

Request for Proposals

Strategic Planning Consultant for New Orleans Business Alliance

New Orleans Business Alliance (NOLABA) is soliciting responses for Strategic Planning Consultant.

All quotes and proposals should be submitted to: Attn: Louis David, President and CEO, New Orleans Business Alliance, 1250 Poydras Street, Suite 2150, New Orleans, LA 70113. One (1) electronic copy in PDF format must be submitted by 5:00 PM CT Friday April 26, 2024 to ldavid@nolaba.org with the subject line "NOLABA RFP: Strategic Planning Consultant".

NOLABA reserves the right to accept or reject any and all proposals and/or any portions of proposals.

All documents submitted are subject to subject to the Louisiana Public Records Act (La. R.S. 44:1 et seq.). Any emails sent or received by Organization employees are potentially subject to these laws. Unless otherwise exempted from the Public Records Act, senders and receivers of Organization email or other records should presume that all information sent are a matter of public record, and are therefore subject to public inspection upon request. To comply with the Public Records Act, the Organization 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 504-934-4572 or ldavid@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

A non-profit partnership, the New Orleans Business Alliance is the official economic development organization for the City of New Orleans.

New Orleans Business Alliance was formed in 2010 through a coalition of business and civic leaders to employ the best practices in economic development to position New Orleans as the ideal intersection of commerce and culture.

As the official economic development partnership for New Orleans and the hub of its business community, our goal is to continue to show the world that New Orleans is the best American city for business investment, quality of life and inclusive economic opportunity.

We're also the only economic development organization focused solely on growing the New Orleans economy.

New Orleans Business Alliance is one of 62 International Economic Development Council (IEDC) accredited economic development organizations worldwide. Through our accredited status, we are committed to the best practices in economic development.

New Orleans Business Alliance approaches economic development through the lens of equity, with a goal of eliminating historical racial inequalities in business opportunities.

Our Mission:

As New Orleans moves past the celebration of her 300th birthday, we look to the next 300 years as New Orleans' best years. Central to reaching that goal is our work in creating an economy for all New Orleanians.

Through inclusive and holistic economic development, all people of New Orleans are financially secure and prosperous through growth, opportunity and by eliminating economic disparity.

Scope of Solicitation

Overview

NOLABA seeks to engage a consultant for Strategic Planning Consultant services, with a goal of charting the course for the organization's sustained success and impact in the New Orleans business community over the next 5 years, in alignment with the goals of our partners including the City of New Orleans.

Scope of Services:

- 1. Baseline Economic Assessment**
 - a.** Review previous NOLABA Strategic Plans
 - b.** Review relevant partner Strategic Plans (City of New Orleans Plan for Generational Economic Development, Louisiana Economic Development, GNO, Inc., Downtown Development District, BioDistrict New Orleans, etc.)
 - c.** Conduct baseline assessment of regional and local demographic and economic data
 - d.** Conduct research and analysis of market trends and growing industries and employment opportunities in Orleans Parish and the region
 - e.** Deliverables: Presentation(s) and reporting on baseline economic assessment findings
- 2. Stakeholder and Public Engagement**
 - a.** In close coordination with NOLABA, create a stakeholder engagement plan and solicit input from stakeholders, partners, and thought leaders through interviews, meetings, and other recommended means of input collection for the purpose of identifying priorities for economic development strategies and initiatives. At a minimum, stakeholder engagement should include but not be limited to the NOLABA board, NOLABA staff, NOLABA investors, philanthropic partners, Orleans Parish elected officials, New Orleans Economic Development Districts, peer organizations and other economic development partners. Meetings and input collection methods are to be facilitated by the selected firm(s) with participation by NOLABA. Meeting space and associated resources will be provided by NOLABA as appropriate.
 - b.** Deliverables: Stakeholder engagement plan; Facilitation of stakeholder engagement plan; associated presentations; written summary/summaries of stakeholder input to NOLABA.
- 3. Development and Presentation of NOLABA 2024 Strategic Plan**
 - a.** Prepare and submit an economic development Strategic Plan that includes recommended action items to grow Orleans Parish's economy through the retention and creation of quality family-sustaining jobs, entrepreneurship, small business ecosystem development and investment through the lens of racial equity.
 - b.** Clearly identify potential funding opportunities to support organization's current structure and any potential growth opportunities in staff or assets.

