

**REQUEST FOR QUALIFICATIONS
FOR CONSULTING SERVICES
TO PROVIDE AN
ECONOMIC DEVELOPMENT STRATEGY
AND
IMPLEMENTATION PLAN**

PREPARED BY:

**The Greenville Area Development Corporation
September 9, 2020**

DEADLINE FOR RESPONSES

October 30, 2020

**REQUEST FOR QUALIFICATIONS (RFQ)
ECONOMIC DEVELOPMENT STRATEGY AND IMPLEMENTATION PLAN FOR GREENVILLE AREA
DEVELOPMENT CORPORATION**

MISSION AND INTRODUCTION

The mission of the Greenville Area Development Corporation (GADC) is to improve the quality of life of every Greenville County citizen by facilitating investment and job growth from new and existing companies and serving as an intermediary for client companies with local and state government and the Greenville business community. GADC's mission is furthered by coordinating the resources of the GADC with other community-based groups dedicated to promoting economic development.

The Greenville Area Development Corporation (GADC) is soliciting responses to this Request for Qualifications (RFQ) from interested and qualified firms or individuals to provide strategic planning services for GADC's Economic Development strategy and implementation plan. The Respondent will provide expert advice in Economic Development and cutting edge strategies based on analysis of information provided, other regional plans, research of national best practices, interviews and other methods. The work requires understanding effective economic development strategies and successful implementation methods. The goal is to provide GADC, as the agent for Greenville County, with an economic development strategy and implementation plan that will allow the County to continue to compete today and in the future. The recommendations should include both short-term goals and long-term goals with metrics for GADC to use in tracking its organizational success in implementing a strategic plan within the next 3-5 years.

BACKGROUND

The Greenville Area Development Corporation (GADC) is a quasi-governmental non-profit organization dedicated to the growth and prosperity of Greenville County, SC. Funding GADC is funded primarily by local tax dollars, but it also receives supplemental marketing funds from private-sector investors. Since its founding by Greenville County Council in 2001, GADC's efforts have resulted in the creation of over 29,000 new jobs and more than \$5.3 billion in capital investment for Greenville County. GADC is the primary economic development agency in Greenville County and is responsible for the attraction and retention of new and existing manufacturing, distribution and office companies that provide new jobs and capital investment resulting in a sustainable local economy. GADC's continued success is demonstrated by the innovative, dynamic, and inviting nature of the Greenville community.

GADC provides resources and supports key initiatives to further the area's economic growth, including: educational and legislative programs, strategic research tools, and business development consulting services. GADC also provides information about the Greenville, SC area and serves as a liaison between client companies and various community organizations. In

addition, GADC is the only organization at the local level that has legislative authority to negotiate incentives for new and expanding companies.

With more than 50 years of cumulative economic development experience, our staff can provide professional, innovative business development consulting services and economic development assistance for new and expanding industries in Greenville, SC.

