

Subject: Request for Proposal for Research

The Lewis and Clark Research Institute would like to invite you to submit a proposal for our *Feasibility Study for Economic and Business Development Analysis and Recommendations* project in accordance with the requirements set forth in the attached *request for proposal* (RFP).

The Lewis and Clark Research Institute is a new nonprofit located in Leavenworth, Kansas and was formed to foster economic development and facilitate research for Kansas and western Missouri.

There is urgency for the LCRI to have a relevant marketing and cost implementation analysis completed by December 14, 2012. The marketing analysis should provide as specific information as possible to guide the LCRI in decision making towards its goal, in 2013, of becoming a successful and financially sustainable Institute, serving the needs of the region.

If you intend to respond to the RFP, a letter of intent (which is not binding, but will greatly assist me in planning for the proposal evaluation) should be submitted in writing by fax or email and received no later than October 8, 2012. I will not accept your proposal, if I do not receive a letter of intent within the specified time period.

Questions can be submitted to me in writing, by fax or preferably email. Questions, answers and modification to the RFP will be sent to all respondents.

The original, two copies and an electronic version of your proposal must be received not later than 5:00PM on October 12, 2012. I anticipate that the provider whose analysis is the best solution for our project will be selected by October 26, 2012. I will notify all respondents of their status then, also.

I sincerely thank you for your time, effort and interest in our Feasibility Study.

Best regards,

Barbara Brown
Executive Director

REQUEST FOR PROPOSAL

Market Analysis and Recommendations

1. Statement of Purpose

To identify the need for services and/or product development in the market area centering in Leavenworth, Kansas and a 300 mile radius around Leavenworth for a Research Institute.

2. Background

The Lewis and Clark Research Institute ("LCRI") was formed at the request of the City of Leavenworth to provide a regional, major research center for Kansas and western Missouri and create economic development opportunities for the region. LCRI began operations in 2012 and currently has one full-time employee and a Board of Directors.

Mission: LCRI is a private, not-for-profit 501(c)(4) corporation created for support to the Leavenworth, Kansas regional area. LCRI exists to facilitate educational, scientific, and industrial research, promoting social welfare and benefitting the community. It is regional and national in scope.

Vision: Dramatically improve economic development and opportunities for local employment. Development of innovation and incubation capabilities that will foster invention of new technologies and services and lead to new business opportunities and increased employment in the region.

Regional Resources: Leavenworth County (population 77,000) is one of seven counties that make up the Kansas City Metropolitan Statistical Area. It is home to Fort Leavenworth, the intellectual center of the Army, as well as the U.S. Penitentiary, the VA Hospital, several defense contractors, manufacturers and service centers.

Need for Services: LCRI focus discussions revealed areas that could be potential core competencies. The Institute is conducting secondary research on the following functional areas of interest in order to develop near-term business plans:

- a. From the original SBA grant
 - 1) Behavioral sciences
 - 2) Mission command
 - 3) Power and energy
 - 4) Leadership and training
 - 5) Cyber security
- b. From Kansas Governor Brownback's "Roadmap to Success"
 - 1) Increase in net personal income
 - 2) Increase in private sector employment
 - 3) Increase in the % of high school graduates who are college or career ready
- c. From the City of Leavenworth

- 1) Business – commerce center concept to attract technology companies to new Research and Technology Park
- 2) Additional topics coming from the City
- d. From other sources and discussions
 - 1) Capital deepening
 - 2) Programs/education for those coming out of the military
 - 3) Entrepreneur education for veterans and technology companies
 - 4) Agriculture
 - 5) Researching and possibly building a community in the Leavenworth area for baby boomers.

3. Scope of Work

The consultant shall provide market research analysis and recommendations to assist in determining the best market niche for LCRI to become self-sustaining as a business for the next five years. LCRI will use the results of this analysis to develop short-term and long-term business plans.

Specifically, LCRI desires to select a firm to design, analyze, and report on the following issues (at a minimum):

- a. The economic environment and market demographics for the area.
- b. The current structure and condition of the local economy.
- c. The economic strengths and weaknesses of the local economy.
- d. Available goods and services versus demand by the community and residents.
- e. Identify problems with existing local business locations to better improve their market position.
- f. Recommended strategies to better position commercial downtown properties in the market.
- g. Action Agenda
- h. Present findings to LCRI Board.

