



Responding to a Site Selector RFP — Elements of the Ideal Community Proposal

Proposal Tab / Category	Purpose	Contents
Cover Letter – Executive Summary of the Proposal		
Project Understanding	Demonstrate that you have listened and understand what client's needs are	• Overview of what you know about the project and the client's prioritized decision factors
Sales Points	Demonstrate that community is a competitive location for the project.	• Match assets and available resources to the prioritized siting factors
Action Items	Reinforce your interest in the project by demonstrating you see the community as a team member on the project	• State what you will do to follow up or what you need from them to provide additional information • Identify the team members involved and include contact information
Table of Contents		
Community Orientation – community is the right place for the proposed project		
Location	Eliminate possible confusion as to where the community is located	• Describe the location of the community within the country, state and region • State and Regional maps • Local Maps detailed to show community influence area • Always include a detailed street map in packaged proposals
Community Overview	Provide a "take-away" sketch of the community	• Community description including a brief history, basic demographics, etc.
Mission Statement and Organization	Demonstrate the community has a clear direction	• Statement on the goals of the community, the types of investments being sought and why. • An overview of the organizations and programs (e.g. job retention, attraction) that support economic development. Answer the question, "Who are you?"
Quality of Life	Demonstrate that some people like the community	• Describe parks, recreational opportunities, shopping, culture, etc. • Schools infrastructure and student performance, local technical schools, colleges and universities
Testimonials	Demonstrate that the community has had past successes	• Describe past community economic development successes • Include testimonials from local companies



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Workforce – is ready to meet client’s needs		
Labor Market	Demonstrate that workforce will meet client’s needs Establish an accurate dimension to the labor market	• Labor shed map • Tables and graphs describing the local labor market including commuting patterns (in and out) and underemployment (if present). • Descriptions should reflect the multiplicity of labor markets including those for low-skilled and higher skilled workers
Occupations and Wages	Demonstrate community can supply workers	• Provide entry-level, experienced, and average wages for critical occupations • Give examples of local companies employing these occupations
Employment Base	Contribute to developing an understanding of the community’s economic base	Directory of local employers including: • products or services provided • workforce size • length of time company has been in the community • recent expansion or downsizing
Training Resources	Demonstrate the community actively supports workforce development	• Describe training programs and resources available for job retention, new and expanding industry • Include physical resources (e.g. schools, incubator space) and programs (e.g. workforce development)
Testimonials	Demonstrate that training is not a new concept within the community	• Describe past community training successes • Include testimonials related to both attraction and retention
Property - community has “shovel ready” property suitable for the project		
Overview	Provide clear orientation as to development opportunities within the community	• Maps showing the location of properties in the community that are available for development (e.g. commercial, industrial) • Properties should show relative size and location.
Property for Project	Orient client as to the characteristics of property(s) deemed most appropriate for the proposed project	Detailed information about properties deemed most suitable for the proposed project; should include: • maps and aerial photos that show the location, size, and dimensions of the property along with master plan concepts • zoning designations and development covenants • descriptions of surrounding land uses and the nature of other operations in the area



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Roads	Show that property has suitable access for the proposed operation	• Maps showing the property relative to major roadways • Descriptions of roads and major highways serving the property
Rail Infrastructure and Service	Demonstrate that the railroad and the community have consulted regarding rail service	• Maps showing the rail network within the community • Descriptions of rail infrastructure to the site including a master plan for how rail will be brought to the designated property and surrounding properties if not already present • Identify any at-grade rail crossings and level of improvement found at each crossing • Description, estimated cost and timing for on-site and off-site improvements (if required) • Description of rail service provider and frequency of service that will likely be available at designated site
Electric Power	Demonstrate property is ready for development	• Map showing the location of lines and line sizes • Description of service providers and rate schedules and proposed for the client operation • Estimated utility bill based on client's proposed usage (or example based on similar operations, industry, etc) • Illustrate availability/feasibility of dual feed to the site
Natural Gas	Demonstrate property is ready for development	• Map showing the location of lines and line sizes • Provide description of service providers and rate schedules proposed for the client operation • Provide estimated utility bill based on client's proposed usage
Water	Demonstrate property and community are ready for development	• Map showing the location of lines and line sizes • Describe service provider, system capacity and current system utilization • Estimated utility bills for the client operation and the rate schedules used in calculating bills • Estimated connection/impact fees related to service • Water quality reports (a summary report is sufficient with the ability to follow-up with more detailed information)



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Waste Water	Demonstrate property and community are ready for development	• Map showing the location of lines and line sizes. Also show the location of lift stations that handle effluent from this site • Describe service provider, system capacity and current system utilization • Estimated utility bills for the client operation and the rate schedules used in calculating bills. Segregate surcharges that may apply to high strength effluent • Estimated connection/impact fees related to service • Copy of sewer ordinance
Telecommunications	Demonstrate property is ready for development	• Description of service options, infrastructure
Development Schedule	Demonstrate the community has developed a clear process for project implementation	• Provide an overview of the process for securing building permits including timing • Provide time estimates for anticipated infrastructure improvements (if required) such as road and utility extensions
Development Resources	Leverage community resources to make properties more appealing	• Itemize resources that will support development of site including studies that have been completed to-date on the sites or in the site area (e.g. geo-technical surveys environmental studies, traffic surveys, archeological assessments) • Describe building practices common to the site area (e.g. pilings, spread footings)
Taxes and Fees		
State Taxes	Establish general extent of tax liability the client can expect	• Tax rates, basis, responsible agency, and contact information
Local Tax	Establish general extent of tax liability the client can expect	• Provide documents that describe local taxes including tax schedules • An estimated tax bill based on the client's proposed investment.
Development Fees	Establish general extent of liability the client can expect	• Describe rate & basis for fees • Identify one-time and annual fees
Development Incentives - community actively supports industry		
State Programs	Demonstrate working knowledge of programs	• Describe programs, criteria, benefits, estimated savings • Testimonials • Examples of savings
Local Programs	Demonstrate working knowledge of programs	
Other Project Support	Demonstrate community is "pro-business" oriented	• Outline approach to fast track permitting and One-Stop assistance programs