

## Capital Region Pacific Rim International Institute Feasibility Study

### REQUEST FOR PROPOSALS

**Date Issued:** Thursday, January 19, 2017

~~**Proposals Due:** 3:00p.m. Thursday, February 9<sup>th</sup>, 2017~~

**Revised Date** 5:00 p.m., Friday, February 17<sup>th</sup>, 2017

The California Asian Pacific Chamber of Commerce (CalAsian) is circulating a request for proposals from qualified individuals/firms for the preparation of a market assessment (economic feasibility) and operational plan establishing the California Pacific Rim Trade & Investment Center. The CalAsian Chamber's adopted 2017 Budget has allocated funding for this project.

#### **Objective**

The CalAsian Chamber, Board of Directors is committed in its support of Federal, State, and mega-regional economic development and trade promotion priorities<sup>1</sup> as they are critical in their recognition of the need to deepen, expand and strengthen these long-term relationships between California and the nations of the Pacific Rim. The nature of these relationships is to connect commercial, educational & research, FDI, diplomatic, as well as environmental exchanges all leading to the long-term socio-economic health and economic well-being of the megaregions of the West Coast, and in particular the Capital Region/Central Valley. Foundational to this work plan is the creation of a single place-

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<sup>1</sup> U.S. Department of Commerce, strategic plan 2014-2018,  
[https://www.commerce.gov/sites/commerce.gov/files/media/files/2014/doc\\_fy2014-2018\\_strategic\\_plan.pdf](https://www.commerce.gov/sites/commerce.gov/files/media/files/2014/doc_fy2014-2018_strategic_plan.pdf)

U.S. Department of Agriculture, Foreign Agriculture Service, strategic plan 2015-2018,  
[https://www.fas.usda.gov/sites/default/files/2015-07/administrator\\_approved\\_fas\\_2015-2018\\_strategic\\_plan\\_150128.pdf](https://www.fas.usda.gov/sites/default/files/2015-07/administrator_approved_fas_2015-2018_strategic_plan_150128.pdf)

U.S. Department of State, US-AID, strategic plan 2014-2017,  
<http://www.designpond.com/stateebooks/dosstrat/2014/>

State of California, International Trade and Investment Strategy,  
<http://business.ca.gov/Portals/0/Files/February%202014.GOBiz%20CA%20Intl%20Trade%20Strategy.FIN.AL.pdf?ver=2016-10-12-193419-240>

Capital Region Export Plan, [https://www.norcalwtc.org/wp-content/uploads/2014/10/California-Capital-Region-Export-Plan\\_012015.pdf](https://www.norcalwtc.org/wp-content/uploads/2014/10/California-Capital-Region-Export-Plan_012015.pdf)

based facility from which to aggregate and highlight California and in particular the Capital Region/Central Valley's various trade promotion, cultural diplomacy, and international educational programs and services for the purpose of expanding trade, investment, and educational opportunities with the markets of the Pacific Rim.

To fulfill this objective, the CalAsian Chamber had applied for and was awarded funding from the U.S. Economic Development Administration for the first phase of the project. In performing, CalAsian will work with the Central Valley AgPlus Food and Beverage Manufacturing Consortium and other stakeholders in conducting the project. CalAsian is seeking proposals for a market assessment (feasibility study) and operating plan for the California Pacific Rim International Trade and Investment Center (Pac Rim Center).

### Scope of Work

The consultant will work with CalAsian representatives, members of the Chamber of Commerce board and the International Committee, in addition to members of the Central Valley AgPlus Food and Beverage Manufacturing Consortium and other stakeholders in preparation of the Pacific Rim Center feasibility study for the CalAsian Board consideration and action. Deliverables will include the following:

- Pre-Launch activities that facilitate a successful gathering of project input and support;
- Systematic review and compilation of organizational and programmatic into an Assets Map;
- Establish User Needs and Identify Gaps in service or organizational presence;
- Report on Projected Demand within the marketplace
- Prepare Market Assessment Summary;
- Prepare Detailed Business Plan;
- Determine Feasibility;
- Submit to CalAsian board.

### Expected Timeframe

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|--|-----------------------------|
| • Consultant Selection                     | February 2017               |
| • Approve contract/authorize to proceed    | <del>February 2017</del>    |
| ○ Revised Execution Date                   | March 2017                  |
| • Background research                      | <del>March/April 2017</del> |
| ○ Revised Date                             | May/June 2017               |
| • Preliminary recommendations              | June/July 2017              |
| • Final Strategy adopted by CalAsian Board | September/October 2017      |

## **Proposal Format and Requirements**

Letter of Interest: Introduce the team and describe the team's understanding and nature of the project.

Personnel: Identify proposal team members including brief resumes listing qualifications of key team members who would be assigned to this project, and describe the anticipated roles of team members in the project. Specify the Principal in Charge and the Project manager who will serve as the primary contact person. Provide a chart showing organizational structure of the team.

Experience: Discuss the company/team experience in a few selected and relevant projects, including client and project information, the firm's responsibility in the project, the challenges presented by the project, and the results or tangible efforts that have followed the formulation of a market assessment (economic feasibility) and operating plan. Discuss experience with various forms of stakeholder involvement and work with Chambers of Commerce, non-governmental organizations, elected officials, and other community and trade group stakeholders.

Approach to Project: How would you approach this project, given your experience – both domestic and internationally - and the scope as presented? Identify key tasks and who will be responsible for completing them, and what is needed from the client or other sources to ensure successful completion. Include timeline expectations that reflect experience with similar efforts.

