

**MINGO COUNTY REDEVELOPMENT AUTHORITY  
REQUEST FOR PROPOSALS*****Feasibility Study/Marketing Plan - 'Wood Products Industrial Park'***

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Proposals for 'Wood Products Industrial Park' Feasibility Study/strategic marketing plan will be received by the MCRA by January 31<sup>st</sup> at 12PM for furnishing labor and materials and performing all Work set forth in the Contract Documents. Offerors are required to submit a response by the due date and time identified in this solicitation.

For evaluation purposes, the proposal shall be complete and include all of the required offer submittals in order to be deemed responsive to the offer requirements. If the proposal response is incomplete and/or includes discrepancies, you may be deemed non-responsive and subject to the rejection process.

Proposals received after the scheduled closing time for the reception of proposals will be returned unopened to the consultant.

MCRA reserves the right to reject any and all proposals.

**METHOD OF AWARD**

This RFP shall be awarded on an "All or None" basis to the highest score offeror meeting all administrative and technical requirements, terms, and conditions of this RFP.

**RESPONSIVE OFFEROR**

An offeror provides an offer response that is compliant with RFP requirements and indicates performance without material deviation from the terms and conditions of the proposed contract.

**RESPONSIBLE OFFEROR**

An offeror who is responsible and submits a responsive offer is one who clearly indicates compliance without material deviation from the RFP's terms and conditions and who possesses the experience, facilities, reputation, financial resources and other factors existing at the time of contract award.

**PRICES**

Prices shall be all inclusive. Only the prices/charges submitted in the offer response shall be accepted and included in the awarded contract. Include all cost information in a cost proposal.

**PERIOD OF PERFORMANCE**

The term resulting from this RFP will be for July 31<sup>st</sup> at 12:00 PM.

**ORGANIZATIONAL BACKGROUND**

The MCRA is a public organization established to promote and encourage the economic and civic welfare of Mingo County. MCRA's mission is to develop, attract and retain businesses, industries and commerce within Mingo County in order to create employment opportunities and increase the county's tax base.

MCRA's mission dictates the need for a diversified economy. Diversification requires opportunities; opportunities require development sites; and development sites require creativity in Mingo County's mountainous terrain. Creatively, the MCRA has forged public/private partnerships which have resulted in the development of the Mingo County Air Transportation Park, the King Coal Highway, and the Wood Products Industrial, all of which we use as avenues to achieve smart economic growth.

## SCOPE OF WORK

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### PROJECT DESCRIPTION

The Wood Products Industrial Park was originally developed to operate as an incubator for value added wood manufacturing companies. Strategically located in the heart of the Appalachian hardwood region, the Wood Park could provide access to raw materials, as well as drying capacity, lowering each company's capital costs for producing value added products. Unfortunately, a flooring plant was the only wood manufacturer that was recruited, and when other businesses and industries started inquiring about the availability of property at the Wood Park, opportunities to locate other new businesses in Mingo County took priority. A major issue encountered by potential investors was the three-mile stretch of 22 Mine Road. The meandering two-lane road deterred a cabinet manufacturer several years ago because it was difficult for tractor/trailers to navigate. A feasibility study and marketing plan are required to identify business opportunities and financial projection for the industrial park, to increase its marketability, and to target potential investors to this site.

This project is being funded by the Rural Business Development Grant made available through the United States Department of Agriculture. The grant was awarded to Mingo County for the sum of \$50,000, the entire amount of which is expected to be expended on consulting services.

### REQUIREMENTS AND OBJECTIVES

The MCRA is seeking a consultant to provide the MCRA and other Mingo County officials with a feasibility study / strategic marketing plan for this site. The plan will provide essential information on the site and what the site needs to achieve the goal of becoming a valuable asset to the County as a producer of value added wood products.

The MCRA would like the following actions to be incorporated into a marketing strategic plan:

- Assess current site conditions and make recommendations for site improvements
- Ascertain potential costs for the recommended improvements
- A market analysis that determines potential investors for the site and calculates the demand potential for value added wood products
- Develop a marketing strategy for the site

It is desired that the consultant also addresses the potential economic impact of a fully operational and successful site for the county and region. An economic impact analysis can be determined using an established and widely accepted methodology, such as an Input/Output model or an economic simulation model.

The consultant will be working closely with the Executive Director of the MCRA to gain access to the site, provide progress updates, and explain details of the strategic market planning process.

### DELIVERABLES

A final feasibility study/strategic marketing plan document must include the following in detail:

- Demand analysis for value added wood products
- An inventory of current assets of the site
- A listing of recommendations for site improvements
- A cost matrix for potential site improvements
- Potential investors and tenants for the site

- A descriptive marketing strategy for the site
- An economic impact analysis, if possible

The MCRA would also like a brochure developed that summarizes the assets of the site for the target audience of value added wood product manufacturers. The brochure will most likely be constructed at the end of the project lifecycle and its dimensions and information will be determined by contact between the selected consultant and the MCRA.

