



Request for Quotations Marketing Consultant

Summary:

The Nashua Regional Planning Commission (NRPC) has received a grant from the U.S. Department of Commerce Economic Development Administration (EDA) to do the following:

Undertake a comprehensive economic development recovery plan for the 13-community greater Nashua region to address the impacts of COVID-19 on the region's economy including job losses, business closures, and the disparate impact of recent economic dislocations on traditionally disadvantaged and underserved businesses. Key components of the plan will include strategies to leverage Nashua's two Opportunity Zones, increasing support for entrepreneurship programs, and targeted revitalization strategies for key restaurant and retail corridors, as well as addressing limited workforce availability.

The full scope of work for the COVID-19 Economic Recovery Plan follows this RFQ.

This is an open and competitive process, and a vendor will be selected who can best address the items in the Scope of Work and will produce the most desirable product described herein, within NRPC's current budgetary constraints. The price quoted should be inclusive. Any additional needed or potentially needed services requiring outside contractors must be clearly stated in the quotation.

Quotations can be emailed to the attention of Camille Pattison, Special Projects Manager, camillep@nashuarpc.org. Quotations received after **4pm EST on August 13, 2021**, will not be considered.

Scope of Work:

The Scope of Work contains two key elements. The first is a website to host all project deliverables, including a Resource Directory, and the second includes a comprehensive set of marketing strategies.

- Create a project website to host all project deliverables, maps and resources related to this effort. NRPC will weigh the pros and cons, including long term costs and ease of future maintenance, of developing a standalone webpage or one integrated into NRPCs existing website. The vision is a highly polished and modern design, with multiple webpages, links, and some interactive mapping. This will be used as a tool to market priority redevelopment sites and as a key resource by new and established businesses in the greater Nashua region.
- Develop a marketing strategy to attract investment highlighting available sites, potential funding, and incentives.
- Identify target national and regional retail/restaurant establishments and develop a marketing and attraction strategy.
- Online resource directory for entrepreneurs and small businesses providing information and links to existing programs, facilities, services, networking opportunities, and financing alternatives.



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The following items will have content generated by NRPC staff, and the marketing consultant will display this information on the project website.

- Strategic plan for filling unmet entrepreneurship support facilities, programs, services, and financing for the Nashua region.
- Content for the online resource directory.
- Strategies to address the region’s workforce development, attraction, and recruitment needs.
- GIS based data.

Budget: NRPC has budgeted **\$20,000** for completion of the scope of work as described above.

Study Area: Refer to the NRPC website for study area map: [Nashua Regional Planning Commission :: Our Region & Communities \(nashuarpc.org\)](http://www.nashuarpc.org)

Evaluation of Quotations: Submitted quotes will be evaluated based on the ability to successfully complete the tasks identified in the scope of work, final product, and project examples and/or references.

Schedule:

RFQ Released	June 30, 2021
Questions Submitted to Camille Pattison	July 30, 2021, 4 pm
Responses Provided to Bidder Questions	August 6, 2021, 4 pm
Final Quotations Submitted to Camille Pattison	August 13, 2021, 4 pm
Interviews (If needed)	August 16, 2021 – August 27, 2021
Anticipated Consultant Selection	September 3, 2021
Project Deliverables Due	February 24, 2022

All project deliverables and grant funds must be expended by February 24th, 2022, with no exceptions.

Nashua Regional Planning Commission
Regional COVID-19 Economic Development Recovery Plan
Project Scope

Amended and Approved by EDA on 6/22/21

The *Authorized Scope of Work* for this project includes: Undertake a comprehensive economic development recovery plan for the 13-community greater Nashua region to address the impacts of COVID-19 on the region's economy including job losses, business closures, and the disparate impact of recent economic dislocations on traditionally disadvantaged and underserved businesses. Key components of the plan will include strategies to leverage Nashua's two Opportunity Zones, increasing support for entrepreneurship programs, and targeted revitalization strategies for key restaurant and retail corridors.

Scope of Work:

Leverage Opportunity Zones, New Markets Tax Credit Eligible Census Tracts, Economic Revitalization Zones, and other Target Areas

- Develop GIS base maps of target areas to include detailed property descriptions, land use and related information.
- Compile and analyze key economic and demographic data to develop a more comprehensive understanding of the existing economic climate and needs.
- Inventory and map potential development and redevelopment sites.
- Identify barriers to redevelopment including environmental constraints, zoning, infrastructure availability and other barriers.
- Identify available incentives including Opportunity Zone incentives, state and federal tax credits and loans.
- Identify and summarize any planned transportation and infrastructure improvements.
- Develop a market strategy to attract investment highlighting available sites, potential funding, and incentives.
- Form an advisory group of key stakeholders to provide input and guidance on the preparation of the Development Plan.

Foster Entrepreneurship

- Evaluate the region's existing entrepreneur support facilities and programs to assess capacity and determine whether there are any gaps in programs and services.
- Research existing small business lending and investment sources and programs and develop an inventory of available resources.

- Conduct a survey and not less than three focus groups to identify business start-up challenges and needs. At least one focus group to be targeted toward women and minority entrepreneurs.
- Identify gaps in entrepreneurship support programs, facilities, services, and financing including gaps in service delivery for traditionally underserved businesses.
- Develop a strategic plan for filling unmet entrepreneurship support facilities, programs, services, and financing for the Nashua region.
- Create an online resource directory for entrepreneurs and small businesses that would provide access to existing programs, facilities, services, networking opportunities, and financing alternatives.

Relaunch and Redefine Retail, Service & Hospitality

- Inventory retail, service and hospitality establishments in target areas and key corridors.
- Identify vacant and underutilized commercial buildings and sites.
- Conduct a survey and at least three focus groups to identify key challenges facing retail, service, and hospitality industries and to identify potential strategies. At least one focus group would be targeted to retail/service establishments, one to hospitality and at least one to minority business enterprises.
- Assess market trends and conditions by research relevant data, literature review, interviews with industry leaders and real estate professionals.
- Identify “best practices” for stimulating retail, service, and hospitality establishments.
- Develop a plan to assist businesses in enhancing their on-line presence.
- Identify target national and regional retail/restaurant establishments and develop a marketing and attraction strategy.
- Evaluate alternative uses for vacant commercial buildings and sites.

Workforce Development, Attraction & Recruitment

- Aggregate and analyze available labor force-related data to identify major characteristics and trends including labor participation rates and changing commuting patterns.
- Convene one or more focus groups with area employers and other stakeholders to identify workforce development and attraction challenges and opportunities.
- Develop a strategy to address workforce training and development needs.

- Research potential barriers to labor force entry and reentry including childcare, transportation, and wage rates together with potential racial, ethnicity and language barriers.
- Assess childcare options in the region to determine if availability and/or affordability are adequate to support workforce needs.
- Research and evaluate potential opportunities and barriers to workforce recruitment and attraction.
- Evaluate the impact of housing affordability on workforce attraction & recruitment.
- Develop strategies to address housing affordability and supply.
- Conduct a literature review of alternative strategies for attracting and recruiting potential workers in similarly situated regions in the US.
- Evaluate strategies specifically designed to attract a more diverse workforce including younger workers, racial and ethnic minorities, and recent immigrants.
- Develop a strategic plan to address the region's workforce development, attraction, and recruitment needs.