



**NOTICE OF REQUEST FOR QUALIFICATION/PROPOSALS**  
**Grand Valley State University Muskegon Innovation Hub**  
**Entrepreneurial Market Analysis**

Issue Date: October 30, 2020

Proposal Due Date: November 30, 2020

Project: GVSU-HUB Entrepreneurial Market Analysis

Address Proposal to: Ms. Erin Kuhn, Executive Director  
West Michigan Shoreline Regional Development Commission (WMSRDC)  
316 Morris Avenue, Suite 340  
Muskegon, MI 49440  
Phone: 231-722-7878 extension 18  
E-Mail: [ekuhn@wmsrdc.org](mailto:ekuhn@wmsrdc.org)

**AWARD OF CONTRACT / REJECTION OF PROPOSALS:**

The Contract will be awarded to the most responsive consultant based on the West Michigan Shoreline Regional Development Commission (WMSRDC) review of the Respondents ability to provide the required products/services.

Competitive negotiation proposals are being solicited from an adequate number of qualified sources to permit a reasonable comparison consistent with the nature of competitive negotiation. The Request for Qualifications / Proposals (RFQ/P) identifies all significant evaluation factors to ensure equal information is given to all vendors involved in the bidding process. The award of the bid will be made based on the recommendation of the procuring party with consideration being given to whose proposal will be the most advantageous rather than the lowest cost.

WMSRDC reserves the right to reject any and/or all proposals and to waive any irregularity in proposals received whenever such rejection or waiver is in WMSRDC's best interest. The Respondent to whom the Award is made will be notified at the earliest possible date.

This contract would be subject to and impose applicable conditions and requirements of EDA Award #06-69-06248, including 2 CFR, Part 200.

The Contract shall not be considered executed unless signed by Erin Kuhn, Executive Director, West Michigan Shoreline Regional Development Commission, and funds are available from the United States Department of Commerce Economic Development Administration (EDA).

**SIGNATURES:**

The Proposal and Award page and any proposal notifications, claims or statements must be signed by an official of the proposing organization authorized to bind the Respondent to the provision of the RFQ/P.

**NOT TO EXCEED OR NON-APPROPRIATION:**

The Respondent hereby recognizes that funding for the **GVSU-HUB Entrepreneurial Market Analysis** is being provided by funds received by WMSRDC from the U.S. Department of Commerce Economic Development Administration (EDA). If, for any reason, funding is not available, or discontinued for any reason from the EDA to WMSRDC, WMSRDC may terminate this agreement without incurring any liability. WMSRDC will only be responsible for reimbursing the Respondent for the expenditures that are eligible for reimbursement from EDA.

**TYPE OF CONTRACT:**

It is proposed that a contract entered into as a result of this RFQ/P will have a fee structure with a specified maximum, not to be exceeded, cost. Negotiations may be undertaken with those Respondents whose proposal as to price and other factors show them to be qualified, responsible and capable of performing the work. The contract that may be entered into will be that which is most advantageous to WMSRDC, price and other factors considered. WMSRDC reserves the right to consider proposal modifications received at any time before the award is made, if such action is deemed to be in the best interest of WMSRDC.

**CONTRACT EXTENSIONS:**

This contract will be for a period from approximately **January 1 through April 30, 2021**. A contract extension is not expected under this funding source. However, if WMSRDC receives additional funding for project continuation or if the grant agreement contract sunset dates are extended, the contract may be extended mutually by WMSRDC and the Respondent but is limited to the terms and conditions of this request and any resulting contract.

**INCURRING COSTS:**

WMSRDC shall not be liable for any costs, including any travel, incurred by the Respondent prior to award of the contract(s). Total liability of WMSRDC is limited to the terms and conditions of this request and any resulting contract.

**NO THIRD PARTY RIGHTS:**

It is agreed and understood that the contract is made solely for the benefit of WMSRDC and the Provider of Services, not made for the benefit of any third party, and that no action or defense may be founded upon this contract except by the parties signatory hereto.

**ORAL PRESENTATION:**

Respondents who submit a proposal may be required to make an oral presentation of their proposal to WMSRDC. These presentations will provide an opportunity for the respondent to clarify its proposal to ensure mutual understanding of its contents.

**ACCEPTANCE OF PROPOSAL CONTENT:**

The contents of the proposal of the successful Respondent will become contractual obligations, if a contract is issued. Failure of the successful bidder to accept these obligations will result in cancellation of the award.

