

Request for Proposals

Strategic Planning Consulting Services

New Orleans Business Alliance (NOLABA) is soliciting competitive proposals from qualified consulting firms to facilitate the development of a place-based/neighborhood focused strategic plan. The strategic planning process will result in a comprehensive five-year plan that will outline goals and objectives that will guide priorities based on considerable research, extensive input from a variety of stakeholders, and consensus on the vision and mission of the organization.

All quotes and proposals should be submitted to: **Attn: Greg Lawson**, 1250 Poydras Street, Suite 2150, New Orleans, LA 70113. One (1) electronic copy in PDF format must be submitted by **5:00 PM CST Friday, September 16, 2022**, to snd@nolaba.org with the subject line "NOLABA RFP: Community & Economic Development Strategic Plan".

New Orleans Business Alliance reserves the right to accept or reject any and all proposals and/or any portions of proposals.

All documents submitted are subject to the Louisiana Public Records Act (La. R.S. 44:1 et seq.). Any emails sent or received by NOLABA employees are potentially subject to these laws. Unless otherwise exempted from the Public Records Act, senders and receivers of NOLABA email or other records should presume that all information sent is a matter of public record, and is therefore subject to public inspection upon request. To comply with the Public Records Act, NOLABA keeps all hard documents and electronic correspondence in accordance with its Document Retention Policy.

Additional information may be obtained by contacting the New Orleans Business Alliance at 504-291-4659 or Strategic Neighborhood Development snd@nolaba.org.

Submittals that are incomplete, unclear, or fail to comply with the requirements as outlined in the instructions may be rejected.

CONTRACT OPPORTUNITY DESCRIPTION

Description of Entity

New Orleans Business Alliance (NOLABA) is the official non-profit organization tasked with leading economic development initiatives for Orleans Parish. We are a public-private partnership between the City of New Orleans and private investors from the local community. The vision of NOLABA is to reposition New Orleans as the next great American city for business investment, quality of life and economic opportunity.

We have a mission to unite a diverse community of stakeholders to catalyze job growth, create wealth, and build an equitable and sustainable economic future for New Orleans. NOLABA's goal is to unify partners and stakeholders to design and build a solid economic foundation for New Orleans: a collaborative and business friendly environment fueled by a unique culture and dynamism unequalled anywhere in the world.

Through our Strategic Neighborhood Development (SND) team, we are focusing NOLABA resources and equitable economic development strategies in neighborhoods that have endured historic disinvestment; those neighborhoods include: *New Orleans East, Tremé, Algiers, Lower Ninth Ward, Gert Town/Hollygrove and Gentilly*. Our SND team begins by working with existing residents and business owners who have sustained communities, centering them in shared learning and prioritizing strategies. We inform decisions with leading-edge data and design projects for future-focused economic growth and ongoing expansion.

Scope of Solicitation

SCOPE OF SERVICES

The New Orleans Business Alliance continues its of programming that creates pathways to prosperity for residents of communities whose economic indicators are disproportionately low, relative to the rest of the city.

To support the development and implementation of equitable community-led economic development strategies within our impact neighborhoods, the SND team partnered with Enable Economic Development Districts or special districts and political subdivisions of the state (with taxing and bonding authority) to provide technical assistance and planning support in the development and facilitation of equitable economic development strategies to revitalize the commercial areas by leverages the involvement of the public, private and non-profit sectors to establish a strategic blueprint (i.e., an economic development roadmap) for economic growth. Our goal is to support EDDs in strategic planning and implementation efforts designed to guide economic growth and resiliency of their respective neighborhoods. Since 2020, the team has worked with Lower Ninth Ward stakeholders to establish the Lower Ninth Ward Economic Development District (L9 EDD) and provided no-cost technical assistance to the district including the development of bylaws, strategic planning sessions that outlined the districts vision, goals, projects and funding opportunities as well as coordination of board meetings, community engagement strategies, and communications. We recently partnered with the L9 EDD to support the development and facilitation a community and economic development strategic plan that supports the revitalization of the residential and commercial areas within the Lower Ninth Ward. For more information on the Lower Ninth Ward Economic Development District state-enabled charter, click [here](#).

