

Request for Proposal for

Contractor

**LIDEA (Louisiana Industrial Development Executives Association)  
Training Program for Professional Development**



Issue Date: July 31, 2023

Proposals Due: August 31, 2023 - 5 PM Central Time

Issued by:

LIDEA Board of Directors  
On behalf of LIDEA Professional Development Committee

Submit Responses via email to:

Clair Marceaux, President [clairhebert@hotmail.com](mailto:clairhebert@hotmail.com)  
Stacey Duvic, Chair [stacey.duvic@la.gov](mailto:stacey.duvic@la.gov)  
Bridgette O'Connor, Association Manager [bridgette@oconnormg.com](mailto:bridgette@oconnormg.com)

## I. Introduction

The Louisiana Industrial Development Executives Association, hereafter referred to as LIDEA, seeks a program manager for the Certified Louisiana Economic Developer (CLED) training and certification program. The goal of this Solicitation is to select a highly qualified individual and/or firm at a reasonable fee. The individual and/or firm selected will sign a Contract for Program Management that will include a specific scope of services.

## II. Purpose

The purpose of this Request for Proposals is to solicit responses from qualified individuals and/or firms to provide Program Management Services in conjunction with a university or higher education institution selected by LIDEA to host the CLED program. The university or higher education institution will be operating under a Cooperative Endeavor Agreement with Louisiana Economic Development as identified in the "Scope of Services" of this request.

## III. Scope of Services

LIDEA seeks to select a Contractor to provide Program Management for the CLED (Certified Louisiana Economic Developer) certification and training program. The selected Contractor will be asked to provide a fixed price for providing services. The Scope of the work will include:

- A. Working with the Dean, LIDEA board of directors, host university or higher education institution and LIDEA professional development committee to:
  - a. Establish the future year curriculum and class dates
  - b. Identify and arrange all faculty
  - c. Maintain course materials in LIDEA's dedicated shared Dropbox Account and keep it current
  - d. Review and process applications for certification and recertification
  - e. Maintain certification status on all CLED applicants
  - f. Present a report to the LIDEA board each quarter
- B. Maintain & approve faculty contracts for each class thru the host university.
- C. Coordinate with host university to assist in travel arrangements for faculty and prompt reimbursement for expenses and services rendered by faculty.
- D. Assist students in providing directions and parking information.
- E. Accumulate all training materials, faculty biographies, handouts, PowerPoints and other materials from faculty in a timely basis so that review of materials to be presented is possible for the curriculum subcommittee, committee chair and co-chair, and Dean.
- F. Prepare binders and handouts for students for classes.

- G. Coordinate with host university to set up classrooms with appropriate tables/chairs in the manner suitable for the class being taught, allowance should be made to accommodate more students if registration exceeds expectations. Arrange for all audio/visual equipment, materials, binders, easels, whiteboards and handouts to be ready in the classroom no later than one hour prior to class.
- H. Maintain sign-in sheets and attendance records for classes.
- I. Coordinate with host university to arrange catering for breakfast and lunch.
- J. Print student graduation certificates.
- K. Input the results of student evaluation of instructors. Distribute to program Dean, host university, LED, and professional development committee chair.
- L. Maintain student database of progress towards certification and recertification. Provide notifications to students on a timely basis of certification and recertification progress and requirements.
- M. Provide all necessary coordination with program Dean, LIDEA board of directors, professional development committee, host university, and faculty members, including meetings, webinars, emails, and telephone conferences as required.
- N. Participate in all professional development committee meetings.
- O. Be in attendance at all program classes and serve as emergency back-up faculty in the event of unforeseen events with designated lead faculty.
- P. Ensure the program is in compliance with requirements of the LED cooperative endeavor agreement.
- Q. Ensure that all requirements for sponsors of the program are met.
- R. Marketing the Program
  - a. Maintain databases of potential students, including LIDEA members, past participants, LMA members, EDOs, planning districts, chambers of commerce, ports, and other designated potential participants.
  - b. Develop marketing flyers for each class and distribute to potential participants.
  - c. Create and maintain a dedicated website for the program to display classes, process registrations, including payments for tuition. Additionally, coordinate the above activities with the host university as required.
  - d. Create a course description for each class, to be displayed on the program dedicated website (or host university site) and the LIDEA website.
  - e. Attend LIDEA conferences and promote the program at the conferences.

- f. Work with the LIDEA professional development committee, host university and others to solicit potential sponsors for the program.
- g. In concert with the host university, promote the program via email, direct marketing, website, press releases, advertising in designated media.
- S. Provide all documents to LIDEA and the university or higher ed institution electronically in Microsoft Word, Microsoft Excel or other software compatible with LIDEA and the university's technology and acceptable to LIDEA and the university as a shared folder/file.
- T. Assist LIDEA association management and host university in complying with reporting requirements within the CEA, including, but not limited to:
  - 1. Performance reports
  - 2. Financial Reports
  - 3. Preparation of reimbursement requests
  - 4. Participant surveys
- U. Report to host university and LIDEA staff and management as necessary.

