



TECHNOLOGY DEVELOPMENT LOAN PROGRAM EVALUATION

RFP, SUBMITTED QUESTIONS AND ANSWERS 12/8/2025

RFP Process

Q1: Can you provide an estimated budget range or a maximum "not to exceed" figure for this project to ensure our proposed scope aligns with WEDC's resources?

A. WEDC will not be disclosing the budget range for this evaluation as part of the RFP process. Potential vendors are asked to please submit their best cost estimate as part of their proposal.

Q2: Will WEDC consider granting a 1-week extension to December 19 in order to provide sufficient review time for respondents to incorporate Q&A responses into our proposals?

A. To keep within the overall proposal review and contracting timeline, unfortunately, WEDC is not able to provide an extension to the original RFP due date of December 12.

Q3: The RFP states "Proposal responses should follow the sequence and outline presented in this RFP." Will you clarify if "1: MANDATORY REQUIREMENTS" is a required section and how this content covering "Vendor's ability and approach to provide the services outlined in Section I, the scope of work" should differ from "3. TECHNICAL REQUIREMENTS/APPROACH TO THE PROJECT".

A. The Mandatory Requirements section is required and is meant for the potential evaluator to provide a general description of the vendor's ability to take on and complete this type of project (e.g., staffing capability, experience on similar projects, particular expertise). The Technical Requirements/Approach to the Project section is meant to encapsulate an outline of the plan that the potential vendor would apply for completing this particular program evaluation (e.g., general steps, timelines, outputs).

Q4: Should the cost proposal be submitted as a separate document, or should it be included in our main proposal file?

A. Please include the cost proposal within the main evaluation proposal file.

Q5: Do subconsultants need to complete any of the required documents (W-9, Supplier Demographic Attestation)?

- A. Subconsultants do not need to complete W-9 and Supplier Demographic Attestation documents at the time of the proposal, but if subconsultants are planned for the project at the time of proposal, then this should be referenced in the proposal.

Q6: The RFP mentions scoring preferences of 5% for DBE and 5% for a Wisconsin based firm. Does that count if there is a subcontractor that meets one or both of those criteria, or does the prime contractor need to meet the criteria?

- A. Those scoring preferences mentioned would apply only to the contracted vendor (prime contractor).

Q7: Will WEDC clarify if they seek examples of three relevant project deliverables or if project narratives are acceptable?

- A. Project narratives or a basic description of the project and client (or client type) are acceptable for the examples of similar relevant projects in the proposal; the project deliverables themselves are not necessary to include or submit if they are not publicly released.

Evaluation Context

Q8: Are there specific funding sources (such as the federal SSBCI funds mentioned in Appendix A) that impose specific reporting or compliance requirements on the evaluation process itself?

- A. No, this program evaluation is solely from WEDC's request and as such there are no other reporting requirements from outside of this organization.

Q9: Who will comprise the steering committee? Will it include only internal WEDC staff, or will external stakeholders (e.g., board members, industry representatives) participate?

- A. This evaluation steering committee would be made up of WEDC staff who are directly involved with this program or program evaluation for the organization in general.

Q10: Is the April 24th deadline driven by a specific Board meeting or legislative requirement, or is there flexibility to extend the data collection phase if necessary?

- A. The evaluator should make best efforts to meet the April 24, 2026 target date for a draft report but some degree of flexibility may be granted depending on the progress made and the circumstances involved.

Evaluation Data

Q11: The scope includes an evaluation of 107 awards from FY2016–2022. Is the contact information and performance data for these recipients currently centralized in a CRM (e.g., Salesforce), and how complete is the historical data regarding "job creation," "average hourly wage," and "leverage"?

- A. The account information and performance reporting data for the awards in the evaluation set is centralized in WEDC's awarding databases, and the project performance data (employment, wages, and leverage) is available in annual reporting for the duration of the loan payback period.

Q12: Section 1.d asks to compare TDL recipients to "Wisconsin peers in similar business stages who have not participated in the program." Does WEDC possess data on unsuccessful applicants to serve as a control group, or is the vendor expected to source third-party data to construct a comparison group?

- A. WEDC leaves this up to the vendor to decide how to proceed with the comparison group of businesses. WEDC does have some limited account information for businesses that were considered for the TDL program but ultimately declined; data from a third-party source representing a more aggregate view for the state would also be acceptable.

Q13. Could WEDC elaborate on the datasets they are able to provide for the evaluation of the existing portfolio? What format would the data be available in?

