be directed to:

Jennifer Erickson  
City of St. Cloud  
Business Development Director  
Cell: 612-803-4741  
[jennifer.erickson@ci.stcloud.mn.us](mailto:jennifer.erickson@ci.stcloud.mn.us)