#### IV. RFP Instructions

##### a. Contact Information

This RFP is being issued, as will any addenda, by LIDEA. The contact person for LIDEA is:

Stacey Duvic  
Chairman, LIDEA Professional Development Committee  
617 North 3<sup>rd</sup> Street, 11<sup>th</sup> Floor  
Baton Rouge, LA 70802  
225-342-4703  
[stacey.duvic@la.gov](mailto:stacey.duvic@la.gov)

The preferred method for inquiries is via email.

##### b. RFP Submission and Format

By this Request for Proposals, LIDEA solicits proposals to be received by 5:00 p.m. (CST) on August 31, 2023 in the form outlined below. Late submittals will not be accepted.

Submit Responses via email to:

Clair Marceaux, President [clairhebert@hotmail.com](mailto:clairhebert@hotmail.com)  
Stacey Duvic, Chair [stacey.duvic@la.gov](mailto:stacey.duvic@la.gov)  
Bridgette O'Connor, Association Manager [bridgette@oconnormg.com](mailto:bridgette@oconnormg.com)

LIDEA reserves the right to reject any or all proposals for just cause and to waive any information in the submission process if it be in the public interest to do so.

c. Board and Staff Communication

Under no circumstances may any board member of LIDEA or any LIDEA staff member other than the contact specified above be contacted regarding the RFP prior to the award of the Contract by any entity intending to submit a response to this RFP. Failure to comply with this request may result in disqualification in the sole discretion of the LIDEA board of directors. All questions should be in writing and directed to the individual identified in Section IV a. above.

d. Scheduled Timetable (subject to amendment)

Event Date

Request for Proposal Released	July 31, 2023
Due Date for Questions	August 14, 2023
Posting of Responses for Questions	August 21, 2023
Proposals Due	August 31, 2023
Evaluation Process/Interviews	Mid- September
Board Approval	Sept 11, 2023
Award Contract	Sept 29, 2023

Responses to all appropriately submitted questions will be emailed to all respondents to the RFP prior to the August 31st date.

e. Release of Information

Information submitted in response to this RFP will not be released by LIDEA during the proposal evaluation process or prior to a contract award.

f. Term of Contract

The term of the contract will be for three years, beginning on or about January 1st, 2024 and expiring December 31, 2026 with two (2) single year options to extend the contract. First option to extend will be executed no later than September 30, 2026.

g. Contractor shall perform its services hereunder in a prompt and timely manner and shall commence performance upon receipt of a written or emailed Notice to Proceed from LIDEA.

h. The Notice to Proceed shall set forth the precise date of commencement of the work and the fee.

i. LIDEA may award the contract at a time other than stated in the Schedule. In which case LIDEA, at its option, may shorten the duration of the contract or change the beginning and end dates, but in no case will the contract exceed the duration in as aforementioned.

j. LIDEA Reserves the Right to:

1. Request an oral interview with, and additional information from, companies prior to final selection of a provider.
2. Consider information about a company in addition to the information submitted in the response or interview.
3. Reject any and all responses and waive any irregularities.

#### V. SUBMITTAL REQUIREMENTS

All proposals shall contain the following and be organized/tabbed in the following order:

1. Cover letter
2. Name of Contractor, the location of the program manager's principal place of business and, if different, the anticipated place of performance of the proposed contract.
3. Brief history and description of the organization, to include its qualifications and major organizational strengths.
4. Each proposal shall include how soon the individual and/or firm, if selected, would be in a position to provide services.
5. Provide detailed information on the professional and technical competence and experience of the respondent. This section should clearly delineate management and coordination experience.
6. Provide an overview of the key personnel who will be involved in the program management, including description of their experience, education, and credentials.
7. References  
Provide the agency name, name and title of primary contact, address, phone number, fax, and email address of at least three professional references.
8. Proposed fees for Services
9. IEDC or other certification and experience, where applicable. LIDEA requires that the Contractor have an economic development certification credentialed staffer or identified contracted individual available (IEDC, CLED, EDFP, CDI, etc.) with the ability to serve as reserve faculty in emergencies.
10. LIDEA requires that each respondent be an Equal Opportunity Employer: State that the respondent complies fully with all government regulations regarding nondiscriminatory employment practices.
11. A statement of assurance that the firm or individual is not currently in violation of any regulatory rules or regulations that may have any impact on your firm's operations.

12. Contractor will be entitled to reimbursement of expenses for travel, lodging, meals and other direct expenses related to the program, such as authorized advertising and reproductions of materials. These expenses should be coordinated through the host university, acting as LIDEA's fiscal agent.