4. Outcomes and Performance

The consultant will perform research to meet the objective stated in the Statement of Purpose and provide information on the following questions.

- a. Labor – population trends
 - 1) Occupations, geographical areas and companies in the 300 mile radius needing employees?
 - 2) Skills or talent gaps needed by companies in our area?
 - 3) Supply/demand ratio for occupations in this area?
 - 4) Skills available in this area?
- b. Education – workforce development
 - 1) Educational programs available to fill the gaps in skills and jobs that need employees?
 - 2) What collaborative efforts between universities/colleges/school systems/research institutes exist to develop more effective curriculum for students who are career ready at graduation?
 - 3) Existing programs for those coming out of the military to prepare for civilian careers or entrepreneurship?
- c. Research Opportunities
 - 1) What are the windows of opportunity for LCRI in the collaborative research arena with universities/colleges and research institutes?
 - 2) Identify specific areas where LCRI can add value by fostering collaborative research?

- 3) Provide five-year projections for future research needs relevant to LCRI vision and mission?
- 4) Define the market niche for academic institutions and commercial businesses to be research partners with LCRI?
- 5) What is the potential for LCRI collaborations in the military research arena?

There is urgency for LCRI to have a relevant marketing analysis completed by **December 14, 2012**. The marketing analysis should provide as specific information as possible to guide LCRI in decision making towards its goal, in 2013, of becoming a successful and financially sustainable Institute.

5. Contents of the Proposal

- a. Overview of relevant experience including a description of the firm, its experience and qualifications, and names and bios of the key personnel to be assigned to the proposed project.
- b. Overview of the proposed work including a description of the methodology and strategies.
- c. A list of three similar studies completed by the firm, including the key personnel responsible for each project and the names, emails and phone number of the project clients.
- d. A schedule for completion of the project assuming an authorization to proceed is given by **October 26, 2012**.
- e. The proposal should not exceed ten pages in length. The point of contact should be indicated.

6. Evaluation Process

The proposals will be evaluated on these criteria:

- a. Merits of the methodology and strategies to be used in the market analysis and their relevance to the statement of purpose and mission of LCRI.
- b. Experience of the consultant team
- c. References provided
- d. Cost of the study

7. Point of Contact

Barbara Brown
Executive Director
Lewis and Clark Research Institute
205 S. 5th Street
Leavenworth, KS 66048
913.727.1930
bbrown@lc-researchinstitute.org

8. Term and Award of Contract

- a. Please submit all questions by email to Barbara Brown at bbrown@lc-researchinstitute.org
- b. This proposal is due to LCRI by **5:00PM CDT on October 12, 2012**. The contract for the research will be released by October 26, 2012.

- c. The final proposal, recommendations and verbal presentation to LCRI must be completed by ***December 14, 2012.***

9. Additional Provisions

- a. LCRI reserves the right to reject any or all proposals and be the sole judge of the suitability of the proposed services for its intended use and further reserves the right to make the contract award in the best interest of the organization. LCRI also reserves the right to modify the scope of work, add or delete tasks and to modify the proposed project budget in contract negotiations with the top ranked organization.
- b. LCRI reserves the right to request clarification of information submitted.
- c. LCRI reserves the right to award a contract to the next most qualified bidder, if the first awardee does not execute a contract within 10 days after the award of the proposal.
- d. The contract resulting from acceptance of a proposal by LCRI shall be in a form supplied or approved by LCRI and shall reflect the specifications in this RFP. LCRI reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP or is not approved by the LCRI Board.
- e. LCRI shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting in response to this RFP.
- f. At the discretion of LCRI, short lists may be developed and proposers may be asked to give a short presentation or interview as part of the selection process.
- g. The recipient of this award must comply with regulatory requirements pertaining to Equal Employment Opportunities (E.O. 11246, 11375, 41C.F.R. Part 60, 12549 and 12689).
- h. The recipient of this award must comply with the Americans with Disabilities Act of 1990.