- c. Study and identify definable and sustainable roles for NOLABA programming and initiatives in relation to all economic development organizations working in New Orleans.
- d. Create an approach to measuring NOLABA's progress at regular intervals including metrics, milestones and/or other methods of progress measurement.
- e. Provide presentations of the final plan to NOLABA-selected stakeholders.
- f. Deliverables: One (1) electronic and 35 bound hard copies of the final NOLABA 2024 Strategic Plan up to three public presentations of final product to stakeholders, including but not necessarily limited to NOLABA staff and NOLABA's Board of Directors; and electronic copy of final plan presentations. NOLABA may require the separate electronic submittal of other individual files created by the firm under this agreement, such as charts, tables, maps, images, renderings, photographs, and other graphic materials.

Response Process

Primary RFP Contact

Please direct all inquiries regarding to this RFP to:

Louis David, President and CEO
New Orleans Business Alliance
ldavid@nolaba.org
(504) 934-4572

Response Delivery Instructions

We encourage informative and concise proposals that include examples, value added resources, cost and time estimates along with relevant experience. Submissions should be in either Word or PDF formats only.

Please submit all responses via electronic delivery no later than **5PM Central, April 26, 2024**, to:

Louis David, President and CEO
ldavid@nolaba.org

All proposals **must** include the following information to be considered for review:

Contact Information

- Company's Full Name, Address, Federal Employer Identification Number
- Primary Contact's Full Name, Telephone Number, Email Address

Any response received after the delivery date specified will not be considered without prior written or electronic approval. **Submittals that are incomplete, unclear, or fail to comply with the requirements as outlined in the instructions may be rejected.**

All proposals must also include:

- a.) Evidence of the business qualifications to provide the above services.

- b.) Background and experience in human resources.
- c.) The size and organizational structure of the Human Resource Business.
- d.) Statement of the business understanding of work to be performed
- e.) A proposed timeline for the fieldwork statutes to be used each month providing service.
- f.) Proposed fee structure and the maximum fee that would be charged
- g.) Detailed breakout of your business billing rates and procedures for technical questions that may come up during the year, or whether these occasional services are covered in the proposed fee structure
- h.) Names of the staff who will be assigned to our company and provide biographies
- i.) References and contact information from at least 3 comparable economic development clients
- j.) Evidence of status as a *Disadvantaged Business Enterprise* (DBE) as certified by the City of New Orleans and/or the State of Louisiana, if applicable

Selection Criteria & Process

Selection Criteria

NOLABA will evaluate the responses based on multiple criteria and will select the best overall solution to fit its needs. NOLABA is not obligated to select the lowest price bidder. All responses will be evaluated in the following areas:

- Completeness of solution
- Expertise and experience
- Demonstrated customer service quality and support
- Previous relevant experience
- Vendor strength and stability
- Account management
- Financial considerations
- Disadvantaged Business Enterprise (DBE) certification

Selection Process

All responses will be evaluated as received and included in the following process:

- Review and scoring of the responses, as well as clarification of information as deemed necessary by the evaluation team.

- Identification of 2-3 final candidates to conduct in-depth review of capabilities, including finalist interviews.

Key Dates

Below is a general timeline outlining the process steps with estimated dates for each step. By participating in the RFP process, respondent businesses agree that they can adhere to the following general timeline and the meeting times they reserve through this process.

Task	Completion Date
RFP Posted	March 27, 2024
Responses Due	April 26, 2024
Response Analysis / Finalists Selection & Interviews	May 2024
Selection / Award Contract	Late May / Early June 2024
HR Consultant "Go Live" Date	Summer 2024

Thank You

The New Orleans Business Alliance looks forward to reviewing your response and would like to thank you in advance for participating. The Strategic Planning Consultant Services selection process is very important to our continued success and represents a significant focus of effort for NOLABA. We appreciate and value your input, expertise, and feedback.