## VI. EVALUATION OF CRITERIA

LIDEA will evaluate proposals received based on the following criteria. Your proposal should directly address each of the criteria below:

<b><u>Evaluation Criteria</u></b>	<b><u>Maximum Points</u></b>
Professional qualifications, relevant experience and evidence of the proposer's ability to perform the work	20
Knowledge of the LIDEA CLED program, compliance with government grant funding, fulfilling requirements of the LED cooperative endeavor agreement.	20
Capability to provide services in a timely manner	20
Cost for services	40

## **Memorandum of Understanding**

THIS MEMORANDUM OF UNDERSTANDING (herein "Agreement") made and entered into at \_\_\_\_\_, Louisiana, on the 1<sup>st</sup> day of \_\_\_\_\_, 2023 by and between \_\_\_\_\_ ("University" or "XXX"), herein appearing through and represented by President \_\_\_\_\_

and

The Louisiana Industrial Development Executives Association ("LIDEA"), herein appearing

through and represented by President Clair Merceaux,

This Memorandum of Understanding (MOU) sets for the terms and understanding between the XXX and the LIDEA to provide training classes for economic development leading to the "Certified Louisiana Economic Developer" credential.

(collectively, "the Parties") have agreed as follows:

**WHEREAS**, the \_\_\_\_\_ has established promoting economic development, instruction, and learning as an important part of its contribution to the surrounding region; and

**WHEREAS**, the Louisiana Industrial Development Executives Association was formed to promote economic development throughout the state; and

**WHEREAS**, in furtherance of their shared goal of promoting the learning of best practices in economic development to improve the quality of life for the citizens in the region and throughout the State of Louisiana; and

**WHEREAS**, LIDEA's professional development committee and board of directors wish to create as many certified, highly trained economic development practitioners as possible throughout the State of Louisiana; and

**WHEREAS**, the \_\_\_\_\_ enthusiastically supports this endeavor and desires to host the training program on its campus.

**NOW, THEREFORE**, in consideration of the covenants herein, the University and LIDEA agree as follows:

### 1. Period of the Agreement

The term of this agreement shall commence on the 1<sup>st</sup> day of January 2024, and it shall continue for a period of three (3) years, subject to a two single year renewals by the parties at the end of the initial three year term, provided that this Agreement may otherwise be cancelled, extended or modified as provided herein.



## 2. Obligations of the Parties.

### **A. Joint Obligations:**

1. Coordinate with the Contractor for hosting the classes.
  - a. Make sure sponsor info and equal opportunity info is displayed.
  - b. Prior to class - set up tables, chairs, audio/visuals, handouts.
  - c. Provide links and information about classes on website.
  - d. Set up space for caterer's food service.
2. Promote the program within the university's normal procedures.
3. Make sure the Program complies with terms of sponsoring agreements with Louisiana Economic Development, corporate sponsors and applicable local, state and federal laws.
4. Host a Basic Economic Development Course (BEDC) in New Orleans each year.

### **B. LIDEA Obligations**

1. Appoint a Dean to oversee curriculum, quality, and final accreditation.
2. Create a committee of LIDEA members to oversee existing curriculum and suggest new curriculum. Contractor and Dean to coordinate with LIDEA's professional development committee at the direction of LIDEA's board of directors.

### **C. LIDEA Obligations, via Contractor**

3. Create a course agenda.
4. Select highly qualified instructors.
5. Print and bind the instructional materials.
6. Maintain a database of individual course graduates and certified graduates.
7. Collect student evaluations of instructors.
8. Present students with a certificate of completion at the end of each course.
9. Solicit funding support for the program.
10. Provide all reports to sponsors

### **D. Contractor / Host Obligations**

1. Provide facility meeting space and audiovisual equipment.
2. Act as fiscal agent for the program.
  - a. Enter into Cooperative Endeavor Agreements with and receive funds from LED (currently \$40K/year), and any corporate sponsors (varies).
  - b. Collect tuition from participants.
  - c. Disburse funds to Program Manager, instructors and Program Dean for qualified program expenses. It is expected that program expenses are fully funded and the university shall not bear expenses exceeding these funds.
3. This Agreement may be modified, amended, cancelled or extended upon thirty (30) days prior written notice of either of the Parties.
4. This Agreement shall be effective on the 1<sup>st</sup> day of January 2024, and it shall expire on the 31<sup>st</sup> day of December 2026 unless extended or cancelled as provided

herein.

**IN WITNESS WHEREOF**, the Parties have executed this Agreement in the presence of the undersigned competent witnesses.

WITNESSES:

\_\_\_\_\_

By: \_\_\_\_\_  
XXXXXXXX, President  
\_\_\_\_\_

LIDEA (LOUISIANA INDUSTRIAL  
DEVELOPMENT EXECUTIVES  
ASSOCIATION)

\_\_\_\_\_

By: \_\_\_\_\_  
Clair Marceaux, President  
**LOUISIANA INDUSTRIAL  
DEVELOPMENT EXECUTIVES  
ASSOCIATION**