



Town of Danville

REQUEST FOR QUALIFICATIONS

**Economic Development Services For
Five Year Economic Development Strategy**

DUE: March 21, 2025 3:00 PM

The Town of Danville is seeking statements of qualifications from qualified professional economic development consultants for technical analysis, planning, and strategic services for the Town's first Five Year Economic Development Strategy. The project includes technical assistance with creating an Economic Opportunities Analysis (EOA) and developing an inventory of key business sectors to grow, expand, retain and attract, a review of current technical assistance and financial tools, and an overall action plan to achieve each strategy with prioritized actionable initiatives.

BACKGROUND

The Town of Danville has historically benefitted from its smalltown charm in part created by a historic town square, century old homes with tree lined streets, good schools, extremely low crime rate, a number of public parks and many thriving community organizations bringing citizens together. Danville is the county seat of Hendricks County and therefore benefits from hosting the county courthouse, government center and numerous government offices, the county jail and sheriff's department and even the county fairgrounds. Danville also has a leading Central Indiana hospital, Hendricks Regional Health.

Danville recently completed a 118-page Comprehensive Plan in 2022. This plan gathered input from community members who chose to participate through surveys and public meetings and had a large steering committee of community leaders interested in providing a more thoughtful approach to the town's future. Other important participants and sponsors of the plan include the Danville Plan Commission, Danville Town Council and Town Administration.

The Danville 2022 Comprehensive Plan states Danville will prioritize Managing Growth, Preserving the Character of the Community and Strengthening Its Quality of Life.

The plan focuses heavily on growth and provides some suggestions on how to manage growth, but these are vague and without detail. The comprehensive plan recognizes that the annual growth rate between 2010 and 2020 was 12.5% and the town grew from 4,245 residents in 1990 to 10,126 by 2022. The town is now set to grow approximately 60% more due to the approval over the last three to five years of approximately 1800 new home builds.

74% of survey respondents agreed that Danville should prioritize managing growth by making informed decisions that support long-term economic stability, reflect the community values, and contribute to Danville's strong sense of place. This request for qualifications is a key part of keeping with that community desire to "manage growth by making informed decisions that support long-term economic stability."

The Town of Danville has a lot to be proud of and it has proven to be a desirable place to live and raise families. Yet the combination of being the county seat, hosting government offices, a hospital and other county community assets, and the fact that most of Danville's remaining real estate is used as residential real estate leaves Danville town government with a revenue shortfall that needs thoughtful attention. In order for Danville to continue to provide current services and care for public properties/assets well into the future, the community needs to expand its tax base in the commercial and industrial sectors by creating and executing an economic development plan that attracts desirable businesses to add to the Town's quality of life and tax base.

PROJECT STAKEHOLDERS

The project stakeholders identified to date include the following:

- Danville Town Council
- Danville Redevelopment Commission
- Danville Plan Commission
- Town of Danville Administration
- Danville Community School Corporation
- Danville Public Library
- Danville Chamber of Commerce
- Downtown Danville Partnership
- Hendricks County Economic Development Partnership
- Indiana Economic Development Partnership

SCOPE OF SERVICES

The following tasks are envisioned by the Danville Redevelopment Commission and will be modified as necessary during the scope and fee negotiation process once a qualified consultant/team is selected.

