

Request for Proposal (RFP)

Company Culture Program

Deadline for Proposal – May 25, 2023

Initiative Overview: The Greater FM EDC has been awarded a grant from the State of North Dakota to deploy a large-scale marketing initiative focused on regional talent attraction (recruiting additional workforce to the region). In addition to the talent attraction campaign, funds were awarded for the creation of a “Company Culture” program to support the attraction and retention of talent.

Project Background: The GFMEDC has worked with a group of area employers and Prime46 to explore the idea of creating a culture program. Prime46 facilitated meetings to gather feedback on the idea of company culture and how employers could work together to promote culture to people who might be considering relocation and to aid in employee retention. The result of the meetings was the creation of a report with recommendations for next steps and options of how best to build out the program.

This RFP is asking for proposals to manage the next phase of this idea.

Step One: Use the report produced to determine continued interest and support for the Culture Program from area employers.

Step Two: Assuming employers support the creation of a Culture Program, determine (through employer feedback), which idea(s) to move forward with and assist GFMEDC with creating a Culture Program framework for the region.

Additional Background information: The culture program will identify and promote companies that demonstrate they value an internal culture conducive to the personal and professional needs of their employees. It can be challenging moving to a new area, we hypothesize a culture program may bolster worker’s confidence in proceeding with relocation if they feel assured hiring companies have a good work environment.

Your Role: Using the initial report, determine whether there is employer support for a culture program. If yes, seek employer feedback modeled by the report, develop a framework for the program and test with participating employers. The GFMEDC will provide all initial data and reports.

Expectations:

GFMEDC’s role

- Provide initial reports and finding from initial culture program conversations with area businesses.
- Connect consultant with area employers.
- If a viable strategy is developed, create plans to market and promote the culture program to area employers.

Your Role:

- Provide expertise and work with GFMEDC team to develop the best overall approach.
- Lead the process of determining interest in the program.

- If its determined employers want a program, use the initial report as a guide to identify which proposed model would best fit this region.
- Once a program model is identified, develop a culture program framework.
- Run and the document group meetings.

For more information, we can provide these two additional documents.

- GFMEDC's State of ND RWIP Grant Proposal
- Charter – Workforce Attraction Campaign RWIP
- Workplace Culture Program Report

Dates and Deadlines: The culture program will begin as soon as a partnering firm is chosen, ideally by the week of June 5th, 2023.

Questions

All questions will be answered and compiled for access by every firm.

Project Budget

The overall budget for this project is not to exceed \$20,000, which includes building of culture program framework (if it is determined that such a program is desired), employee assessment (if needed) and program presentation.

Selection and Project Timeline

- Request for Proposal Release Date May 2, 2023
- Proposal due in GFMEDC office (COB) May 25, 2023
- Notification of selected agency May 31, 2023
- Project Starts Week of June 5, 2023 (tentatively)

Proposals should include references and qualifications and should include the following:

1. General approach to meeting the objectives within the scope of work
2. Schedule with milestones
3. Total cost to complete the scope of work inclusive of labor, travel, supplies, and miscellaneous costs. Contract will be awarded on a fixed cost basis.
4. Point of contact and key staff assigned to the project.
5. Examples of similar projects *or* references with contact name, phone number, email address, and brief description of work performed.

Submission of Proposal: Proposals should be sent to Tifanie Gelinske, Sr. VP of Workforce Development, GFMEDC tgelinske@fmedc.com
Greater Fargo Moorhead EDC
51 Broadway Suite 500
Fargo, ND 58102

Non-Discrimination

No person in the United States must on the ground of race, color, national origin, handicap, age, religion, or sex, be excluded from participation in, be denied the benefits of, or be subject to discrimination under, under any program or activity receiving Federal financial assistance.

To effectuate compliance with Title VI of the Civil Rights Act of 1964 (42 U.S.C. Section 2000d et seq.); as amended, LARC is required to include the following in any solicitation or contract and these provisions will be incorporated into the contract between LARC and the selected consultant. The Consultant will need to abide by these provisions:

1. Title VI of the Civil Rights Act of 1964 (42 U.S.C. §§ 2000d et seq.) and US Department of Commerce implementing regulations published at 15 C.F.R. Part 8 prohibiting discrimination on the grounds of race, color, or national origin under programs or activities receiving Federal financial assistance.

2. Title IX of the Education Amendments of 1972 (20 U.S.C. §§ 1681 et seq.) prohibiting discrimination on the basis of sex under Federally assisted education programs or activities.

3. The Americans with Disabilities Act of 1990 (42 U.S.C. §§ 12101 et seq.) prohibiting discrimination on the basis of disability under programs, activities, and services provided or made available by State and local governments or agencies thereto, as well as public or private entities that provide public transportation.

4. Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), and DOC implementing regulations published at 15. C.F.R. Part 8b prohibiting discrimination on the basis of handicap under any program or activity receiving or benefiting from Federal assistance. For purposes of complying with the accessibility standards set forth in 15 C.F.R § 8b.18(c), non-federal entities must adhere to the regulations, published by the US Department of Justice, implementing Title II of the Americans with Disabilities Act (ADA) (28 C.F.R. part 35; 75 FR 56164, as amended by 76 FR 13285) and Title III of the ADA (28 C.F.R. part 36; 75 FR56164 as amended by 76 FR 13286). The revised regulations adopted new enforceable accessibility standards called the “2010 ADA Standards for Accessible Design” (2010 Standards), which replace and supercede the former Uniform Federal Accessibility Standards for new construction and alteration projects.

5. The Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101 et seq.), and DOC implementing regulations published at 15. C.F.R Part 20 prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance.

6. Any other applicable non-discrimination law(s).