

Request for Proposal (RFP)

Project: Elizabethtown-Fort Knox MSA Economic Transformation Project

Background:

The Elizabethtown-Fort Knox MSA is a metro with momentum! The recent announcement of BlueOvalSK Battery Park by Ford and SK Innovation follows other recent positive economic news including Kruger Packaging (Elizabethtown), Nucor (Brandenburg), V-Corp (Fort Knox) and more.

The MSA and surrounding region are ripe with new and exciting opportunities for population growth, new job creation, quality of place enhancements and major development. To fully capitalize, there will be a great deal of planning and work to be done, but as is always the case, our community stands ready to answer the call.

Leadership throughout the region is poised to develop an economic action plan that leverages the assets of the region as a whole and provides a clear outline of the strategies needed to ensure long-term success. It is anticipated however that recommendations and strategies developed may vary in their relevance and effectiveness by area within the region; therefore, it is requested that responding firms identify how they will provide data and analysis in a format that can be utilized on a sub-region and/or county-by-county basis as well as by the region as a whole. The firm conducting this study and analysis should provide information relative to the entire region, and for natural subregions that may become apparent during the study period in order to help define and position the area.

Project Goals:

To help ensure our economic pillars and business community can proactively meet the needs associated with this growth, the Hardin County Chamber of Commerce (HCCC) and the Elizabethtown-Hardin County Industrial Foundation (EHCIF) are partnering with regional leaders Baptist Health Hardin and Elizabethtown Community and Technical College (ECTC) to engage a consultant to provide the following:

1. Research data,
2. Benchmarking insight,
3. Stakeholder engagement,
4. Smart growth strategies, and
5. Process guidance.

The desired final outcomes of the study are:

1. An understanding of the economic forces at work at the regional, national and global levels and the opportunities they may provide to our region for economic growth and sustainability over the next several decades.
2. An understanding of the quality of life and general community factors that directly impact the attraction and retention of a quality workforce, and the current state of our workforce preparation system and educational attainment.
3. A well-articulated vision of our economic future and recommended action steps that can be used in the visioning process to develop a detailed, step-by-step implementation plan for the region as a whole and/or for sub-regions and counties.

Scope of Services:

Region: Hardin County and the adjacent counties to include LaRue, Meade, Breckinridge, Grayson, Nelson, Hart, Bullitt, Green and Taylor

Project Activities:

- Develop a project timeline to include regular reports of progress/deliverables/benchmarks at agreed upon intervals beginning with 30 days, 60 days, 90 days, etc. These interim reports will include drafts of final documents for each deliverable.
- Work closely with local leaders and staff to execute deliverables.
- Deliver hard copies and pdf formats of reports.
- Collaborate with the Chamber and Industrial Foundation to present project findings and results at an in-person stakeholders event.

Deliverables:

1. Research Data

- a. Research and present data regarding BlueOval job creation:
 - i. Demographic data
 - ii. Anticipated payscale data
 - iii. Impact on current growth trends
- b. Multiplier created to provide working projections through the next four (4) U.S.Census counts regarding:
**Special attention should be paid to provide as much detail as possible in terms of employment sectors impacted by multiplier job creation.*
 - i. Anticipated job growth
 - ii. Project job growth by sector
 - iii. Anticipated personal income growth

2. Benchmarking Insight

- a. Boom Towns - Identify and benchmark "Boom Towns" by comparing Hardin County and the region to similar communities that experienced significant job and population growth to identify best practices for "Smart Growth" initiatives and negative impacts.
- b. Regional Peers - identify and benchmark "Regional Peers"
 - i. Compare Hardin County and the region to similar communities based on the following:
 1. Projected population
 2. Employment sectors, specifically military and advanced manufacturing
 3. Regional healthcare system and
 4. Regional community college**Special attention should be paid to education institutions with examples and programs in and around the area of Research & Development (R&D) public/private partnerships.*

3. Stakeholder Engagement

- a. Conduct a series of confidential, one-on-one interviews with regional leaders
- b. Complete a SWOT analysis based on interviews

4. Smart Growth Action Plan

- a. Create an “asset map” of the regional amenities and economic opportunities in the region.
- b. Identify gaps in meeting population growth and workforce needs.
- c. Identify and prioritize strategic goals for the region’s consideration.

5. Process Guidance

- a. Metropolitan Statistical Area Expansion - research and provide synopsis of data supporting the inclusion of additional counties to the current Metropolitan Statistical Area and detail the process of making this request to appropriate federal agencies.
- b. Interstate Designation of Regional Parkways - research and provide data supporting the change of two parkways (Bluegrass and Western KY) to a federal interstate designation and detail the process of making this request to appropriate federal and state agencies.

Anticipated Selection Schedule:

- RFP issued – May 13, 2022
- Proposals due –May 26, 2022– Noon (EDT)
- Leadership Team Review – May 31, 2022
- Stakeholder Consideration – June 2, 2022
- Contract award – June 10, 2022

Time and Place of Submission of Proposals:

Vendors are required to submit proposals via email as a PDF attachment or PDF shared via Google Drive or Dropbox. Document must contain signatures. The proposal must arrive no later than 12:00 p.m. noon (EDT) on Thursday, May 26, 2022. The proposal is to be sent to the RFP Coordinator at the appropriate email address listed. An email reply confirmation will be provided for all submittals.

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 Address: Hardin County Chamber of Commerce
 111 W Dixie Ave, Elizabethtown, KY 42701
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Timeline:

- Work begins - on or before July 1, 2022
- 30-day Update - August 2022
- 60-day Update - September 2022
- 90-day Update - October 2022
- Contract ends – November 1, 2022 (or when reports are complete)

Considerations:

Budget consideration should be given that the project will be funded by local, private businesses.

Project budget should be invoiced in five equal installments plus direct costs for the billing period at execution, at 30 days, at 60 days, at 90 days and at contract end. We reserve the right to reject all bids.