1. **Project Kick-off.** The Danville Redevelopment Commission will hire a consultant through a competitive selection process. RDC members and designated staff will compile background materials from its records and other appropriate sources for the consultant to review. A committee will be formed, with the assistance of selected project stakeholders. The committee and consultant will conduct an initial tour of sites and local businesses, followed by a kick-off meeting at which the consultant and RDC will outline and clarify the process and project objectives, as needed, based upon feedback from the group. A technical advisory group may also be formed that includes a small group of key staff from the Town of Danville and other identified stakeholders.
2. **Update Economic Data and Prepare Employment Forecast.** Consultant will conduct an Economic Opportunity Analysis (EOA), which includes evaluating relevant national, state, regional and local economic development trends and will review the information and approach with staff and the advisory committee. Consultant will further prepare an employment forecast considering this information and will review the forecast methodology with staff and the committee prior to finalizing data trend and employment forecast(s). Targeted stakeholder interviews, focus groups or site tours may be a component of this effort.
3. **Evaluate Commercial Development Land Availability, Site Needs & Tenant Strategy.** Consultant is to outline approach to identifying available commercial development lands, redevelopment potential of existing properties within the community, brownfield identification, land capacity, short term land availability, and tenant strategy to fill vacancies based on results of Task 2. This will include outreach with industrial and commercial owners and the approach will be vetted and adjusted as needed based upon feedback from staff and the advisory committee. A report with maps will be prepared which will also be vetted with the committee.
4. **Conclusions, Policy Recommendations, and Implementing Measures.** Consultant is to compare and analyze land capacity and demand, identify case studies where similar challenges in other communities were overcome and various development strategies led to new private investment, and select key strategies to support those industry sectors most likely to invest in Danville. Discuss implications with staff and the advisory committee on existing tools, development code obstacles, or public-private partnership opportunities. Policies and implementation measures will also be prepared reviewed and refined by the advisory group and consultant.
5. **Economic Element of the Comprehensive Plan Draft Report.** Consultant is to finalize the above referenced work and reporting and prepare a new Economic Section to the Danville Comprehensive Plan for consideration by the Planning Commission and Danville Town Council. Documents are to be adjusted as needed based upon feedback from these policy making bodies. Public hearings may need to be held and formal adoption made.

QUALIFICATION STATEMENT REQUIREMENTS

The consultant is to provide adequate information that will render it qualified and capable of effectively accomplishing the project. Sealed qualifications (5 COPIES) must be received no later than 3:00 PM EST Friday, March 21, 2025 at 49 N. Wayne, Street, Danville, Indiana 46122.

Faxed and emailed submissions will not be accepted without prior approval. Qualifications received after the appointed time will be returned unopened. Limit submittals to 10 pages or less, not including resumes.

- Cover Letter
- Specialized experience and knowledge including related experience with complex economic development programs, tools, analysis, public private partnerships, and financing.
- Experience and capabilities of proposed team member(s)
- Professional qualifications
- Experience coordinating outreach activities and gathering of input from project stakeholders
- Graphic design capability, layout of proposal, and branding of work products

EVALUATION CRITERIA

The consultant will be evaluated and ranked based on proven experience, expertise and technical merit for the requested services. Added consideration will be given to those applicants who have successfully completed similar projects. After a consultant is chosen, they will be asked to develop a project management plan, budget and schedule for the project. If an acceptable plan, budget, schedule, and contract cannot be developed, the selection panel will meet and select another consultant from the original RFQ submittals and restart negotiations.

Specialized experience in the type of work to be performed. Technical knowledge of economic development concepts, financing, and public private partnerships. Demonstrated ability with problem identification and developing creative solutions.	20 Points
Capacity and capability to perform the work within the time limitations.	20 Points
Educational and professional record, including past record of performance on contracts with governmental agencies and private parties with respect to cost control, quality of work and ability to meet schedules.	20 Points
Availability to perform the assignment and familiarity with the area in which the specific work is located.	20 Points
Demonstrated ability to assist outreach activities to gather input from multiple stakeholders and meet expected outcomes.	10 Points
Graphic design capability, layout of proposal, and branding of work products.	10 Points
TOTAL	100 Points

DELIVERY OF QUALIFICATION STATEMENTS

Deliver five (5) hard copies of the qualification of statement to:

Ben Comer, President
Danville Redevelopment Commission
Town of Danville
49 N. Wayne Street
Danville, Indiana 46122

RE: RFQ for Economic Development Services

Any qualification statements received after the above specified time will not be considered.

The Town of Danville reserves the right to cancel this request in whole or in part at any time, or otherwise reject any and all submissions for reasons deemed by the Town that such an action would be in the Town's best interest.

Address questions, comments or concerns regarding the project directly to Ben Comer, Danville Redevelopment Commission President by telephone (317) 745-4300 or email bcomer@comerlaw.com.