

REQUEST FOR PROPOSALS  
FOR  
Workforce Attraction Consulting Services

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: Jan. 6, 2022

All questions regarding this RFP must be submitted in writing to Scott Champion at [scott.champion@wedc.org](mailto:scott.champion@wedc.org) by Jan. 28, 2022, at 4 p.m. CT.

**PROPOSALS MUST BE SUBMITTED ELECTRONICALLY BY:  
Feb. 11, 2022, 4 P.M. CT**

To:  
Scott Champion  
[scott.champion@wedc.org](mailto:scott.champion@wedc.org)

## I. Scope

The purpose of this Request for Proposals (RFP) is to engage consulting services to help the Wisconsin Economic Development Corporation (WEDC) target its marketing efforts to attract new residents and workers to the state of Wisconsin.

**Background:** Like most states, Wisconsin faces a significant shortage of qualified and willing workers to fill open jobs in many industries, ranging from front-line services (retail, restaurants, etc.) to manufacturing roles and other highly skilled positions. Through its marketing efforts, WEDC seeks to attract qualified workers from out of state to relocate to Wisconsin.

Through past experience, WEDC recognizes that broad-based advertising campaigns are both extremely costly and unlikely to attract substantial numbers of workers to leave their homes elsewhere and move to a new state. However, we believe that there are discrete groups of people – perhaps driven by their career choice, stage of life or other factors – that may be more mobile than the general population. Examples may include military members transitioning from military service back to civilian life, graduates of Wisconsin colleges and universities who are living out of state, or refugees relocating to the U.S. from other nations.

**Services required:** The purpose of this RFP is to engage expertise to help WEDC identify and target more mobile populations who could be receptive to relocating to Wisconsin. Services required include:

- Identifying discrete population groups receptive to our marketing efforts
- Prioritizing population groups to help us focus our efforts, based on such factors as:
  - Likelihood of success in attracting workers to Wisconsin
  - Size of population
  - Ability to reach the population through targeted marketing efforts
- Recommending marketing messages and targeting techniques to reach recommended audiences

Because Wisconsin’s need for talent is immediate, WEDC is seeking advisers with related subject-matter expertise who can provide expertise based on their knowledge, expertise and existing resources. We are not seeking to initiate primary research.

## II. Project Timeline

The work required under this RFP is subject to tight timing constraints. Proposers responding to this RFP must be prepared to conform to the following timeline.

Date	Event
January 6, 2022	RFP posted on WEDC.org
January 28, 2022	Deadline to submit questions
February 4, 2022	Answers to submitted questions distributed to inquirers and posted on WEDC.org
February 11, 2022	<b>Proposals due</b>
February 18, 2022	Committee review of proposals
February 21, 2022	Target date to notify finalists

<b>Date</b>	<b>Event</b>
<b>February 28, 2022</b>	Target date for interviews with finalists (if interviews are deemed necessary)
<b>March 2, 2022</b>	Target date for consultant selection

### **III. Wisconsin Economic Development Corporation**

The Wisconsin Economic Development Corporation (WEDC) is a public body corporate and politic governed by Chapter 238 of the Wisconsin Statutes. WEDC was created under 2011 Wisconsin Act 7 and 2011 Wisconsin Act 32 to replace the economic and community development operations of the former Wisconsin Department of Commerce and to serve as the State of Wisconsin's lead economic development organization.

WEDC provides grants, loans, loan guarantees, tax credits and other financial and technical assistance to its customers. Additional information about WEDC can be found on our website [wedc.org](http://wedc.org) or in the Wisconsin Statutes Ch. 238.

### **IV. Proposal Requirements**

Proposers responding to this RFP must provide sufficient responses to all the below requests for information. Failure to respond to any of the requests may result in disqualification of the proposal.

#### **a. Mandatory Requirements**

- i. Statement of credentials.
- ii. Demonstrated expertise in the subject matter area.
- iii. Recommendations for project approach, including input required and key milestones.
- iv. Estimated fees.
- v. Project timeline.

#### **b. Additional requirements**

- i. References—Please provide the names, titles and contact information for three references who can attest to your expertise in this area.
- ii. Proposer must be headquartered or maintain a physical presence within the state of Wisconsin, and service this engagement with Wisconsin-based personnel.
- iii. Provide a list of any subcontractors (individual or organizational) that the proposer intends to use when providing services under this RFP (Note: the proposer is not required to use subcontractor(s). However, no subcontractor may be used without WEDC's written approval.)