## SCORING METHODOLOGY

The MCRA Evaluation Team will use an Evaluation Criteria and Scoring Methodology which will be scored on a point system based on responsiveness to the RFP as following:

PROPOSAL EVALUATION WEIGHTING FACTOR	QUALIFICATION	STANDARD
2.0	Scope of Proposal	a) Does the proposal show an understanding of the project objective and results that are desired from the project? b) Is the methodology proposed.
2.0	Assigned Personnel	a) Do the persons who will be working on the project have the necessary skills? b) Are sufficient people of the requisite skills assigned to the project?
1.0	Availability	a) Can the work be completed in the necessary time? b) Can the target start and completion dates be met? c) Are other qualified personnel available to assist in meeting the project schedule if required? d) Is the project team available to attend meetings as required by the Scope of Work?
1.0	Understanding of Industry and Participants needs	a) Does the project team understand participant and industry needs?
2.0	Cost and Project plan	a) Do the proposed cost and work hours compare favorably with the committee's estimate/max budget? b) Are the work hours presented the work plan reasonable for the effort required in each project task or phase?

		c) Does the firm have the ability to meet deadlines and operate within budget?
2.0	Firm Capability	a) Does the consultant have the support capabilities required? b) Does the consultant have previous relevant and positive experience in jobs of this type and scope and success in planning? c) Does the firm have prior experience

## SCORING CONSIDERATIONS

Each proposal shall contain at a minimum, all required items listed below.

### A) Clarity and Organization of Proposal Response

Proposals will be evaluated for quality, clarity, and responsiveness of proposal in conformance with instructions, conditions, and format.

### B) Consultant 's Understanding of MCRA's Business Needs

Proposals will be evaluated on the basis of the Consultant 's demonstrated understanding of the work required, explanation of the project and project scope, and knowledge of the project's requirements and challenges.

### C) Consultant 's Approach to Proposed Work

Proposals will be evaluated on the basis of approach to conducting the feasibility study.

### D) Consultant 's Approach to Project Management

Proposals will be evaluated on the Consultant 's demonstrated ability to manage work and personnel resources to meet this project's needs in a timely manner as well as the project management approach to be used for this contract.

The proposal shall demonstrate the Consultant 's ability to implement a system for quality control of all work to be produced under this project; and, ability to anticipate and address management problems that may arise.

### E) Consultant 's Qualification and Experience in Meeting the Project and Time Requirements

Proposals shall be evaluated on the capability of the organization and its management to perform the required services listed in the Scope of Work. The proposal will be evaluated on the Consultant 's demonstrated knowledge of industry, experience and past performance conducting similar studies in scope and size.

### F) Staff Qualification and Experience

Proposals will be evaluated as to the extent, relevance and quality of team's expertise and experience on similar projects. The proposal will be evaluated on the organizational structure of the team, team member time commitment, and availability to work on the project. Please include resumes for each team member involved in this project.

### G) Listing of all Current and Pending Other Agency/Business Obligations

- Consultant Name (Team member)
- Phone

- Email
- Other Agency/Business Obligation Name
- Contact Person
- Phone
- Email
- Percent Time Commitment to the Business Obligation

**H) References**

The prospective consultant shall provide at least three (3) clients for whom the prospective consultant has performed work similar to that proposed in this request. Each reference must have:

- Firm Name
- Contact Name
- Street Address
- City, State, Zip Code
- Telephone Number
- Brief Description of Service Provided
- Service Dates

**I) Subcontracts**

If subcontractors are to be used, the prospective consultant must include in the Technical Proposal, a description of each person or firm, the work to be done by each subcontractor, and resumes for key staff of the subcontractor(s). No work shall be subcontracted unless listed in the proposal. The cost of the subcontract work is to be itemized in cost proposal.

**MILESTONES AND DEADLINES**

The consultant is required to construct and deliver a full project work plan within Microsoft Project or equivalent to comply with this RFP's requirements (include tasks, deliverables, milestones, begin and end dates, resources, etc.)

The Project Work Plan provides a baseline for both project tasks and resources. It is both an input to reporting project health and an output to various planning activities. As plans are developed, the specific tasks and resources required to execute the plan are recorded in the Project Work Plan.

For the chosen consultant and following a review and update period, this work plan will be used as the official work plan for the duration of the contract. The consultant shall update the work plan, monthly, to clearly demonstrate progress on all tasks and clearly document any changes to the schedule. The consultant shall submit the updated work plan to the Contract Manager at the beginning of each month. Any schedule changes must be approved by the MCRA Contract/Project Manager before they are reflected in the official schedule.

**PROJECT BUDGET**

The consultant shall develop and submit a cost proposal that should not exceed **\$50,000** for the term of the contract.

The consultant will invoice the MCRA, monthly, based on the % complete reported in the work plan. Both an invoice and an updated work plan (progress tracking) shall be submitted to the contract manager/project manager at the beginning of each month for services rendered in the previous month.



### **CONTACT INFORMATION AND DEADLINE FOR SUBMISSIONS**

Soft or hard copies will be accepted. Soft copies can be emailed to Ms. Leasha Johnson  
[ljohnson.mcra@suddenlinkmail.com](mailto:ljohnson.mcra@suddenlinkmail.com). Hard copies can be mailed to P.O. Box 298 | Williamson, WV 25661.

For any questions, contact Ms. Leasha Johnson at p (304) 235-0042 or by email:  
[ljohnson.mcra@suddenlinkmail.com](mailto:ljohnson.mcra@suddenlinkmail.com).