**REQUEST FOR QUALIFICATIONS/COMPETITIVE NEGOTIATION PROPOSAL****BACKGROUND:**

The West Michigan Shoreline Regional Development Commission (WMSRDC) in partnership with Grand Valley State University Muskegon Innovation Hub and under an agreement with the U.S. Department of Commerce Economic Development Administration is requesting proposals for a consultant to assist WMSRDC in the development of an Entrepreneurial Market Analysis focused on the West Michigan region including the counties of Muskegon, Lake, Mason, Newaygo, Oceana, Kent, and Ottawa. The Entrepreneurial Market Analysis will focus on the needs of the local economy, determine how to best enhance entrepreneurial support and business acceleration services, as well as identify existing and potential sectors to target those services. This study is particularly timely, in light of the developing national health emergency. The COVID-19 pandemic is expected to wreak havoc on economies of all scales for some time. The study will position the GVSU-Hub to continue and improve upon its presence as a valuable resource for small business, thereby enhancing the economic resiliency, supporting innovation, and fostering economic diversification.

The project is to be completed by April 30, 2021 (final status report, invoice and professional reimbursement request form to be submitted to WMSRDC no later than May 7, 2021). The study area for the project is the West Michigan region including the counties of Muskegon, Lake, Mason, Newaygo, Oceana, Kent, and Ottawa.

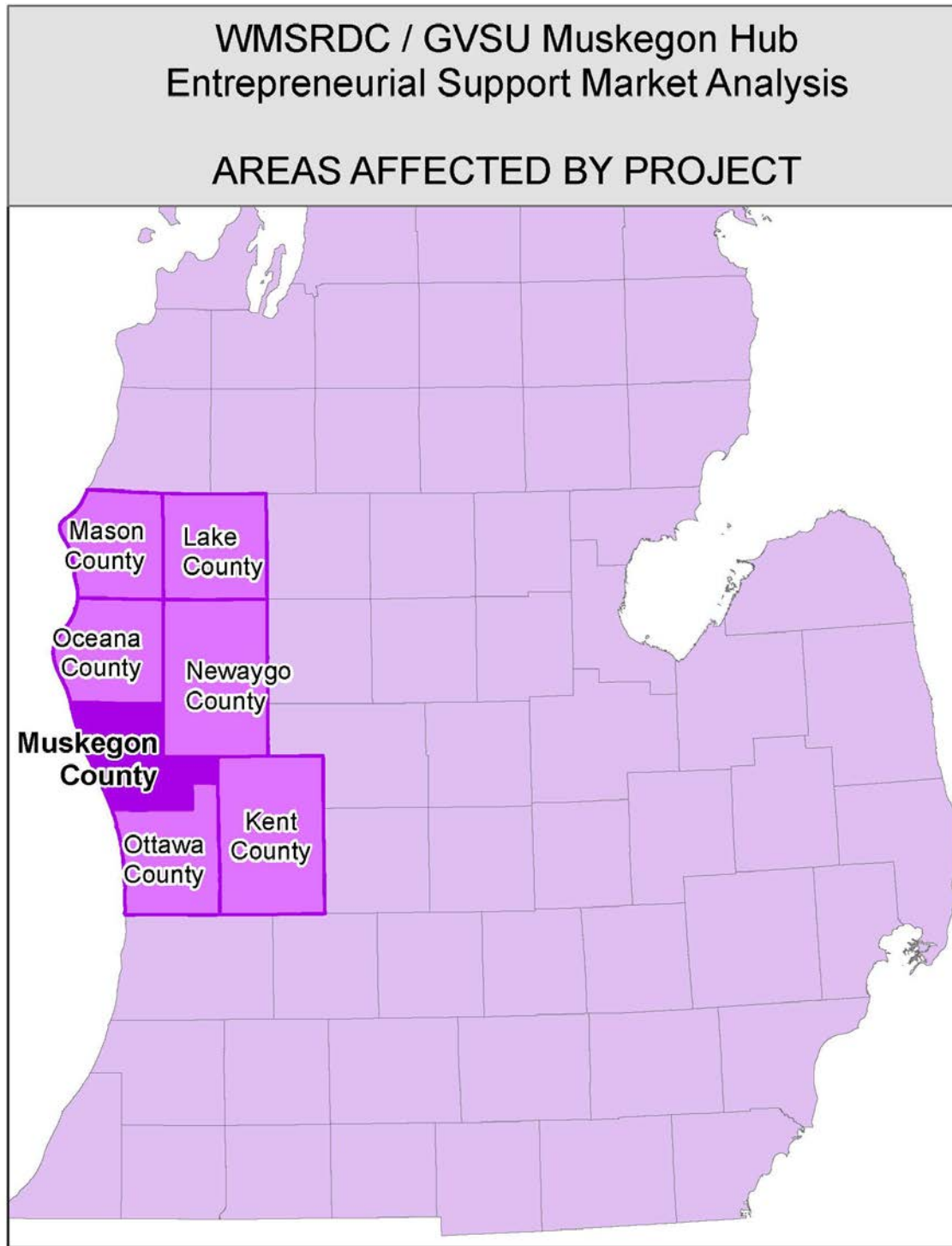
WMSRDC will enter into a contractual agreement with a consultant for this Entrepreneurial Market Analysis project. **The total amount for the project is estimated to be \$75,000.** Services requested are for three major components. Interested consultants may wish to submit a proposal for the entire project or for one component:

- 1. Market dynamics;**
- 2. Needs assessment for entrepreneurial services, including business incubation and acceleration services;**
- 3. Identification of emerging economic sectors.**

WMSRDC will make payment for services, according to a contractual agreement to be negotiated upon selection of a consultant. WMSRDC will act as the primary project contact for

media communication, projects, and grant reporting to the U.S. Department of Commerce Economic Development Administration.