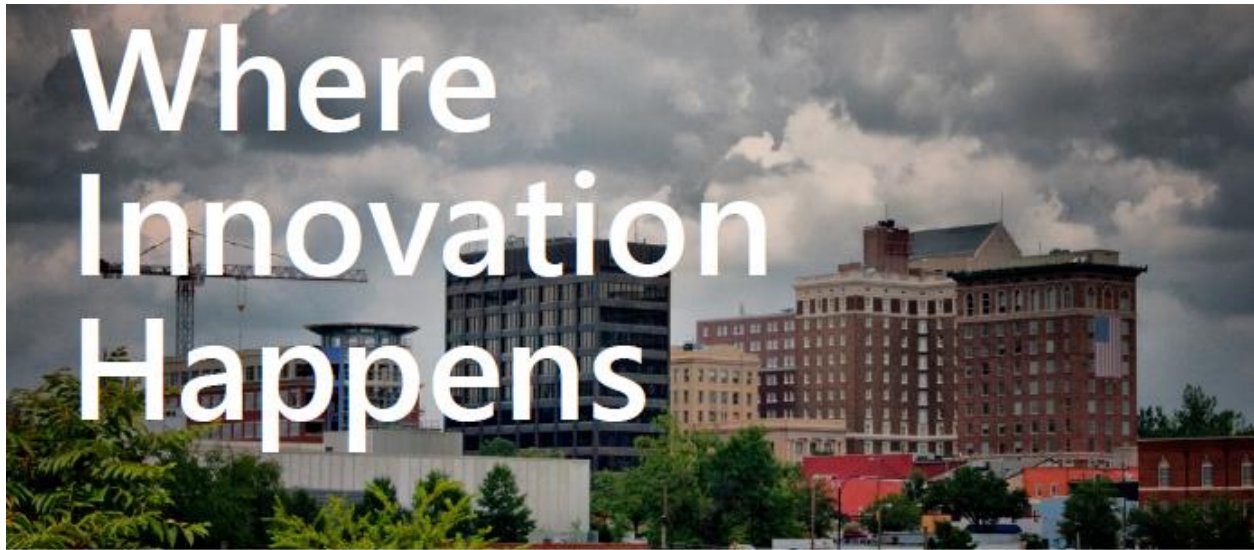
GADC works with business executives, site selection consultants, community leaders, government agencies, and others to accelerate growth and further critical objectives:

- Generate new business, jobs, and investment
- Promote and support infrastructure development
- Retain and grow existing businesses, jobs, and investment
- Market Greenville County to key audiences

DEMOGRAPHIC INFORMATION AND STUDY AREA

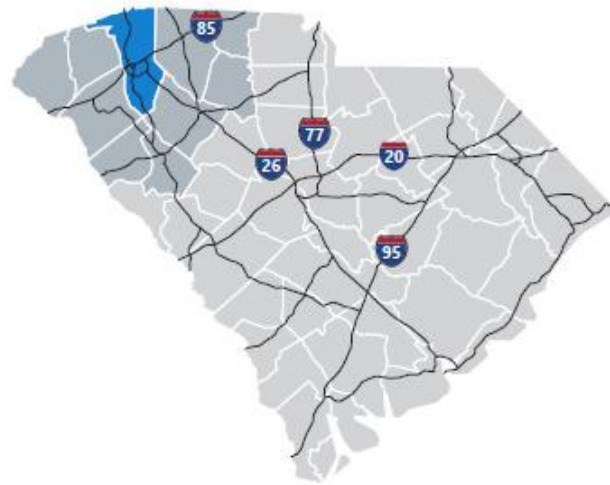
For the purposes of this RFQ, the Greenville Area is defined as the unincorporated area of Greenville County and its six incorporated municipalities.

The following information provides a demographic overview of Greenville County, SC.



Greenville County

Encouraged by abundant streams and rivers, textile manufacturers began operating in Upstate South Carolina in the 1820s. From those early days, Greenville County has gradually transformed from the textile capital of the world into a headquarters, technology, and advanced manufacturing center. In addition, the engineering industry has found success here. As South Carolina's most populous county, Greenville is situated in the northwestern corner of the state and is part of one of the nation's fastest growing areas, "The I-85 Corridor." Greenville is located on I-85 between Atlanta, GA and Charlotte, NC. The Atlantic Ocean and Port of Charleston are 200 miles to the southeast down I-26, and the Blue Ridge Mountains are just 15 minutes away. The Greenville-Spartanburg International Airport has been cited by Condé Nast Traveler as one of the most user friendly airports. Greenville County has a unique blend of southern traditions and international influences, gentle rolling hills, and beautiful majestic mountains—just the right mix for a great place to live, work, and visit.



