

Request for Proposal: Detroit Regional Chamber

September 4, 2018

Background

The Detroit Regional Chamber's Business Attraction Program represents the 11 counties of Genesee, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Shiawassee, St. Clair, Washtenaw and Wayne, and the City of Detroit in an effort to attract investment and jobs into the region. The DRC Business Attraction Team is principally charged with convening key regional public and private partners in order to: develop coordinated attraction strategies; unified regional messaging; market the region to global business; serve as the region's premier lead generation source for new business investment; and act as a project manager on behalf of companies relocating or expanding to the Detroit region. The primary business attractions activities include trade missions, hosting of foreign delegations, attending trade shows, outreach to site consultants and targeted company outreach.

MICHauto is a key economic development initiative of the Detroit Regional Chamber, dedicated to promoting, retaining and growing the automotive and mobility industry in Michigan. MICHauto is Michigan's only automotive industry cluster association. The program provides a unified voice of Michigan's automotive industry, providing a platform for various automotive stakeholders to collaborate on matters related to advocacy, awareness, business attraction, mobility and talent attraction and retention.

Project Description

The strength of our regional economy and economic development success, relies heavily on the ability of our existing automotive ecosystem to drive forward the future of mobility. To inform and enable the efforts of the DRC, MICHauto and PlanetM to support this transformation, the DRC team is undertaking an effort to identify Michigan's current automotive OEMs and supplier partners that are leading in the mobility space, develop an understanding of their specific Michigan based mobility activities and map the leaders driving this innovation in their respective companies.

The project outcomes are to develop a list of the leading OEM and supplier companies driving mobility innovation in Michigan, identify their products, mobility plays, tech interests and individual contacts who serve as the leads of these teams.

The development of this data set will be done in close collaboration with the DRC's MICHauto, Business Attraction and Research teams. Additional coordination will include the PlanetM/MEDC team.

The DRC is requesting the services of an outside consultant to complete this task. The DRC will have proprietary control of this research product, to be leveraged by the DRC and PlanetM

teams as they implement their respective efforts around supporting and growing the mobility ecosystem in Michigan. Target completion date is October 26, 2018 or sooner if possible.

Project Deliverables

The company must be able to provide the following deliverables:

- Description of the Methodology used to classify mobility technologies/activities/products
- Identification of leading companies operating mobility activities/programs in Michigan, utilizing agreed upon methodology (minimum of 50 companies)
- Development of profile of each company that outlines their Michigan mobility activity, including mobility related investments and jobs where available (2 to 3 paragraphs in length)
- Contact information for mobility technology program leads. This contact information must be populated in an Excel spreadsheet with the following categories: First Name, Last Name, Title, Program Focus/Name, Company Name, Phone Number, Email Address.
- If available, provide a biography of the identified person(s) within each company.
- This document is to be presented in a Word document with company contacts and corresponding excel spreadsheet
- A release that all materials provided to the Chamber become property of the Chamber and will not be redistributed

Timeline

Proposals due by 9 a.m. September 17, 2018.

Finalists selected by September 19, 2018.

Contracts awarded by September 21, 2018.

Project Completion Date: October 26, 2018.

Budget

Project budget is \$40,000

Payment Schedule

The Chamber will pay 50% of total payment amount within 30 days of contract signature. The remaining 50% will be paid at the completion of the project.

Proposal Components

- Detailed description of work product to be delivered, including suggested methodology
- Project timeline and milestones
- Cost proposal containing maximum costs that would be billed to the Chamber
- Describe qualifications and experience providing similar services or goods as required in this RFP, including any sample related work products
- Identify key staff who will be assigned to this project including the percentage of their time allocated to the project and bios

Work will be evaluated based on cost (50 percent), related past work process, products and references (40 percent) and ability to work within estimated timeline (10 percent).

DRC Project Team Members

The Detroit Regional Chamber Project Team Members are:
Justin Robinson, Vice President, Business Attraction
Carlotta Gmachl, Coordinator, Business Attraction
Glenn Stevens, Executive Director, MICHauto
Katelyn Davis, Director, MICHauto
Angela Ladetto, Director, Business Research
Christyn Lucas, Manager Business Research
Devon O'Reilly, Manager Entrepreneurship & Detroit Engagement

Contact

Please submit proposals and any questions via email to:

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