Estimated Effort: The CalAsian Chamber has allocated \$130,000 for this project. Estimate your team's effort by team member and demonstrate how you can complete the desired work in the timeline presented in this RFP.

Client References: Please provide four (4) references who are familiar with your company/team's ability to undertake and complete comparable projects. Include contact names, titles, telephone numbers and email addresses.

## **Proposal Quantities, Due Date, Time, Location**

Submit your proposal, which should be a maximum of 20 twenty double-sided 8.5 x 11 pages in 12 point font, in either a word document or PDF through e-mail.

Interested individual/team/firm proposals are due no later than 5:00 P.M. U.S. Pacific Standard Time, on Friday, February 17, 2017. Proposals sent via email are to be marked **Pacific Rim Center RFP Response** in the signature line and those via U.S.P.S. should be marked **ATTN: Pacific Rim Center RFP Response**. Proposals submitted after the deadline date and time will not be accepted.

## **Submittal address**

Bianka Malecio, Assistant to CEO  
C/O Global Initiatives Division  
California Asian Pacific Chamber of Commerce  
2331 Alhambra Blvd., Suite 100  
Sacramento, CA 95817  
[Bmelecio@calasiancc.org](mailto:Bmelecio@calasiancc.org)

## **Communications with CalAsian Chamber**

Any questions regarding the submittal process and/or aspects of the project may be made via e-mail to Sam Driggers at [sdriggers@calasiancc.org](mailto:sdriggers@calasiancc.org) or by telephone at (916) 446-7883. Questions and responses will be shared with all firms that respond.

Information on CalAsian Chamber, Central Valley AgPlus Food and Beverage Manufacturing Consortium, and background planning documents are available for review on the CalAsian website, [www.calasiancc.org](http://www.calasiancc.org), or at CalAsian Chamber during regular office hours.

## **Evaluation process**

Review process: A Team of reviewers will rate proposals. The review team will recommend finalists for interviews and those finalists will be notified in late February/March 2017.

Evaluation criteria: Proposals will be ranked based upon the merits of the written proposal and the qualifications and experience of the consultation team.

### Proposals will be evaluated on:

- Demonstrated expertise and experience in completing similar types of projects
- Knowledge of Global Flows, forces shaping megaregions, first-hand international experience with successful strategies from around the Pacific Rim
- Approach to project and its relevance to the needs of the Northern California megaregion and Capital Regional/Central Valley economies
- Capability to meet schedule and budget constraints
- Past performance and references
- Success in working with non-profit and public sector clients
- Innovation within the feasibility scope

The CalAsian Chamber reaffirms its right to make any selection it deems prudent, and responding firms or individual participants acknowledge through their participation that such selection is not subject to protest or contest.

The successful consultant team or firm selected will perform a variety of duties as agreed upon in the final negotiated Scope of Work. The selected consultant and the CalAsian Chamber will finalize the contract terms and conditions. If the CalAsian Chamber and the selected consultant are unable to agree on terms and conditions at this point, the CalAsian Chamber may exercise its right to negotiate with other consultants.

### **Terms and Conditions**

1. All facts and opinions stated within this RFP and in all supporting documents and data are based on available information from a variety of sources. Additional information may be made available via written addenda throughout the process. No representation or warranty is made with respect thereto.
2. Respondents to this RFP shall be responsible for the accuracy of the information they provide to the CalAsian Chamber.
3. The CalAsian Chamber reserves the right to reject any and all submittals, to waive minor irregularities in any submittal, to issue additional RFP's, and to either substantially modify or terminate the Project at any time prior to final execution of a contract.
4. The CalAsian Chamber shall not be responsible for any costs incurred by the respondent(s) in preparing, submitting, or presenting its response to the RFP or to the interview process.
5. Nothing contained herein shall require the CalAsian Chamber to enter into exclusive negotiations and the CalAsian Chamber reserves the right to amend, alter and revise its own criteria in the selection of a respondent without notice.
6. The CalAsian Chamber reserves the right to request clarification of information submitted and to request additional information from any respondent.
7. The CalAsian Chamber will not accept any submittal after the time and date specified on the RFP.
8. The qualifications of each member of the team are important criteria in the selection process. The selected team will not be allowed to substitute any members without prior approval by the CalAsian Chamber. The CalAsian Chamber, at its sole discretion, reserves the right to accept or reject proposed changes to the team. Team members may not participate in multiple team submittals.
9. In the interest of a fair and equitable process, the CalAsian Chamber retains the sole responsibility to determine the timing, arrangement and method of proposal presentations throughout the selection process. Members of the team are cautioned not to undertake activities or actions to promote or advertise their qualifications or proposal except in the course of CalAsian Chamber sponsored presentations.
10. If negotiations are not completed with the top ranked team, negotiations may proceed with the next most qualified team or teams.
11. Upon selection of a qualified team through the RFP process, the CalAsian Chamber shall enter into a contract for services (based on an approved scope of services

- and budget) with the selected team on terms and conditions acceptable to the Chamber. Until execution of a contract, the CalAsian Chamber reserves the right to cease negotiations and to start the RFP process again.
12. All submittals will become the property of the CalAsian Chamber.
  13. The California Asian Pacific Chamber of Commerce encourages submittals from firms that demonstrate a commitment to equal employment opportunity. Minority, women, and veteran owned businesses are strongly encouraged to apply.