Total Population

	2010	2019	2024	Growth Rate ¹
Greenville County	451,225	520,932	560,313	1.5%
Upstate SC	1,362,073	1,507,423	1,588,080	1.08%
South Carolina	4,625,364	5,195,563	5,526,057	1.25%

¹Projected Annual Growth Rate 2019-2024

Population by Age

	2010	2019	2024
Under 5	6.9%	6.2%	6.1%
5 to 9	6.6%	6.5%	6.3%
10 to 14	6.7%	6.5%	6.5%
15 to 24	13.5%	12.3%	12.1%
25 to 34	13.4%	13.4%	12.8%
35 to 44	14.0%	13.2%	13.4%
45 to 54	14.4%	13.0%	12.3%
55 to 64	11.8%	13.0%	12.5%
65+	12.8%	16.0%	17.9%
Median Age	37.2	38.7	39.6

39.6% of the 2019 population is of prime working age

Population by Race & Ethnicity

	2010	2019	2024
White	73.8%	73.0%	72.3%
Black	18.1%	17.4%	17.1%
American Indian/ Alaska Native	0.3%	0.3%	0.3%
Asian	2.0%	2.5%	2.9%
Hawaiian/ Pacific Islander	0.1%	0.1%	0.1%
Some Other Race	3.9%	4.4%	4.7%
Two or More Races	1.9%	2.3%	2.7%
Hispanic Origin (Any Race)	8.1%	9.1%	10.0%

Households & Families

	2010	2019	2024
Total Households	176,531	204,104	219,570
Total Families	119,362	135,923	145,471
Average HH Size	2.5	2.5	2.5
Renter Occupied*	32.6%	34.8%	34.6%
Owner Occupied*	67.4%	65.2%	65.4%

*Housing tenure data is a percentage of total occupied housing units

Median Household Income

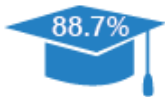
	2019	2024
Greenville County	\$57,082	\$65,914
South Carolina	\$51,389	\$57,210
United States	\$60,548	\$69,180

Per Capita Income

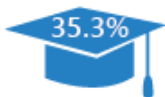
	2019	2024
Greenville County	\$31,682	\$36,402
South Carolina	\$28,244	\$32,417
United States	\$33,028	\$37,585

2019 Highest Education Attainment, Age 25+

High School Diploma or Higher



Bachelor's Degree or Higher



Graduate/ Professional Degree 13.3%

Bachelor's Degree 22.0%

Associate's Degree 9.5%

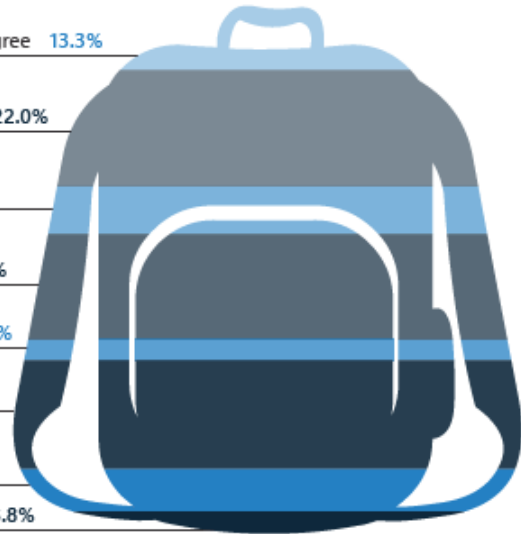
Some College, No Degree 19.1%

GED/ Alternative Credential 4.3%

High School Graduate 20.5%

9th to 12th Grade, No Diploma 7.7%

Less than 9th Grade 3.8%





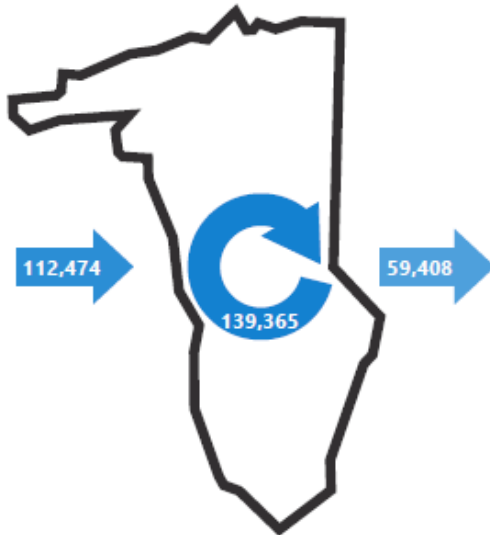
Commuting Patterns

Travel Distance to Work

Less than 10 miles	57.5%
10-24 miles	26.0%
25-50 miles	6.4%
50 miles or more	10.1%

