



CITY OF MARSHALL
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MARSHALL, MN 56258-1313
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CITY OF MARSHALL REQUEST FOR PROPOSALS

Strategic Planning Services

Please Submit Three (3) Paper Copies

and One (1) Electronic PDF by:

February 28, 2019

5:00PM

City of Marshall

Marshall, MN

Introduction

The City of Marshall (CITY) is seeking proposals from consultants/firms to guide the CITY community with the development of a renewed comprehensive Strategic Plan. The CITY anticipates that the planning process will take several months to provide adequate time for participation by the project team and the City Council (COUNCIL) in addition to review by key community stakeholders. The outcome of the process will be a written strategic plan document that presents the planning process, the research, the analysis, opportunities and strategies along with an implementation plan that will guide CITY for the next three to five years. Please note that this RFP requests the services of a consultant to facilitate the strategic planning process. The CITY is aware that there are a variety of perspectives, models, and approaches available to develop a strategic planning document; therefore, the successful firm should be able to discern which model or model(s) will best enable the City of Marshall to complete its organizational and programmatic goals. The successful firm will be required to demonstrate its ability to meet these requirements.

The CITY encourages any inquiries with respect to the expectations and/or scope of work sought through this proposal by contacting City Administrator Sharon Hanson, sharon.hanson@ci.marshall.mn.us 507-537-6761.

A consultant/firm will be selected for this project based on criteria stated in "Evaluation of Proposals". All proposals received by 5:00 p.m. CDT February 28, 2019 will receive full consideration.

RFP Process

It is expected that one (1) consultant will be selected as a result of the RFP, although the CITY is under no obligation to award a contract as a result of the selection process. Based on the proposals received, the selection committee (comprised of CITY staff and COUNCIL member(s)) will select individuals/firms.

Background

The City of Marshall is a vibrant, progressive City of 13,680 residents located in southwestern Minnesota. Selected three times by Livability.com as one of "The Best Small Towns in America," this regional center accommodates a daytime population of 25,000 people who come to Marshall for jobs, education, healthcare, and shopping. Marshall is home to Southwest Minnesota State University, The Schwan Food Company, and other major employers such as US Bancorp and Archer Daniels Midland. Marshall is situated 143 miles southwest of Minneapolis and 90 miles northeast of Sioux Falls, South Dakota. U.S. Highway 59 and State Highways 68, 23, and 19 intersect the City. The Southwest Minnesota Regional Airport-Marshall/Ryan Field serves the area and accommodates corporate and commercial aircraft.

Scope of Services

As envisioned, the scope of services for this proposal will include the following components:

- The consultant(s) will facilitate a community visioning process.
- Facilitate the development of goals and objectives that support the Vision, Values, and Mission of the City of Marshall organization.
- Identify potential strategic initiatives with outcomes that support community commerce, community collaboration, community condition and community character.

- Facilitate the development of a process to keep the COUNCIL involved and engaged in a continual strategic planning process including use of City Council meeting agenda to handle strategic discussions, feedback loops, and regularly scheduled reviews and reports.

COUNCIL Session Preparation

As necessary, the CITY envisions holding one- to two-day retreats dedicated to this effort. We seek input from consultant/firm to help structure and facilitate the event to maximize impact. Among topics that can be addressed at the retreats are:

Report Review

At the end of this exercise, the consultant and the project team will draft a final plan document for review and presentation of the plan to the broader community. The consultant will be participating in review and refinement of this document. The COUNCIL and the consultant will work collectively to develop a series of implementation techniques designed to keep community members, stakeholders, business leaders, CITY staff and CITY leadership engaged in the implementation of the identified goals, objectives and initiatives of the Strategic Plan.

1. A recommended package of material suitable for public distribution and outreach,
2. A final Strategic Plan document that includes an implementation plan with defined milestones and benchmarks intended to measure the CITY's progress.
3. An executive summary of the Strategic Plan.

Proposal Submission Requirements

1. Cover letter of interest and transmittal not to exceed two pages in length.
2. Legal name of the consultant firm, address, phone, fax, and email address, year the firm was established, and type of business.
3. An organization chart indicating roles of all individuals and firms involved in this project, as appropriate. Include brief resumes for all individuals identifying their qualifications and experience. The name of the person intended to be the project coordinator for this Strategic Plan and a list of recently completed projects relevant to the scope of this RFP.
4. A clear articulation to the firm's approach to be used in this project including a proposed schedule and description of the proposed methods of public involvement.
5. A summary of qualifications, related experience and references.
6. Proposed scope of work and, project approach and plan to accomplish the work. Describe in detail your firm's project approach and methodology in managing and implementing a project of this size and scope and experience of developing and supporting the implementation of a comprehensive strategic plan. Key elements include:
 - a. Project Understanding

b. Project Methodology and Deliverables

c. Roles & Responsibilities

d. Project Management

7. Fee schedule and proposed fee to accomplish the work (separate, sealed envelope marked Fee Schedule).

Evaluation of Proposals

The City of Marshall's project team will review and evaluate all properly submitted proposals that are received on or before the deadline.

City of Marshall Rights

The City of Marshall reserves the right to reject any or all proposals, make counter proposals and/or engage in negotiations with any or all firms or individuals, waive any requirements or otherwise amend this RFP, or cancel the RFP in order to achieve the CITY's goals and objectives for this project. Any changes in the status of the RFP will be brought to the attention of all parties that provide contact information for updates. The information contained in this RFP represent the CITY's best information at the time of the release of the RFP and the CITY reserves the right to modify any term or condition contained herein.

Responsibility for Proposal Preparation

Except as otherwise specifically agreed to in writing by the CITY, each consulting individual or team submitting proposals shall provide and pay for all materials, labor, transportation, charges, levies, taxes, fees or expenses incurred, including all costs to prepare a response to this RFP, travel and presentation costs, and all other services and facilities of every nature whatsoever necessary for the preparation of the RFP.

It is neither the CITY's responsibility nor practice to acknowledge receipt of any proposal as a result of the RFP process. It is the proposer's responsibility to assure that a proposal is delivered and received in a timely manner.

Proposals Shall Be Clearly Marked on Envelope Lower Left Corner or in Email Subject Line:

**Marshall Strategic Planning Proposal
and sent to:**

City of Marshall Administration
344 West Main Street
Marshall, MN 56258
sharon.hanson@ci.marshall.mn.us