



REQUEST FOR PROPOSALS

REQUEST FOR PROPOSALS FOR Economic Impact Modeling Tool

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: **August 11, 2026**

All questions regarding this RFP must be submitted in writing to Steven Richmond at steven.richmond@wedc.org by August 19, 2026, at 4:00 PM CST.

**PROPOSALS MUST BE SUBMITTED BY:
August 28, 2026, 4:00 PM CST**

To:
Steven Richmond
steven.richmond@wedc.org
Wisconsin Economic Development Corporation
2352 S. Park Street, Suite 303
Madison, WI 53713

LOOK FORWARD ►

I. Scope

The purpose of this Request for Proposals (RFP) is to provide interested proposers with the information needed to prepare and submit a Proposal for the following:

An economic impact modeling tool that will be used to model the short-term economic impacts of capital investment (construction and equipment purchases), the economic impact of tourism events, as well as for other projects requiring the estimation of economic impacts.

II. Project Timeline (if applicable)

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

RFP Issued
August 11, 2026

Deadline to Submit Questions
August 19, 2026 4:00 PM CST

Anticipated Response to Questions
August 21, 2026

Proposals Due
August 28, 2026 4:00 PM CST

Anticipated Committee review of Proposals
August 28 – September 4, 2026

Possible Interviews with Proposers
September 7 – 16, 2026

Anticipated Approval of Award
October 9, 2026

Anticipated Contract Start Date
October 24, 2026

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 is governed by a sixteen-member Board of Directors. WEDC's Chief Executive Officer is appointed by the Governor.

WEDC provides financial and technical assistance and services to businesses and organizations in Wisconsin for the purpose of strengthening economic development and

creating and retaining jobs. As of June 30, 2026, WEDC had approximately 148 employees and an operating budget of \$136 million. Revenues to finance its operating budget are derived primarily from state appropriation, loan repayments and other income.

WEDC operates five economic and community development divisions and seven finance and administrative departments primarily in the Madison, Wisconsin location. WEDC provides grants, loans, tax credits, and other financial and technical assistance to its customers.

IV. Proposal Requirements

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

A. Mandatory Requirements

1. Ability to efficiently and accurately model the economic impacts of capital investments (construction and equipment purchases), tourism events (festivals, sporting events, conferences, etc.), and other scenarios as needed.
2. Ability to construct geographic regions based on single or multiple Wisconsin counties, ZIP Codes, Census Tracts, Census Blocks, or core based statistical areas.
3. Ability to effectively estimate impacts of localized events across the entire state of Wisconsin.
4. Easy to use and interpret outputs and interface.
5. Provision of ongoing training and support for users.

B. Organizational and Staff Capabilities

1. Provide a brief description of the proposer's history and organization.
2. Describe the proposer's experience providing economic impact modelling tools, particularly to economic development organizations.
3. Provide a list of at least three relevant engagements held by the proposer which indicates relevant experience.
4. Provide a list of all staff persons who will be involved in carrying out the tasks covered by this RFP, describing each in terms of their involvement in specific tasks and qualifications.
5. 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

1. Describe, in detail, the proposer's technical approach to the project.
2. Provide a timeline for providing the required services sought under this RFP.

D. Other Items

1. Proposers should detail any related additional data or analysis included in your services that do not fall under the Mandatory Requirements of this RFP. Include the price for any such extra items in the Cost Proposal as additional costs, if applicable.
2. Please also describe your onboarding process for new users and what on-demand training is available for your service.

E. Documents

1. Provide a copy of the proposer's W-9. (Required)

2. Provide a copy of the proposer's standard contract documents, if available.
3. Provide a completed Supplier Demographic Attestation Form (optional).

V. Cost Proposal

Proposers should provide a fixed cost proposal for the services to be provided under this RFP, including anticipated out of pocket costs. The cost proposal shall be a capped total cost for the services to be provided under this RFP and include the cost for the first year of service and of each annual renewal under this RFP (up to four renewals for a total of five years).

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 1 year with the option to renew annually for another 4 years, for a total of 5 years.

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 unless required to do so by legal process of law without prior authorization by WEDC. 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. This language may change with the new procurement policy.

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 Economic Research Manager, Steven Richmond at steven.richmond@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. Communication with other sources may be cause for the rejection of a proposal. All questions regarding this RFP must be submitted in writing to WEDC's Economic Research Manager, Steven Richmond by **August 19, 2026**, at 4:00 p.m. CST.

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 Economic Research Manager, Steven Richmond at steven.richmond@wedc.org, no later than **August 28, 2026**, at 4:00 p.m. CST. 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 the 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

WEDC will review each proposal and intends to select the vendor that provides the best value to WEDC. Each bid will be evaluated based on the vendor's Cost Proposal and ability to meet the requirements laid out in Section IV: Proposal Requirements. WEDC may request a meeting with some qualified proposers before the final selection. Proposals will be reviewed in accordance with the evaluation criteria described in Section C below.

C. Evaluation Criteria

Mandatory requirements must be met in order for a proposal to be considered for award under this RFP. Evaluation of the proposals will be based on the proposer's the cost of the proposal, the proposer's relevant engagements and experience, and the proposer's ability to meet the following mandatory requirements:

1. Ability to efficiently and accurately model the economic impacts of capital investments (construction and equipment purchases), tourism events (festivals, sporting events, conferences, etc.), and other scenarios as needed.
2. Ability to construct geographic regions based on single or multiple Wisconsin counties, ZIP Codes, Census Tracts, Census Blocks, or core based statistical areas.
3. Ability to effectively estimate impacts of localized events across the entire state of Wisconsin.
4. Easy to use and interpret outputs and interface.
5. Provision of ongoing training and support for users.

D. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may negotiate 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.

E. Award Decision

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

F. 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.