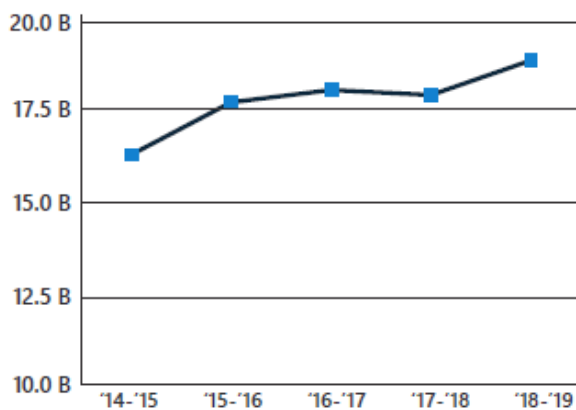
83.5% of workers travel less than 25 miles

Worker Inflow/Outflow



Live and Work in Greenville County	139,365
Commute into Greenville County	112,474
Commute Out of Greenville County	59,408

Gross Retail Sales By Fiscal Year



Where Do Greenville County Workers Live?

Greenville County	55.3%
Spartanburg County	9.4%
Anderson County	8.0%
Pickens County	6.3%
Laurens County	3.1%
Richland County	1.7%
Oconee County	1.6%
Lexington County	1.1%
Charleston County	1.1%
York County	0.9%

2019 Employment by Industry

Industry	Percentage	Count
Agriculture/Mining	0.4%	1,063
Construction	6.2%	15,789
Manufacturing	17.0%	43,012
Wholesale Trade	3.5%	8,735
Retail Trade	9.5%	24,178
Transportation/Utilities	4.5%	11,408
Information	2.2%	5,646
Finance/Insurance/Real Estate	5.2%	13,141
Services	49.1%	124,568
Public Administration	2.4%	5,994
Total	100%	253,534

2019 Civilian Population in Labor Force (16+)

Employed	96.7%
Unemployed	3.3%

2019 Business Establishments by Industry



Top 5 Manufacturing Employers

Company	Employees	Primary Product(s)
GE Power	2,500	Turbines & turbine generator sets
Michelin North America	1,687*	Manufacturing radial and light truck tires
Sealed Air Corp - Cryovac Division	1,300	Paper coated and laminated packaging
Magna International	1,000	Motor vehicle bodies and parts
Bosch Rexroth	780	Hydraulic Pumps

*Employees at non-manufacturing facilities (eg., headquarters, research and development) are not included in this count.

Top 5 Non-Manufacturing Employers

Company	Employees	Industry
Prisma Health	15,941	Health Services
Greenville County Schools	10,095	Public Education, K-12
Bon Secours St. Francis Health System	4,355	Health Services
Michelin North America	3,368	Headquarters, R&D, Operational Support
Greenville County	2,685	Government

 <p>Airport Access</p> <p>Greenville Spartanburg International</p> <ul style="list-style-type: none"> - 50 non-stop daily departures - 16 major cities and 19 major airports across the US - Allegiant Air - American Airlines - Delta - Frontier Airlines - Southwest Airlines - United Airlines <p>Greenville Downtown Airport SC Technology and Aviation Center</p>	 <p>Port Access</p> <p>Inland Port Greer</p> <ul style="list-style-type: none"> - 17 miles from the City of Greenville - 121,600 rail lifts in 2018 - 6.4% growth from 2017 <p>Port of Charleston</p> <ul style="list-style-type: none"> - 212 miles from the City of Greenville - 2.3 M TEUs handled in 2018 - 6.4% growth from 2017 	 <p>Highway Access</p> <p>Interstates</p> <ul style="list-style-type: none"> - I-85 - I-185 - I-385 <p>Highways</p> <ul style="list-style-type: none"> - US-25 - US-29 - US-123 - SC-276 	 <p>Rail Access</p> <p>Rail Providers</p> <ul style="list-style-type: none"> - CSX - Norfolk-Southern - Carolina Piedmont
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SCOPE OF WORK

The scope of work shall include development and delivery of a strategic plan (the “Plan”) for GADC. The Plan shall be deemed a deliverable and include: (i) a near-term section detailing an immediate strategic action plan that will enhance economic development in Greenville County; and (ii) a section detailing a strategic action plan for enhancing longer-term economic development in Greenville County. In developing the Plan, the Respondent will provide expert advice in economic development and innovative strategies based on analysis of information developed by Respondent, including, without limitation, other regional plans, research of national best practices, interviews and other methods.

