



The City of Converse  
Economic Development Corporation (the "CEDC")  
Publishes this

## REQUEST FOR ESTIMATE

Business Retention and Expansion (BRE) Strategic Plan

Date of publication of this document – **June 4, 2024**

Contact Person:  
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Deadline for submission of Responses:

**10:00 AM, July 5, 2024**

Responses received after the Deadline will be rejected.

# CONVERSE ECONOMIC DEVELOPMENT CORPORATION

## REQUEST FOR ESTIMATE

The Converse Economic Development Corporation (the "CEDC") is seeking estimates for a Business Retention and Expansion Strategic Plan. Those who respond to this request (a "Respondent" or the "Respondents") must comply with all terms of this document.

### 1. DEADLINE

- A. Responses to be emailed to Assistant Director, Converse Economic Development Corporation, Kat Lallo at [KLallo@converseEDC.com](mailto:KLallo@converseEDC.com).
- B. Respondents must hold their Responses firm for ninety days following the deadline in.
- C. Responses will not be accepted by oral communication, telephone, Electronic Mail, or Facsimile transmission.
- D. Emails containing Responses must be clearly marked:

## CONVERSE EDC RESPONSE BRE STRATEGIC PLAN

- E. Time is of the essence in submitting Responses.
- F. Responses submitted by a Respondent after the deadline or that are non-compliant with material aspects of this document will be rejected.

### 2. INFORMATION RELATING TO THIS REQUEST FOR ESTIMATE

Information relating to this request may be found on the CEDC's website, <https://chooseconverse.com/how-we-help/governance/#/> or by contacting Kat Lallo, Assistant Director via Electronic Mail at [KLallo@converseedc.com](mailto:KLallo@converseedc.com).

### 3. CONTENTS AND SUBMISSION OF RESPONSE

- A. Responses shall be submitted via email.
- B. Responses must be complete with all supporting documentation.

- C. Firm staffing, Names titles, experience, and length of service of key personnel.
- D. Statement of qualifications: Narrative or other statement by the firm of its qualifications. Provide professional licenses and certifications.
- E. Availability: Statement of the availability of key personnel of the firm to undertake this project.
- F. Scope of Time: Estimation of overall scope of work/time involved with your team's proposal. A timeline to completion with stratified steps along the way for implementation.
- G. Fees and Costs: Provide a cost estimate, including fees or hourly rates for members of the consulting team.
- H. Project list: List of similar projects completed or currently underway by the firm and/or key personnel referenced under Availability, and
- I. References: Minimum of three to be provided.

#### 4. COMMUNITY PROFILE

Converse is a diverse, thriving community of over 29,000 residents in eastern Bexar County, Texas. The city is in the San Antonio Metropolitan Area, which is a regional economic hub. Converse has a diverse population with 46.1% Hispanic, 28.8% White, 19.7% Black, 17.3% Two or More Races, 2.6% Asian and .6% Native American, and .4% Native Hawaiian and Other Pacific Islander. 9,653 families reside in Converse, with 2.89 persons per household. The median household income is \$77,237 (in 2022 dollars).

#### 5. CONSULTANT SERVICES

##### A. INTRODUCTION

The CEDC seeks an agreement with qualified individuals, firms or corporations to provide a BRE Strategic Plan including a timeline, and a total Budget.

##### B. PROJECT BACKGROUND

The BRE program supports the growth and sustainability of local businesses to increase the overall prosperity of Converse. The proposed BRE Strategy is to guide the organization into the future. The EDC has identified a Scope of Work with desired impacts and

deliverables. The consultant is to use their expertise to expand and develop them further.

## 6. PROJECT SCOPE

### A. BR&E Program Assessment

- i. The current BRE program performs 5-10 official visits annually and drop-ins to businesses in town annually. Consultant to understand the current BRE initiatives and interactions with existing businesses. Evaluate visitation program, program, surveys, tracking systems, and assistance provided.

1. Desired Impacts

- a. Increased Jobs
- b. Increased satisfaction and visibility of Converse EDC BRE program by local businesses.

2. Deliverables

- a. Primary Jobs Visitation Plan
- b. Small and Lifestyle Business Visitation Plan

### B. Communication Plan

- i. Currently, communications are primarily announcements of events or resource opportunities and as responses to identified individual business needs.

1. Desired Impacts

- a. Promotion of local businesses to the community
- b. Natural interactions between businesses
- c. Increased awareness of resources, programming, opportunities for local businesses.
- d. Regular emails regarding business development and assistance available.

2. Deliverables

- a. Comprehensive communication plan
  - i. Resource referral template(s)
  - ii. Survey template(s)
  - iii. Newsletter template
  - iv. Welcome to Converse email template for new businesses.
  - v. Email template and link to schedule meeting between the EDC and local business.
- b. Business Promotion Plan
  - i. Promoting local business Newsletter template(s)

- ii. Promoting local business Marketing campaign with templates

### C. Ecosystem Assessment

- i. Entrepreneurs are operating in silos with little to no identified interactions, resource activity is absent in the community, a lack of entrepreneurial support organizations exist, no identified entrepreneurial convening activities. Ecosystem assessment, identify ecosystem building partners, develop a platform for interactions.
  - 1. Desired Impacts
    - a. Increased organic entrepreneur to service provider interactions, entrepreneur to entrepreneur interactions, and service provider activity within the community.
    - b. Find and engage partners supporting the ecosystem and develop a platform for interaction.
  - 2. Deliverables
    - a. List of identified active resources in the community.
    - b. List of identified resource gaps in the community.
    - c. Create a webpage on the EDC website of selected resource partners with links to their contacts, programming, and respective websites.
    - d. Determine partnerships and develop a platform for interaction.
    - e. Create communication templates to connect resource partners with businesses.

### D. Resource Assessment

- i. Identify professional service resources active within 30 miles of Converse, identify gaps in services available to Converse Businesses, and identify entrepreneurial meetups and other convening meetings active in the region. Assess opportunities to connect resource partners with local businesses.
  - 1. Desired Impacts
    - a. Organic interactions between businesses and service providers.
  - 2. Deliverables
    - a. Professional Services Resource List
    - b. List of identified active resources in the community.
    - c. List of identified resource gaps in the community.

- d. Create a webpage on the EDC website of selected resource partners with links to their contacts, programming, and respective websites.
- e. Determine partnerships and develop a platform for interaction.

## 7. GENERAL INFORMATION

- A. Description of your firm's history, types of services provided, number of employees and year in existence.
- B. Description of the project team, with the responsibilities of each member, and their backgrounds.

## 8. REFERENCES

- A. Respondents must provide the names of references for which Respondents have engaged in work closely related to the work required in this BRE Strategy.
- B. Reference information must include:
  - 1. Contact information including name(s), titles, addresses, phone, and email addresses.
  - 2. A description of work performed; and
  - 3. Dates work performed.
- C. References will be contacted.

## 9. CONFIDENTIAL INFORMATION

- A. Any information deemed to be confidential by a Respondent should be clearly marked on pages where such information is contained.
- B. The CEDC cannot guarantee that it will not be required to disclose all or part of any public record under Texas Public Information Act, since information deemed to be confidential by a Respondent may not be confidential under Texas Law, or pursuant to a Court order.

## 10. SUBMITTAL REVIEW TENTATIVE SCHEDULE

- A. Request for Quote is Released: June 4, 2024
- B. Proposals Submitted to the CEDC by: July 5, 2024

- C. Initial Evaluation of Proposals: week of July 12, 2024
- D. CEDC to contact the selected Consultant(s) & Associated Contract(s): July 19, 2024
- E. The Consultant will be contacted to finalize the contract.