**SITE LOCATION MAP:**



**PRODUCTS and SERVICES:**

WMSRDC is requesting an Entrepreneurial Market Analysis for the project described above.

**PROPOSAL FORMAT:**

The Proposal Statement shall include, at a minimum:

1. A Project Understanding Statement.
2. Itemized Scope of Services, based on your understanding of the Project Goals and Tasks.
3. Not to exceed cost proposal, outlining the tasks, hours & fees.
4. Qualification Statement (shall include, at a minimum):
  - a. The project team and their relative experience on similar projects during the last five years.
  - b. Resumes of the project team.
  - c. A brief statement about your firm as it relates to this type of project.

The Cost Proposal Table shall include the tasks and sub-tasks under the following heading/categories:

1. Task (with a brief task description).
2. Hours (for each task by project personnel).
3. Costs (for project personnel).
4. Total, Not to Exceed Cost.
5. Any other additional, relevant categories.
6. A separate table with hourly rates for project personnel.

**The Scope of Work and Cost Proposal Table should show these Tasks and Sub-Tasks** (and any other appropriate tasks):

- 1. Market Dynamics**
  - a. Overview existing entrepreneurial conditions
  - b. Analysis of current entrepreneurial services
  - c. Identification of recent trends and impact of COVID-19
  - d. Other additional items (please describe)
- 2. Needs assessment for entrepreneurial support services, including business and acceleration services;**
  - a. Gap analysis of existing services and recent trends
  - b. Other additional items (please describe)
- 3. Identification of economic sectors**
  - a. Review of current economic sectors
  - b. Identification of emerging economic sectors
  - c. Other additional items (please describe)

#### **4. Project Administration and Reporting**

- a. Provide WMSRDC with quarterly status reports with invoices. WMSRDC will require timely submission of quarterly status reports, itemized invoices, and professional reimbursement form.

#### **5. Grand Total**

#### **TIMELINE:**

Upon selection of a consultant, WMSRDC will develop a contract between the consultant and WMSRDC for final agreement in approximately 10 days.

**A minimum of four (4) copies of your proposal must be submitted in a sealed envelope marked "GVSU-HUB Entrepreneurial Market Analysis," addressed and delivered to:**

Ms. Erin Kuhn, Executive Director  
West Michigan Shoreline Regional Development Commission  
316 Morris Avenue, Suite 340  
Muskegon, MI 49440

#### **REQUIRED TIME FOR RECEIPT OF PROPOSALS:**

Sealed Proposals must be received in the office of the West Michigan Shoreline Regional Development Commission no later than **4:00 PM, November 30, 2020**. Late submittals will not be accepted and will be returned unopened. A public bid opening will be held at **10:00 AM, December 1, 2020** at WMSRDC, 3<sup>rd</sup> Floor, 316 Morris Avenue, Suite 340 (Terrace Plaza Building), Muskegon, Michigan.

#### **CONSULTANT SELECTION PROCESS:**

WMSRDC staff and representatives from GVSU-HUB will review the proposals, and evaluate them based on the information provided. All submittals will be evaluated and ranked accordingly.

At the discretion of the WMSRDC:

1. Interviews may be held as part of the evaluation process.
2. Negotiations may be a part of the selection process.

If the WMSRDC chooses to negotiate an agreement using the terms of the original proposal as a basis, the negotiations will be held beginning with the top ranked firm and proceeding in order until an acceptable agreement is reached with a firm.

#### **SCHEDULE:**

WMSRDC will implement the following schedule for the RFQ/P process:

- RFQ/P distributed to a number of qualified consultants on October 30, 2020.

- RPQ/P follow up questions may be submitted, in writing, to [ekuhn@wmsrdc.org](mailto:ekuhn@wmsrdc.org) until 12:00 noon, November 18, 2020. Responses will be provided to all consultants included in the RFP process and posted on the WMSRDC website by COB November 20, 2020.
- Proposals due at WMSRDC by 4:00 PM, November 30, 2020.
- Public bid opening to be held at 10:00 AM, December 1, 2020 at WMSRDC, 3<sup>rd</sup> Floor, 316 Morris Avenue, Suite 340 (Terrace Plaza Building), Muskegon, Michigan.
- Proposal Review and Selection will be held within 7 business day, following the public bid opening.
- Notification of selection will occur within approximately one to three business days following the selection date.
- Contract award date will occur within approximately seven days following the notification date.