



## **REQUEST FOR PROPOSALS FOR ECONOMIC DEVELOPMENT & PLACEMAKING STRATEGIC PLANNING**

### **General Information**

The purpose of this request is to obtain proposals from qualified organizations interested in working with the Greater New Orleans Foundation (The Foundation) and BioDistrict New Orleans (BioDistrict) to assist BioDistrict in developing and implementing a strategic plan that encompasses both economic development planning and placemaking strategies.

### **Background**

BioDistrict New Orleans was established in 2005 as a state-created economic development district (with taxing and bonding authority) that is charged with the responsibility of growing both the programmatic and physical development components of the biosciences sector of the New Orleans economy. The BioDistrict is strategically positioned to include portions of New Orleans' downtown and the academic medical campuses of LSU, Tulane University, Xavier University and Delgado Community College. Additional assets within the BioDistrict include the VA Medical Center, University Medical Center, the Louisiana Cancer Research Center, Ochsner Health Systems Administrative offices, and the New Orleans BioInnovation Center.

The BioDistrict board is comprised of appointees of state and local government, higher education, and business leaders. The BioDistrict and the City of New Orleans have entered into a Cooperative Endeavor Agreement that allocates growth in sales tax revenue to BioDistrict for operations, programming, and investment.

The BioDistrict vision is that:

- The BioDistrict will be a hub for healthcare industry anchors, world class research, technology startups, and small businesses.
- The BioDistrict will be a robust and supportive innovation ecosystem that includes research universities, incubators, accelerators, venture capital, and other support services.
- The BioDistrict will include housing, retail and commercial and recreational spaces to support a live-work-play environment.
- The BioDistrict will be inclusive and diverse. The diversity of talent, skills, and perspectives will foster creativity and innovation and build wealth for residents of New Orleans, and access to good jobs in the BioDistrict will be enabled by high-quality workforce training, affordable housing, and reliable public transit.
- The BioDistrict will make community engagement a priority to ensure the district's benefits are shared broadly.

### **Project Overview**

Working on behalf of the Foundation and for the benefit of the BioDistrict New Orleans, the selected vendor will:



- Conduct an analysis of the current economic landscape within the footprint of the BioDistrict and identify opportunities and challenges for the success of the BioDistrict.
- Conduct stakeholder engagement activities, including interviews with key stakeholders, including community members and neighborhood organizations, local public officials, businesses, universities, community colleges, and other relevant entities to understand priorities and concerns of community members and to map assets, including research strengths, industry partnerships, existing collaborations, etc.
- Conduct a best-practice review of successful Innovation Districts including case studies and benchmarking analysis, to inform the strategic planning process.
- Review the BioDistrict's 2014 Strategic Plan as well as the Greater New Orleans Foundation's 2018 Spirit of Charity Innovation District plan.
- Develop a comprehensive strategic plan that includes:
  - a clear vision, strategic goals, measurable objectives, and actionable implementation steps
  - strategies for programming and investments that will spur life science and technology, driven economic growth in the BioDistrict, and specific place-making plans, strategies, and investments to support the development of a dynamic and inclusive BioDistrict that provides opportunities for all.
  - Provide recommendations on governance structure, funding models, and organizational partnerships, relationships with community members and neighborhood associations, for the successful implementation and management of the BioDistrict.

#### **RFP Process and Response Format**

Submitting firms are required to email completed addendums to their proposals by **5:00pm CST on May 22, 2023**.

Proposals must be submitted electronically. Please email the file to ([RFP@gnof.org](mailto:RFP@gnof.org)). Your submission must include a cost proposal, submitted in a separate electronic file. All costs associated with delivery of the project should be presented in a flat rate, fee for service format.

The Greater New Orleans Foundation reserves the right to select more than one, or none, of the organizations or firms submitting proposals and to select proposals in whole or in part.

The Greater New Orleans Foundation anticipates selecting a partner firm by **June 2, 2023**.

#### **Timeline**

- The Foundation will seek to secure at least three proposals in response to this RFP.
- Proposals are due no later than 5:00pm CST, May 22, 2023
- Proposals will be evaluated immediately thereafter. The selection committee will be comprised of stakeholders appointed by the Greater New Orleans Foundation.
- Potential Agency Interviews/Presentations could be requested to take place between May 30-June 2, 2023.



- Candidate firms will be notified by June 2, 2023, if they have been selected.
- Work on the project should begin immediately after contract signing and all costs must be invoiced.

### **Contract Terms**

The Greater New Orleans Foundation will negotiate contract terms upon selection. All contracts are subject to review by Greater New Orleans Foundation's legal counsel, and the project will be awarded upon signing of the contract which outlines terms, scope, budget, timelines, and other necessary items. The Greater New Orleans Foundation may cancel or modify this solicitation at any time at will, with or without notice. This request for proposals and any relevant discussions or evaluations by anyone creates no rights or obligations whatsoever.

### **Disadvantaged Business Enterprises ("DBE")**

A successful proposal will incorporate local and/or DBE firms to perform meaningful aspects of the project to produce a strategic plan that is tailored to BioDistrict New Orleans' and the unique needs and desires of its stakeholders and community. Meeting the 35% goal for DBE participation, consistent with the public policy of the City of New Orleans, will be a key criteria used in evaluating proposals.

### **Performance**

The individual or firm contracted will be subject to monitoring, by the contract monitor, if it is determined that the individual or firm has misrepresented themselves and is not competent to perform the task this will result in a termination of the contract.

Termination may also be for serious misconduct, habitual neglect of duty or incompetence, conduct incompatible with the technician's duties or prejudicial to the region's business, lack of responsiveness to the BioDistrict New Orleans, and/or willful disobedience of Greater New Orleans Foundation directives.

### **Timing and Budget**

The budget for this scope is up to \$300,000. The expected time period of the contract is from June 2, 2023 to December 31, 2023, with potential for extension or scope expansion based on need, performance, and availability of funds.

### **Proposal Content and Scoring Criteria**

- (40 points max) A descriptive outline of your approach to meeting the aforementioned project objectives. Please make sure to include:
  - A brief discussion of how your proposed approach will achieve the project objectives.
  - The timeline for the implementation of your approach. All proposed deliverables must be provided by December 31, 2024.
- (20 points max) An overview of your firm's capabilities and experience, particularly those that demonstrate your abilities to execute on your proposed approach. This overview must also include:
  - Any relevant experience the firm has performing similar projects for public and private sector clients. Please provide links or attachments of similar work.
- (20 points max) Resumes of your team members who will be involved in this project which includes their relevant experience, proposed role, and anticipated hours of work.



- (10 points max) Any external partners, especially DBEs, who you plan to involve in this project and their capabilities and relevant experience.
- (10 points max) A cost proposal and proposed budget outline, indicating anticipated hours and scope for each participating team member. Cost will be scored separately, after the selection criteria reviews all substantive submissions.
- Three references and their contact information (firms/organizations that your firm has previously worked with).