



CITY OF KYLE REQUEST FOR PROPOSAL STRATEGIC PLAN & TARGET MARKET STUDY

Proposal

The City of Kyle is seeking proposals by qualified individuals and organizations for the production of a Strategic Plan and Target Market Study. The plan and study will be the basis for a comprehensive approach for the city for the next five years and must include and encourage public participation.

Strategic Plan and Target Market Study

The City of Kyle will consider only those proposals that look forward several years and focuses on the City as a whole in its environment as a whole. A proposal should not amount to a short-term business plan. It should be tested by risk analysis techniques, i.e., a Target Market Study. A proposal must be a systematic, formally documented process for deciding what are the key decisions that the City of Kyle, viewed as a whole, must accomplish in order to thrive over the next five years. It should amount to a set of statements describing the purpose and conduct for the City of Kyle, along with the specific strategies designed to achieve the targets set for each strategy.

Instructions & Reservations

- (1) Proposals must contain the information outlined in the attached "Proposal Requirements – Strategic Plan and Target Market Study, City of Kyle" to be considered for selection. Responses to any requested clarifications will be provided to all proposers. Ten (10) copies plus electronic version is required.
- (2) The City of Kyle reserves the right to reject any and all proposals without cause or to enter into negotiation with one or more proposers to define specific work items and/or costs.
- (3) The City of Kyle may reject any or all proposals after negotiations have been entered into.

(4) Proposals received after the deadline will not be considered. Proposals of interest will be selected and interviewed approximately thirty (30) days after the submission deadline with final selection and contract award occurring shortly thereafter.

(5) After the City of Kyle accepts a proposal and enters into an agreement with a proposer, it reserves the right to terminate the agreement if the proposer at any time fails or refuses to comply with all terms and conditions of the agreement, including the failure or refusal to follow the design guidelines as mandated by any conditional use permit issued to the successful proposer.

Proposal Deadline

All proposals must be received **NO LATER THAN TWO O’CLOCK P.M., FRIDAY, AUGUST 29, 2014** at:

City of Kyle
Economic Development Office
RE: RFP Strategic Plan
P.O. Box 40
100 W. Center Street
Kyle, TX 78640

To download the entire RFP, please visit the Kyle Economic Development website at www.KyleED.com or the City of Kyle website at www.cityofkyle.com

**CITY OF KYLE PROPOSAL REQUIREMENTS
STRATEGIC PLAN & TARGET MARKET STUDY**

I. Base Proposal:

- a. Proposer's Company/Individual name and contact information.
- b. Proposer's history including principals and major accomplishments.
- c. Work references and contact information specific to formulation of Strategic Plan and Target Market Study for communities.
- d. Samples of most recently adopted city strategic economic development plans and target market studies.
- e. Identification and resume of assigned project manager and other person(s) to be assigned to the project.
- f. Proposed scope of work based upon the minimum plan elements as listed in Item II, including specific milestones with timeline and identified deliverables.
- g. Lump sum price for completion of the Strategic Plan and Target Market Study as proposed and any anticipated expenses including expense ceiling.

II. Minimum Plan Elements:

- a. An evaluation of the City of Kyle including demographics, environment, economic base, housing, transportation, education and community facilities in relation to their impacts upon future economic development. This task should include preparation of market segmentation of the city's retail/commercial and industrial sectors and leakage analysis. And should include preparation of key demographic trends and forecasts, social factors, economic factors and financial indicators for inclusion into the strategic plan.
- b. An economic vision and mission statement, which touches every segment, based upon socio-economic realities and reflects citizen values.
- c. The plan should identify describe economic development potential and ways to grow and diversify the economy, while also identifying what makes Kyle unique and special, and how the City can position itself for the future while retaining those qualities.
- d. Establish planning parameters for setting future growth policy for industry and workforce.
- e. An overall Strategic Plan and Target Market Study including incentive strategies, addressing all sectors of the economy including goals, objectives, specific action items, budget matrix and implementation. Establish performance measurements, benchmarks or milestones that measure the City's progress throughout the Economic Development Strategic Planning Process.
- f. An ongoing update, evaluation and revision process.