Over the next 3-4 months, the selected consultant will work directly with NOLABA staff, Lower Ninth Ward Economic Development District Commissioners and collaborate with a variety of stakeholders in the

development of a 5-year Community & Economic Development Strategic Plan for the Lower Ninth Ward Community. The community's plan will need to include strategies to address equitable economic development opportunities, commercial corridor revitalization, small business support opportunities, workforce development, leadership development, and marketing/communications for the district. The written plan will also include strategies for leveraging community assets and metrics for implementation.

Successful applicants will submit a proposal designed to address some or all of the following:

- Consultant understanding/familiarity with the Lower Ninth Ward neighborhood; and how consultants will get to know the Lower Ninth Ward neighborhood stakeholders
- High-level phases and/or sequence of the proposed strategic planning process including progress updates to the Lower Ninth Ward Economic Development District and stakeholders.
- The vendor's general approach to internal and external assessments including plans to use/collect quantitative and qualitative data.
- The vendor's general approach to renewal of an organization's vision, mission, and beliefs with understanding of historical neighborhood disinvestment.
- A summary of how the vendor plans to engage diverse stakeholders' groups to include youth, seniors, families, and community stakeholders in the strategic planning process.
- An outline of the components traditionally included in the vendor's strategic plans.
- Experience incorporating effective practices and trends in equitable asset-based community development, in the strategic planning process with key metrics and milestones for implementation.

The Proposal must identify the following:

- The consultant's experience with engaging community stakeholders in development of neighborhood-led processes, especially facilitating strategic planning processes with a variety of stakeholders.
- The consultant's specific interest/experience in working with the Lower Ninth Ward; particularly the Lower Ninth Ward Economic Development District.
- Support NOLABA/L9 EDD would be expected to provide; NOLABA has a suite of exclusive data tools to support development of strategic plan.
- Risks that could take strategic planning off-track.
- List of deliverables to include, at a minimum: the strategic plan and guidelines for resource allocation aligned to the strategic plan
- Options for continued engagement with the consultant through implementation; all proposals must include a 1-year follow-up opportunity.
- Comprehensive (all-inclusive) budget not to exceed \$15,000.
- Proposed project timeline (not to exceed 120 days).

Submission Requirement

A proposal of no more than ten (10) pages including a detailed budget not to exceed \$15,000 for the defined contract period should be submitted to Strategic Neighborhood Development, ATTN: Greg Lawson at snd@nolaba.org, including one (1) electronic copy in PDF format by 5:00 PM (CST) on Friday, September 16, 2022 with the subject line "NOLABA RFP: Strategic Planning Consultant".

A. Submittal Letter: Include the RFP's title and submittal due date, the name, location, and telephone number of the responding firm. Include a contact person and corresponding email address and federal employer identification number.

B. Description of Firm: This section should provide information regarding the size, location, nature of work performed, years in business and the approach that will be used in meeting the needs of NOLABA/Lower Ninth Ward Economic Development District.

C. Organizational Structure: Describe your firm's organizational structure and the names of the professionals who will be responsible for this project. Please provide brief bios for these individuals.

D. References and Description of Experience: This section should identify similar projects that the firm has completed as outlined in the RFP. Use this section to indicate the areas of expertise of your firm and how that expertise will benefit NOLABA/Lower Ninth Ward Economic Development District. Include at least three current or past clients; along with the names of individuals familiar with your work that can be contacted by NOLABA staff.

E. Statement of Qualifications & Requirements to Perform Duties: This section should clearly convey the firm's understanding of the nature of the work related to strategic planning and the general approach that will be used to facilitate the strategic plan process. Specific examples of prior work in line with this scope should be outlined.

F. Budget Summary and Fee Schedule Cost: This section must provide a full description of the expected expenditures for the work described in this RFP. Cost proposed must include all consultant fees, preparation of deliverables, travel expenses, (if applicable), printing, etc. Budget should not exceed \$15,000. The lowest price is not the only criteria used for selection.

G. DBE Participation

PROJECTED RFP TIMELINE

- 8/22: Issue Strategic Plan RFP
- 8/31: Response to any questions related to RFP
- 9/12: Initiate Internal Proposal Review
- 9/16: Deadline for Submittal of Proposals 5PM EST
- 9/23: Select/Notify Vendor

Confidentiality Statement

All information included in this RFP is considered confidential and intended only for use by respondents. No information included in this document, or in discussions related to NOLABA's Strategic Planning Consulting Services selection process, may be disclosed to another party or used for any other purpose without the express written or verbal consent.