



RFP NO. 100124-FY23-14
ECONOMIC DEVELOPMENT STRATEGY PLAN CONSULTANT

ADDENDUM NO. 2

OCTOBER 5, 2022

ITEM NO. 1: QUESTIONS AND INQUIRIES

Interested offerors shall be mindful of the following responses to the questions received:

1. **Question:** Is there a preferred timeframe for the completion of this project?

Response: The Town would expect this project to be concluded in about 8 to 12 months. It is planned to begin January 2023.

2. **Question:** Is there a budget or budget range for this project?

Response: Town Council has identified Economic Development as a priority. A budget of \$100,000 has been established that recognizes the importance of developing a comprehensive Economic Development and Tourism Strategic Plan.

3. **Question:** Are out of state firms encouraged to apply? (We are headquartered in Minnesota but work nationally.)

Response: The Town of Leesburg will evaluate each proposal based on the evaluation criteria listed in the RFP. All responses will be considered regardless of location. Please also refer to Section 17 of the Sample Contract (Page 21 of the RFP) in which offerors must be registered with the Virginia State Corporation to transact business in the Commonwealth of Virginia.

4. **Question:** Is there a preference for a local firm based in Virginia with an on-the-ground presence or would you be willing to work with a national firm? Our firm has offices in New York and Austin and we would include several trips to Leesburg at key stages of the project.

Response: Please see # 3 of this addendum.

5. **Question:** What is the expected timeline of the project (i.e. start and end dates)?

Response: Please see #1 of this addendum.

6. **Question:** The scope of work does not include stakeholder engagement/community outreach. What are your expectations in this regard?

Response: If the offeror determines that implementation to achieve the listed deliverables includes stakeholder engagement, they can identify that in their proposal.

7. **Question:** Would you welcome a hybrid (virtual/in-person) stakeholder engagement model?

Response: Yes, the Town welcomes all types of stakeholder engagement models.

8. **Question:** What is the total allocated budget for this project?

Response: Please see #2 of this addendum.

9. **Question:** Can you please provide us the budget amount for this project?

Response: Please see #2 of this addendum.

10. **Question:** Can you please provide the name of the previous awarded vendor (incumbent), along with the incumbent's awarded amount?

Response: This is a new project for the Town; therefore, there is no incumbent vendor information or amount available to provide.

11. **Question:** To assist consultants with scoping and the allocation of internal resources, would you be willing to share the budget range established for this project? As cost is a component of the evaluation process, any guidance would be greatly appreciated.

Response: Please see #2 of this addendum.

12. **Question:** What is the preferred timeline for this project (start and end dates)?

Response: Please see #1 of this addendum.

13. **Question:** The RFP indicates a contract term of one-year. Does the Town have preferred start/end dates for the project? Would the Town consider an expedited timeline, e.g., 6-months to support momentum and interest with leadership and community stakeholders?

Response: Please see #2 of this addendum.

14. **Question:** Has a Steering Committee been formed for this project? Who is represented on that committee?

Response: The committee consists of the following members: The Economic Development Director, the Business Development and Retention Manager and the Small Business Development and Tourism Specialist.

15. **Question:** Who will be the main point of contact for the project?

Response: The Economic Development Director.

16. **Question:** Does the Town have a working relationship with Visit Loudon? Will they be included in the planning process?

Response: Yes, the Town has a working relationship with Visit Loudoun, and they would be available to provide feedback regarding some aspects of tourism.

17. **Question:** Does the Town expect to have stakeholder engagement take place in person? Virtually? Or, a combination?

Response: Please see #7 of this addendum.

18. **Question:** Are there specific U.S. towns that Leesburg looks to as a model for economic development and tourism?

Response: The expectation is that the offeror will provide this information based upon their experience and research.

19. **Question:** What is the funding source for the project?

Response: Yes, town funds have been approved and are included as a part of the Department's FY2023 Budget.

20. **Question:** What is the total project budget?

Response: Please see #2 of this addendum.

21. **Question:** What is the perceived greatest current barrier to economic development in the community?

Response: No complete picture of Leesburg. Focus falls on specific areas, such as Downtown, but not Leesburg as a whole. Also, lack of awareness for non-retail commercial development.

22. **Question:** How is economic development currently supported by the Town?

Response: Economic Development is a Department within the Town consisting of four (4) full-time employees. The Town Council has identified Economic Development as a priority for the Town. Additionally, the Department maintains strong relationships with both local and regional partners.

23. **Question:** Is there a budget range that has been discussed or set aside? Based on the scope of work we expect such a plan to require about \$75,000 in labor costs. Is that possible?

Response: Please see #2 of this addendum.

24. **Question:** Is there an intention to update this plan on some more standard basis - ex. 5 or 10 years?

Response: To be determined. Should not be considered as a part of this proposal.

25. **Question:** Are there any strong relationships with neighboring communities that should be considered?

Response: As a town in Virginia, Leesburg is part of Loudoun County. The market for the Town would be in line with both Loudoun County and northern Virginia as a whole. That said, the Town

operates separately from the County and is not dependent on the County for economic development related services.

26. **Question:** Does the Economic Development Department have a comprehensive database with contact information for economic development and tourism businesses/stakeholders in the Town?

Response: The Economic Development Department does maintain a working database of contacts.

27. **Question:** This Community Profile is very informative - <https://www.leesburgva.gov/home/showpublisheddocument/27021/636965424811030000>
Do you happen to have an updated version to share?

Response: The Town does have more information that is updated on a regular basis. Information will be provided to the awarded offeror.

28. **Question:** As part of the Visit Loudoun tourism alliance, how do you align with their strategic plan to attract new markets and opportunities? Do you have access to their research?

Response: The Town provides annual financing to Visit Loudoun to provide tourism-related services focusing predominately on generating overnight stays. We do have access to their research. For our tourism focus, the Town is looking at opportunities to attract predominately “day-trippers” and to highlight our local events.

29. **Question:** Have Leesburg’s Industrial Hubs or investment areas been formally defined?

Response: Unlike many other areas, the Town does not have a designated separate growth area. All areas within the Town are completely served by utilities. The Town’s zoning map can provide an illustration of those areas within the Town that are targeted for commercial development. In addition, there are areas that the Town has identified specifically for redevelopment. This information will be provided to the awarded offeror.