

# Colorado Springs Chamber & EDC Requests for Proposals Economic Industry Sector and Workforce Cluster Analysis Project

***RELEASE DATE: JULY 15, 2022***

***RESPONSE DEADLINE: AUGUST 15, 2022***

***PROPOSED CONTRACT PERIOD: SEPTEMBER 1, 2022- DECEMBER 31, 2022***



# 1 SCOPE OF WORK

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## 1.1 PURPOSE

Colorado Springs Chamber & EDC (CSCEDC) has initiated a Request for Proposal (RFP) process to identify a consultant qualified to produce an Economic Industry Sector and Workforce Cluster Analysis. The project should identify industry clusters that exhibit strong potential for future growth and creation of high value employment. Factors such as historical targeted industry strategy, the talent pool within the city and its commuter base, and unique assets that promote cluster growth should be incorporated. The project should also include a draft cluster targeting strategy based upon Colorado Springs's (MSA) existing strengths, assets, and existing business base.

## 1.2 BACKGROUND & OVERVIEW

Examining local economies through the lens of industry clusters allows economic developers to retain and attract companies in an efficient manner. Cluster-based economic development strategies can enhance local business clusters by enabling collective problem solving while increasing the attractiveness of the area for potential employers.

Colorado Springs Chamber & EDC (CSCEDC) commissioned [\*Winning in Colorado Springs & El Paso County: A transformative Strategy for Positive Change, 2017\*](#) and authored [\*Thriving in Colorado Springs & El Paso County: An Economic Development Strategy to Support a Resilient and Inclusive Economy, 2021\*](#) that considered the current state of the Colorado Springs Metropolitan Statistical Area (MS) and provided recommendations for a targeted industry approach to economic development priorities.

The 2017 strategy and recommendations led to the support of the CSCEDC's Board of Directors identifying the following key industries as targeted growth opportunities for our region:

- Aerospace & Defense
- Healthcare & Medtech
- IT & Cybersecurity
- Manufacturing
- Sports

## 1.3 REQUIREMENTS

The project should draft an investment attraction cluster targeting strategy focusing on high potential, future-focused industry clusters. The strategy should be implementable and incorporate research on future industry trends and their relation to the Colorado Springs MSA's specific assets and employee base.

The project can be broadly grouped into the following deliverables:

- I. Re-evaluate past findings on priority clusters for the Colorado Springs MSA to determine current state of opportunity.
- II. Determine value propositions for top clusters, incorporating:

- a. Current industry clusters based on location quotients and other differentiating factors for the Colorado Springs MSA with corresponding North America Industry Classification System (NAICS) including number of companies, jobs, average wage and/or wage range
- b. Recommendations of developing or emerging Industry clusters based on future trends in climate, technology and growth factors in the USA where the Colorado Springs MSA would compete and have differentiators to support sales efforts. These cluster areas may have a lower location quotient (LQ) than other clusters today in the region, but are predicted to grow in the future (industry growth, capital investment and living wage jobs)
- c. A SWOT analysis for each cluster identifying opportunities to strengthen the cluster and key assets that can be leveraged or developed
- d. Talent pool within both the city and current commuter base, including graduation and/or credentialing rates from accredited post-secondary education institutions in degrees that support the current industry clusters and future growth industry clusters.

The final investment attraction cluster targeting strategy should incorporate each of these components and enable the CSCEDC to focus on industry sectors that exhibit the potential for near-term high growth. The industry clusters should be defined with specific details so as to incorporate specific company targets and existing assets.

The final product should allow CSCEDC to fully implement an investment attraction cluster targeting strategy. The final report will be presented by the vendor to an audience of key investors on or before November 30, 2022.

## 2 VENDOR APPLICATION

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### 2.1 PROJECT TIMELINES

Every effort will be made to adhere to the following schedule:

- Distribute RFP                      July 15, 2022
- Submission Deadline              August 15, 2022
- Consultant Selection              August 29, 2022
- Present Draft Report              November 15, 2022
- Present Final Report              November 30, 2022

### 2.2 PROJECT OUTLINE

All vendors must provide a breakdown of costs related to their services. Costs include, but are not limited to, fixed pricing and deliverables, billable hours, etc. Vendors must agree to keep the quoted pricing in the proposals for a minimum of 90 days after proposal submission.

All proposals must include project schedule & work breakdown structure, which identifies timelines, key milestones, project phases, or other project details.

## 2.3 EVALUATION CRITERIA

Proposals will be evaluated internally based on relevant experience and expertise, project understanding and approach, project plan and deliverables, quote for services, and other factors. Current membership in good standing is not required for submission, but will be considered in the evaluation process.

All statements submitted in response to this RFP will be evaluated based on the information contained in the responses, an investigation of the consultant's past projects and performance, and other pertinent factors. The CSCEDC may interview a limited number of finalists. The CSCEDC reserves the right to request additional information as deemed necessary and appropriate.

The CSCEDC is not obligated to accept the lowest bid. The CSCEDC reserves the right to award the contract, negotiate the specific terms of the contract, and make other adjustments as required in consultation with the successful bidder.

## 3 SUBMISSION REQUIREMENTS

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Proposals should be submitted via email to [tbaker@cscedc.com](mailto:tbaker@cscedc.com), with the Subject Line, "RFP: Economic Industry Sector and Workforce Cluster Analysis Project." Proposals must be in PDF format, of a file size of less than 50MB, and include a cover letter with contact information for both the vendor and the key person of contact for the proposal. Proposals must be received by 5:00PM MST on August 15, 2022.

### QUESTIONS:

Questions should be directed to:

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