

Successful Pitches and RFP Responses: Putting your Best Foot Forward

Presented to:



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

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Overview

Ginovus is a globally recognized provider of location modeling, site selection, economic development incentives procurement and compliance management services.

Ginovus team members have advised and served clients in support of 400+ projects throughout North America and the Caribbean.



Representative Clients by Industry

FINANCIAL SERVICES



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HQ SELECTION



IT



MANUFACTURING





IMPORTANCE OF COMMUNITY READINESS

While the primary topic is Successful Pitches and Creating RFP responses
Ginovus encourages overall community readiness
fundamental to the community response.

Community readiness should include:

- Website Condition – “Front door” to the community
- Request For Information (RFI) Response
- Site Visit Preparation and Delivery



WEBSITE ANALYSIS

So much research is done at arms length before a community is contacted. With this in mind, ensuring the website is effective in conveying relevant information is important.

From the site selector/company perspective these elements are crucial:

- Fresh/up-to-date
- Easy to navigate
- Sites and buildings
- Demographics/workforce/talent attraction
- Resources/engagement
- Business climate/incentives
- Supplemental reports - housing



COMMUNITY WEBSITE AUDIT



Is the website fresh and up to date or does it have a vintage look and feel?



Do key headings allow for easy navigation and efficiency? Remember the three click rule.



Is there a clear picture of community strengths, target industries, assets, processes and resources?



Is contact information available throughout the site?
Should include contact name, e-mail and phone number.



REQUEST FOR INFORMATION (RFI) ANALYSIS

The RFI serves as the basis for evaluating potential communities and real estate options that meet the project criteria. It allows our team to communicate key project parameters such as capital investment, site criteria, utility needs and workforce requirements and see how the community responds.

- **The Response** – Is it complete and was it submitted on time?
- **Criteria** – Does the site meet the base criteria outlined?
By example, project parameters to include a 30 acre site to accommodate construction of a 150,000 sq. ft. manufacturing/distribution facility.
\$30M investment, 90 new jobs at an average wage of \$41K/year plus benefits.
- **Infrastructure/Access** – Highway accessibility for 60 trucks/week, 2MW electricity demand, minimal water and natural gas needs.
- **Demographics/Quality of Life/Economic Incentives** – Is there a labor force to support the project, and does the community offer quality of life that will help attract and retain talent? Economic incentives can be a differentiator.



RFI - KEY TAKEAWAYS



Respond that the RFI has been received and your intent to complete on or before the requested date.



Be thorough and respond to all questions – don't leave blanks. Tailor the response to the specific project vs. cutting and pasting from previous responses.



Because workforce is a key driver of almost all location decisions, include education and talent pipeline efforts that tie to the industry sector of the project at hand.



Include only relevant information that has been requested within the RFI. More is not better. Follow Syntax guidelines and ensure location/EDO branding is on all attachments.





SITE VISIT – TIME TO SHINE

Our team evaluates the site visit experience to include pre-visit communication, inclusion of key stakeholders, team knowledge and level of creativity in addition to:

- Physical review of the site submitted
- Understanding of community assets
- Housing availability
- Educational resources
- Workforce initiatives
- Utility providers/programming
- Understanding of the local approval process for building permitting and economic development incentives
- Transportation infrastructure availability and costs



SITE VISIT – KEY TAKEAWAYS

-  Pre-planning communication and organization is critically important to success.
-  Due to COVID, communities need to be creative to display community assets – suggest in-depth overview presentation and inclusion of key stakeholders via teleconference.
-  It is important for the economic development team to demonstrate skill and knowledge and to convey an absolute sense of confidence that IF this project moves forward in the community it will be successful.
-  Community collaboration is essential. As important as the quantitative aspects - demonstrating interest, creativity, flexibility and commitment are qualitative factors important to getting projects across the finish line.



ADDITIONAL COMMENTS

As part of the site selection process, we look and evaluate locations, in part, based on their economic development teams. Specifically, teams that are effective in selling the community and that can provide information on available resources, workforce initiatives and quality of life assets.

- Ensure certified sites are available – key to speed to market and risk mitigation – include existing buildings in certification efforts
- Include community/region/state logo's on all RFI attachments to promote and reinforce the brand
- Tie into regional marketing efforts to expand asset base and opportunities



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