The Scope of Work will require the Respondent to understand effective economic development strategies and how to successfully implement such strategies.

SUBMITTAL GUIDELINES

A. Transmittal Letter

Each respondent should provide a cover letter summarizing the key points of the response to this RFQ and signed by an authorized officer or employee of the Respondent firm or by the Respondent individual.

B. Objectives to be considered by respondents in preparing a response to the RFQ:

- Development of Economic Development strategies for GADC that propel Greenville County's continued growth of jobs and investment.
- Identification of contemporary innovative and competitive strategies for economic growth.
- Assessment of Greenville County's current economy including cluster and industry segmentation, needed skill-levels, and economic development opportunities.
- Consistency of proposed GADC strategies with both its mission and the need to coordinate GADC's role with the differing roles of other groups involved in promoting economic development in Greenville County including the SC Department of Commerce, the Upstate SC Alliance and Greenville municipalities.

C. Content of Response (100 points)

Responses to this RFQ must include the following sections:

1. Respondent Name;
2. Statement of Qualifications including relevant work experience with strong emphasis on prior experience in developing strategic plans for similar areas including years of experience in economic development consulting specifically (20 points);
3. Methodology to include work plan and other information to address all elements of the Scope of Work (25 points);
4. Detailed budget and timeline (with milestones) to complete project (20 points);
5. Team personnel (include résumés of team members) composition including lead person(s) (10 points); and
6. Balancing of true innovation/creativity while maintaining realistic and measurable objectives to meet all elements of the Scope of Work (25 points).

PROFESSIONAL FEE

All respondents will need to provide a proposed budget and all-inclusive fees for time and materials, project management costs, and professional services costs. Final fees to be paid to the Respondent will be negotiated following the selection of the Respondent initially deemed most qualified. If fee negotiations with the Respondent determined most qualified are not successful, and/or the fees discussed are outside the budgetary constraints for the Project,

GADC reserves the right to suspend and/or terminate negotiations with the Respondent initially deemed most qualified and proceed to other Respondents. The successful Respondent shall provide a summary of assumptions used to determine its fee, including but not limited to its team, hours and resources required from GADC.

Expected range of all-inclusive fees for the development of the plan is \$150,000 - \$200,000. This cost range is the result of budget research performed for similar-sized communities. GADC feels novelty and invention should not be a function of price but rather of expertise and company priorities and will be focusing on best value solutions.

SUBMITTALS

An original and six (6) copies of your proposal shall be submitted as well as one (1) digital copy by the due date below. Outside of package must be clearly marked with the project description above.

RFP DUE DATE/TIME: **Friday, October 30th 12:00 Noon**

POINT OF RECEIPT: Greenville Area Development Corporation (GADC)

Attn: Mark Farris

233 North Main, Suite 250

Greenville, South Carolina 29601

submittals@gogadc.com

INQUIRIES

Prospective respondents are required to submit inquiries regarding this RFQ in writing via email to GADC at the following email address:

submittals@gogadc.com

Please refer to the GADC website for additional information including this RFP and a Frequently Asked Questions page. Please note all questions and answers to those questions posed during the response period will be posted and updated as part of the FAQ section without attribution.

EVALUATION OF RESPONSES

Responses to this RFQ will be evaluated based on the Respondent's submittal to all relevant criteria stated in this RFQ. GADC reserves the right to reject any and all responses to this RFQ at its sole discretion. A committee consisting of GADC's Board of Directors and Staff will evaluate responses.