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NEVADA COUNTY BOARD OF SUPERVISORS

Board Agenda Memo

MEETING DATE: March 10, 2020

TO: Board of Supervisors

FROM: Jeffrey Thorsby, Senior Management Analyst

SUBJECT: Resolution approving the Request for Proposal (RFP) and Scope of Services for economic development management services and authorizing the Purchasing Division to advertise for bids.

RECOMMENDATION: Adopt the attached Resolution.

FUNDING: Not Applicable.

BACKGROUND:

On January 24, 2020 the Board of Supervisors directed staff to conduct a Request for Proposal (RFP) to obtain a vendor for economic development management services with the County's current 5-year contract expiring on June 30, 2020. The County's current contract scope of services include 1) technical assistance to local businesses; 2) support for the growth of existing and emerging business clusters; 3) assisting business with talent-related needs; 4) assisting businesses seeking to move to the area; 5) implementing an integrated marketing campaign that encompasses tourism, the arts, talent and technology companies; and 6) maintaining the County's Tourism Website, GoNevadaCounty.com. However, the Board directed staff to implement a new economic development strategy to better align the County's activities with industry best practices that distinguishes between the County's direct and supporting role in promoting economic development.

Specifically, the County's direct role in economic development includes 1) policy development, 2) enhancing regulatory service culture within the Community Development Agency (CDA) that minimizes barriers to economic development, 3) developing infrastructure that fosters business development, and 4) employing a pro-active approach using data to understand specific needs and opportunities to assist in attracting businesses. The County's supporting role includes 1) supporting business technical assistance and workforce development services, 2) leveraging private business leadership to retain and expand existing businesses, 2) providing private sector businesses with coordinated linkage to regulatory development process that are timely, transparent and consistent, 4) developing a regional economic development plan that incorporates key stakeholders including the City of Grass Valley, City of Nevada City and the Town of Truckee, and 5) promoting Tourism through the development of a Tourism Business Improvement District (TBID).

Subsequently, the Board's Ad Hoc Economic Development Subcommittee met with staff on February 21, 2020 and review the draft RFP for economic development management services with substantial changes in the schedule of services from the existing contract to include business technical assistance and developing a regional economic development strategic plan. The County's contract will no longer include tourism promotional and integrated marketing activities, nor maintenance of GoNevadaCounty.com tourism website. Instead the County will work separately outside this contract to assist in supporting the development of a TBID to develop sustained funding for tourism promotion and contract services for GoNevadaCounty.com.

An outline of the proposed RFP Scope of Services is outlined below:

- Business Technical Assistance in both Eastern and Western Nevada County
 - Technical Assistance (i.e. business planning, financial planning, strategic planning, needs assessments, workforce recruitment and development planning)
 - Resource Linkage Services (investor capital, relocation services, grants, and other applicable federal, state and local resources)
 - Business Outreach (all industry sectors)
 - CDA Warm-hand Off Coordination Services
 - Assisting CDA to deliver timely, transparent, and consistent customer services and business assistance navigating the permitting or other regulatory processes
 - Linkage services with Grass Valley and Nevada City development agencies
- Development of a County Regional Economic Development Plan
 - Incorporates City of Grass Valley and Nevada City
 - 1) Sustained growth for business retention, expansion and attraction
 - 2) Workforce development with focus on higher-wage jobs
 - 3) Infrastructure development needs including housing and broadband
 - 4) Recommendations for public policy and government services
 - 5) Support and promote vibrant community and tourism attraction strategies.
 - Inclusive & Collaborative Process
- Inclusive Private Business Collaboration
 - Engage, maintain and leverage private businesses in an inclusive collaborative manner.

Therefore, staff recommends the Board adopt the attached resolution approving the Request for Proposal (RFP) and Scope of Services for economic development management services and authorize the Purchasing Division to advertise for bids.

Item Initiated by: Jeffrey Thorsby, Senior Management Analyst
Approved by: Mali Dyck, Assistant County Executive Officer