WISCONSIN ECONOMIC DEVELOPMENT

QUESTIONS AND ANSWERS

Economic Impact Modeling Tool RFP

Date August 24, 2026

This questions and answers document consolidates all questions received by WEDC about the Economic Impact Modeling Tool RFP prior to deadline to submit questions on August 19, 2026. Some questions have been edited to maintain the confidentiality of potential proposers.

TECHNICAL/TOOL CAPABILITY QUESTIONS

Question 1: One of the mandatory requirements is "Ability to construct geographic regions based on single or multiple Wisconsin counties, ZIP Codes, Census Tracts, Census Blocks, or core based statistical areas." Is the ability to construct model regions at the county level sufficient to meet this requirement or are sub-county model regions a strict requirement?

Answer 1: The ability to construct model regions at the sub-county level is preferred but not required for this RFP. For our primary use cases, WEDC does not require model regions below the county level and avoids using them due to the higher level of uncertainty inherent to such models.

In very rare cases, our research staff may be asked to provide more localized estimates of economic impacts. For these cases, it is helpful to have a tool that can provide impact estimates for sub-county regions.

Question 2: One of the mandatory requirements is "Ability to effectively estimate impacts of localized events across the entire state of Wisconsin." Would it be sufficient for the data to be input into a state of Wisconsin region or would it need to be input into a smaller region like a county?

Answer 2: WEDC's primary use cases for this tool involve modelling an event in a specific location with the goal of estimating total economic impact across the state, as well as total fiscal impact on the State. For this purpose, the ability to directly model a localized (county level) event while capturing impacts across a broader region (the state) is preferred.

If the tool does not have the capability of constructing a model and measuring results in this manner, a recommended approach for approximating such a model and results is acceptable.

Question 3: Are there specific economic impact measures WEDC requires the tool to report, such as employment, personal income, GDP, output, and tax revenue?

Answer 3: At minimum, the tool should report estimates of employment, personal income, and state tax revenue impact. Availability of other measures of impact, such as GDP, output, and local tax revenue are not required, but are preferred.

Question 4: Will WEDC require any baseline economic and demographic forecast data?

Answer 4: While not explicitly required by the RFP, the availability of contextual economic and demographic data and transparency of the assumptions of the model is important to understanding and evaluating the model's outputs. If the model is based on forecasted economic or demographic data, WEDC would consider it important that those forecast assumptions be available for transparency.

Question 5: Does WEDC anticipate that all analyses will be run in-house by WEDC staff, or does it expect the awarded vendor to provide analyst support for non-standard scenarios contemplated in Section I?

Answer 5: WEDC anticipates carrying out all analyses in-house, using our own staff. However, as described in Section IV. A. 5. and Section VIII. B., the availability of ongoing training and support for users is a consideration for proposal evaluation. Such support may take the form of a published knowledgebase, technical consultations, scheduled training, etc.

RFP REQUIREMENTS QUESTIONS

Question 1: How many users does WEDC anticipate for the tool?

Answer 1: WEDC will require a minimum of two and maximum of three users for the tool.

Question 2: Will access to the tool be extended to WEDC's regional partners such as the Regional Planning Commissions?

Answer 2: No. While WEDC does at times purchase economic development and data tools and provide access to it's regional partners, the tool being sought under this RFP would only be used by WEDC staff.

Question 3: Section V requests the cost proposal for "the first year of service and of each annual renewal under this RFP (up to four renewals for a total of five years)." Is it acceptable to provide a cost proposal for a shorter time frame?

Answer 3: Under WEDC's procurement policies, the maximum period for which we may contract for this service without soliciting new bids is five years. To increase certainty around future budgeting cycles and minimize resources spent running RFPs, WEDC prefers to enter contracts that cover renewals up to that maximum.

We understand, however, that some vendors have their own maximum term lengths for which they can contract. If your maximum contract term length is less than five years, please provide a cost proposal for that maximum term length instead of five years.

Question 4: Section VI states that "The contract will cover 1 year with the option to renew annually for another 4 years, for a total of 5 years." Would the renewals be an option to exercise for both WEDC and the Proposer?

Answer 4: The renewal option would be for the exercise of WEDC.

WEDC's primary source of funding is the state of Wisconsin's Segregated Economic Development Fund, which is subject to year-to-year fluctuations. The option to not renew a contract serves primarily as a means for WEDC to cut costs in the event of an unanticipated budget shortfall.

Question 5: Is this tool intended to supplement WEDC's existing economic data platforms, or to replace it?

Answer 5: WEDC subscribes to several economic data tools, and this tool will primarily supplement those existing tools. The tool purchased under this RFP would take the place of an existing tool subscription with a contract that will expire later this year.

Question 6: Section V requires a "capped total cost for the services to be provided under this RFP." Does WEDC impose any minimum cost, price realism, or minimum consideration requirement?

Answer 6: WEDC does not impose a minimum cost or minimum consideration requirement for cost proposals.

Question 7: Should additional data or analysis offered outside the mandatory requirements, as described in Section IV D. 1., be priced as a separate schedule, or included within the capped total?

Answer 7: If the additional data or analysis is included as part of an off-the-shelf service offering along with mandatory RFP requirements, the proposer should include the cost as part of the capped total cost.

If the additional data or analysis are optional add-ons or otherwise separate offerings from services meeting the mandatory RFP requirements, the proposer should provide a separate price schedule for the data or analysis for WEDC to consider.

RFP PROCESS QUESTIONS

Question 1: If the successful proposer uses its standard SaaS/license agreement as the contracting document, will that agreement govern except to the extent it conflicts with the non-negotiable terms of Section VI of the RFP?

Answer 1: WEDC typically requests any modifications to a vendor’s standard contract/license agreement be made via an additional exhibit thereto. This exhibit typically includes standard terms covering methods of payment and invoicing and compliance with Wisconsin statutes for nondiscrimination, public records, and conflicts of interest.

Any further modifications to the contracting document will be made via negotiation between WEDC and the prospective vendor.