#### **c. Technical Requirements/Approach to the Project**

- i. Describe in detail how you envision gathering the necessary input from WEDC, as well as other resources you will require to complete this engagement. Provide a timeline for this discovery process.

- ii. Describe whether the proposer is a minority-owned, women-owned, disabled-owned, or veteran-owned business.
- d. Documents
  - i. Provide a copy of the proposer's W-9.
  - ii. Provide a copy of the proposer's standard contract documents.

## V. Cost Proposal

Please submit a proposed budget for your services.

## VI. Terms and Conditions

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested proposer and are non-negotiable.

- a. Contract Term

The contract will cover from proposal acceptance through the conclusion of your consulting engagement with WEDC.
- b. Confidentiality

Proposer acknowledges that all information, data, records and documents disclosed by WEDC to proposer, or which come to proposer's attention during the course of its response to this RFP or performance under any resulting contract constitute valuable and proprietary assets of WEDC (Confidential Information). Proposer agrees not to disclose the Confidential Information, either directly or indirectly, to any person, entity or affiliate without prior authorization by WEDC unless required to do so by legal process of law. If required to disclose Confidential Information by legal process, Proposer shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this RFP or during the course of its performance under the terms of any resulting Agreement, proposer shall not use any Confidential Information for its own purposes.
- c. Conflict of Interests

Proposers' response to this RFP must include, in writing, disclosure of any potential conflict of interests that may arise from proposer's performing services for WEDC. Any resulting contract will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest.
- d. Nondiscrimination

Pursuant to Wisconsin law, any contract resulting from this RFP will include the following language regarding nondiscrimination:

In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

e. Public Records

Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Proposers shall mark documents “confidential” where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the proposer if it receives a public records request for materials marked confidential.

f. Insurance

If awarded the contract, the proposer shall maintain Worker’s Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

**VII. RFP Process**

a. Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

b. Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC’s vice president of marketing and brand strategy, Scott Champion, at [scott.champion@wedc.org](mailto:scott.champion@wedc.org). Information regarding this RFP obtained from other sources is unofficial and nonbinding. All questions regarding this RFP must be submitted in writing via email to Scott by **January 28, 2022, at 4 p.m. CT.**

c. Incurring Costs

WEDC is not liable for any cost incurred by a vendor for responding to this RFP.

d. News Releases

News releases pertaining to the RFP or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.

e. Submitting the Proposal

Proposers shall submit an electronic, PDF, version of their proposal to WEDC's vice president of marketing and brand strategy, Scott Champion, at [scott.champion@wedc.org](mailto:scott.champion@wedc.org) no later than **February 11, 2022, at 4 p.m. CT. Hard copies will not be accepted.** Proposal responses should follow the sequence and outline presented in this RFP.

**VIII. Evaluation of RFP**

a. Proposal Review, Verification and Acceptance

WEDC shall review each proposal to verify that it meets all specified requirements in the RFP. Proposals that do not comply with instructions contained in the RFP may be rejected by WEDC. WEDC reserves the right to waive a particular specification if no proposer meets that specification. WEDC may request reports on the proposer's financial stability. WEDC may reject a proposal if the proposer is determined to have inadequate financial means to provide the required service. WEDC retains the right to accept or reject any or all proposals, or accept or reject any part of a proposal, determined to be in the best interest of WEDC. WEDC shall be the sole judge as to compliance with the instructions contained in this RFP. Proposals shall be firm for acceptance for sixty (60) days from date of proposal opening unless otherwise noted. A proposer may not modify its proposal after submission except to correct minor omissions or miscalculations as directed in writing by WEDC.

b. Proposal Scoring

Members of WEDC's selection committee will separately score proposals according to the requirements and capabilities listed in the RFP, assigning a score for each requirement and capability. Scoring will be weighted based on the selection committee's priorities. If the selection committee deems it necessary, interviews will be scheduled with finalists.

c. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may enter into negotiations with multiple vendors regarding the terms of the contract and the cost proposal before determining the highest scoring proposer. WEDC shall not, under any circumstances, reveal a proposer's cost proposal to any other proposer prior to contracting for services.

d. Award Decision

WEDC will make the award to the proposer deemed to provide the services described in this RFP at the best overall value to WEDC, taking into consideration the proposers' overall quality of work, experience, expertise, and cost proposals.

e. Notice of Intent to Award

All proposers who respond to this RFP will be notified in writing of WEDC's intent to award the contract as a result of this RFP.