

July 27, 2023

**REQUEST FOR PROPOSALS FOR  
DEVELOPMENT OF ECONOMIC DEVELOPMENT STRATEGIC PLAN  
FOR TOWN OF WILLINGTON**

**RFP ADDENDUM – July 27, 2023**

The Town of Willington, CT makes the following update to its RFP for the Development of an Economic Development Strategic Plan:

Bids will be publicly opened and compiled on Monday, July 31 at 1:00 p.m. in the Town of Willington Land Use Office. Compiled bidder names and prices will be posted on the Town of Willington website by 4:00 p.m. that same day.

Any questions regarding this process may be directed to [edc@willingtonct.gov](mailto:edc@willingtonct.gov).

July 5, 2023

**REQUEST FOR PROPOSALS FOR  
DEVELOPMENT OF ECONOMIC DEVELOPMENT STRATEGIC PLAN  
FOR TOWN OF WILLINGTON**

**Willington Town Office Building  
40 Old Farms Road, Willington, CT 06279**

The Town of Willington, CT requests written proposals from qualified economic development consultants and/or interdisciplinary consulting teams to lead the town in a strategic planning process intended to assist the town in setting policy directions to encourage appropriate development in targeted areas. This strategic planning process would include several key components, including:

- 1) Conducting an objective analysis of Willington's development market and economic growth potential;
- 2) Based on the market analysis and assessment of key development areas, presenting several alternative development scenarios (from light development/small business to larger/industrial focus) with associated revenue and expenditure projections (property tax increases and employment opportunities vs. increased infrastructure costs and government services); and
- 3) Following the development of this analysis and alternative presentation, leading key town stakeholders through a discussion and visioning process in an attempt to develop a desired consensus approach.

The deliverables of this project, based on the above components, would include:

- 1) Economic development market analysis for Willington;
- 2) Three alternative development scenarios for Town growth, including analysis of population, employment, and municipal revenue ("grand list") growth along with projected expenditure increases and infrastructure costs over a 5- and 10-year horizon; and
- 3) Consensus economic development strategic plan, including recommended implementation actions.

It is anticipated that the overall project would be completed within one year of notice to proceed. The project will be managed by the Economic Development Commission, but is anticipated to include extensive involvement by members of the Board of Selectmen, Planning & Zoning Commission, Board of Finance, Board of Education, the Willington business community, and members of the public. The proposed number and format of meetings and stakeholder interviews shall be described as part of the responses to this RFP.

The Town of Willington will not reimburse from any expenses incurred in connection with this Request for Proposals (RFP) including, but not limited to, preparing the initial response and any additional information requested or travel expenses relating to any oral presentation. Please be advised that responses will be considered property of the Town, are matters of public record, and may be disclosed by Willington after the awarding of a contract.

Respondents should provide a statement of qualifications and a proposed project approach, scope of services, and project budget based on this project's description. Bids will be evaluated based on the following criteria:

- Qualifications and relevant experience in municipal economic development strategies of the team members proposed to be assigned to the project;
- Understanding of Town needs and proposed approach in development of the strategic plan;
- Proposed approach to stakeholder engagement and development of consensus strategic plan;
- Description of proposed technical approaches to financial analysis and growth modeling;
- Recommendations for any critical scope elements that may have been inadvertently omitted by the Town; and
- Price and timeframe for completion of project;

Questions about this RFP should be directed to Economic Development Coordinator John Guszowski at [edc@willingtonct.gov](mailto:edc@willingtonct.gov) by email only, no later than July 21, 2023. Answers to questions received will be posted by July 24, 2023 on the Town's website at [www.willingtonct.gov](http://www.willingtonct.gov)

Sealed Bids clearly marked "Willington Economic Development Strategic Plan" shall be received until 12:00 p.m. on Monday, July 31, 2023 at the Office of the First Selectman, Willington Town Office Building, 40 Old Farms Road, Willington CT 06279. The Town of Willington reserves the right to accept or reject any and all bids.

Bids will be publicly opened and read at an open public meeting on Monday, July 31 at 12:00 p.m. in Board of Selectmen. The expectation is that the Town will conduct interviews with respondents judged to be highly qualified.

Confidentiality - If the Respondent believes that any information in its proposal should be treated as confidential that material shall be clearly marked. The Town shall endeavor to protect confidential material from disclosure to non-Town employees to the extent required by State or Federal law. In no event will the Town be responsible for the inadvertent disclosure of your response to this RFP.

- Is there a preference for a local Connecticut-based consultant? Our firm has offices in New York and Austin, and we expect to be in Willington for key milestones of the project.

There is no stated preference for a Connecticut-based consultant, though familiarity with the Town is a benefit, and the selected consultant would be expected to be physically present as needed for public presentations, outreach, and stakeholder engagement.

- What are your expectations with regard to stakeholder engagement?

The Town is interested in a robust, but efficient process of stakeholder engagement. Members of the Economic Development Commission, Planning & Zoning Commission, and Board of Selectmen are the key public officials to be involved, but survey and conversation with the business community and the public at large are also critical. We are leaving the proposed scope and extent of the stakeholder engagement process to be proposed by consultants, based on their understanding of this RFP and their expertise in the field.

- What is the total allotted budget for this project?

The Town has initially set aside a maximum of \$40,000 for this study, but reserves the right to adjust its budget as needed.

- We work with a subcontractor on our economic development projects (a firm that specializes in economic development). Is this ok with you?

A team with subconsultants is acceptable, though there should be some demonstrated history of collaboration so that the Town can be confident it is working with a cohesive consultant group.

- Is there a budget or budget range for this project that you can share with us?

The Town has initially set aside a maximum of \$40,000 for this study, but reserves the right to adjust its budget as needed.

- Is there a specific format that you would like us to follow for the construction of our proposal?

There is no specific format for the proposal, as long as the consultant responds to the Town's priorities and presents a clear scope of work.

- Is there a preference for a local firm?

There is no stated preference for a local consultant, though familiarity with the Town is a benefit, and the selected consultant would be expected to be physically present as needed for public presentations, outreach, and stakeholder engagement.