- A. The fields themselves would be too numerous to list in this format but could be thought of in terms of business/account data, project and awarding data, loan repayment data, and performance reporting data; all of these data types would be available in flat (Excel) files which can be linked by a common identifier for the awards. Examples of information in the performance reporting data would be employment counts, business revenue, wages, and investment in the business. Staff review documents and project closeout documents can also be made available, but much of the information contained in them is not in an extracted form elsewhere.

Q14. Will WEDC provide anonymized business-level data, or will the evaluator be granted access to raw company-level financials and performance reports?

- A. The evaluator would be granted access to raw company level data and performance reports that WEDC has collected. Confidentiality in handling this data is required as is stated in the RFP.

Q15. Would WEDC be able to provide contact information, including name and email address, for the businesses in their database?

- A. Account information can be provided as part of the evaluation process but award recipients should not be contacted without the explicit approval of WEDC. A listing of award recipients across all of WEDC's programs is available from WEDC's website, <https://wedc.org/transparency/annual-report-on-economic-development/wedc-awards-data/>.

Q16. In Section 1d, does WEDC maintain or have access to a list of non-recipient peer companies that may be used for outcome comparison? If not, does WEDC keep track or retain some information of the rejected applicants to their program?

- A. WEDC does not have a list of peer companies for outcome comparison. WEDC does have record, though, of companies for TDL projects that were considered for the program but ultimately not contracted.

Evaluation Content – Analysis Scope

Q17: The RFP mentions that 38% of the relevant portfolio is still in repayment. Should the evaluation weigh current loan performance (repayment status) heavily, or focus primarily on economic impact metrics like capital raised and business survival?

- A. Those loans in the program that are still in a repayment stage still are able to provide useful data on business activity and indicators, but their outcome information will intrinsically be incomplete. They should still be considered in the evaluation but the other set, where the loans have competed as either paid off or written off, should be weighed more heavily as they will have more complete outcomes from the program.

Q18. Does WEDC anticipate the evaluator conducting direct interviews or focus groups with past loan recipients or external partners (e.g., VCs, banks)?

- A. For this program evaluation WEDC is not interested in surveys or interviews of current or past award recipients.

Q19. In Section 1a, could WEDC clarify the meaning behind "success for the awards" and if we may expect to work with WEDC to determine the measures of success?

- A. Yes, the evaluator can expect to work with WEDC to determine measures of success. Selected measures may be a combination of those proposed by the evaluator based on their experience or knowledge, or they may also be derived from input from WEDC staff involved with the program. In general, success of the awards would be based around the award recipient fulfilling their contractual obligations as well as the perceived business success for the recipient at their particular business stage, which is made possible in part through the awarding.

Q20. In Section 3e, what, if any, are the preferred indicators of the state or national economy that WEDC prefers to guide the review of the TDL program?

- A. It is left up to the evaluator to suggest what economic indicators or measures may need to be considered when evaluating if the TDL program's structure is appropriately in harmony with the current economic landscape.

Evaluation Content – Program Structure

Q21: Regarding the request for a "model incentive program" design, is WEDC seeking recommendations that fit strictly within current legislative authority, or should the evaluator consider statutory changes that might be required to modernize the program for the 2025 economy?

- A. WEDC is seeking the recommendations for the most impactful types of changes for the program at whatever scope is fitting from the evaluation analysis.

Q22: For the benchmarking section, does WEDC have specific peer states (e.g., neighboring Midwest states) that must be included, or should the proposer select states based on ecosystem similarities?

- A. WEDC would prefer that the peer states be based on similar ecosystems for this type of program and the overall economic characteristics of those states.

Q23. How many benchmark states does WEDC want the evaluator to review for the Program Benchmarking?

- A. This is up to the discretion of the evaluator. WEDC does not have a pre-set number of states to benchmark against but is looking for a sufficient set that would provide some basis for assessing the uniqueness of the TDL program or similarities with initiatives in other states.

Q24. In Section 2a, while we expect to compare WEDC's TDL with other programs regarding aspect like award size, terms, and business outcomes, are there specific dimensions of comparison that WEDC considers most critical? Additionally, are there specific programs that the WEDC would like to include in the benchmarking?

- A. There are no other specific programs that WEDC would suggest including for benchmarking the TDL program, that is left to the evaluator's selection. For program comparison, WEDC is most interested in the program structure (loan terms and available incentives) and recipient eligibility dimensions.