

Washington Economic Development Association
(WEDA)

REQUEST FOR PROPOSALS

Regarding

**PROVISION OF ASSOCIATION MANAGEMENT
AND LOBBYING SERVICES**

Deadline: Proposals Must Be Returned by June 29, 2018

To

WEDA
c/o Jonathan Smith
Yakima County Development Association
jon@ycda.com
PO Box 1387
Yakima, WA 98901

1. **RFP Due Date:** To be eligible for consideration, an electronic response to this Request for Proposals (RFP) must be received by WEDA, c/o Jonathan Smith, Yakima County Development Association, Jon@YCDA.com **no later than the close of business, 5:00 p.m., Friday, June 29, 2018**
2. **Background and Objectives:** WEDA is a state-wide, non-profit (501c6) association of economic development organizations, private businesses, ports, other governments and individuals committed to enhancing Washington State's climate for economic development. This is accomplished through goals and strategies that: (a) promote sound economic development policy on the State level and (b) provide educational and networking opportunities for economic development professionals. WEDA traces its origins to the early 1980s and currently has 162 members. Website: www.wedaonline.org
3. **Management:** WEDA is governed by a twenty (20) member board of directors. Currently, four committees of the board and membership are in operation. The Executive Committee of six (6) officers meets monthly to oversee operations, generally via conference call. The Program Committee, Policy Committee, and Legislative Committee meet intermittently as needed, often via conference call. WEDA currently contracts with for both its executive director and state-level lobbying services.
4. **Bylaws:** See Attachment One.
5. **Recent Activities:** WEDA's 2017 legislative requests and WEDA supports documents (Attachment Two) and WEDA summary of recent WEDA events (Attachment Three) are attached.
6. **Annual budget:** See Attachment Four.
7. **Rationale for RFP:** The board of directors has determined it is appropriate for WEDA to periodically request proposals for association management and lobbying services. This allows WEDA to identify the variety of creative approaches to association management and lobbying services that exist in the marketplace and ensures the association is aware of and staying current with all best practices in this field.
WEDA encourages respondents to bring forward innovative ideas for achieving the objectives of the organization. WEDA is not committed to a particular structure.
8. **Timeline:** WEDA's goal is to finalize its association management and lobbying representation as soon as practicable. The working target for completing the selection process is August 2018.
9. **Submittal Requirements:** The proposal will address the issues in this section while minimizing unnecessary presentation materials beyond that sufficient to

present an effective response. The proposal must be organized and presented in the exact order as outlined in this section, and not exceed fifteen (15) single-sided pages of text, with a minimum 12 pt. font and double spaced. Resumes are excluded from the page limit. See #1 (RFP Due Date) for additional information.

- a. Identify the office that will handle the work. If a partnership of firms is proposed (one firm for lobbying services, another for association management) please identify both firms. Include the street address, phone number, fax number and website address.
- b. Identify the individual(s) who will carry out the work. Resumes of each shall be provided highlighting each person's specific experience and qualifications that relates to this work.
- c. List three recent clients for which the firm and/or the individual(s) listed in b. above have performed similar or related services.
- d. Describe the firm's approach and the estimated number of hours required each month to achieve the following scope of services. Assume an annual budget for the Association of \$100,000. WEDA desires to align its annual contract for services with the State fiscal year – July 1 through June 30th so the initial contract would run from the time of award through June 30th 2019. All contracts thereafter would be for a one-year period coinciding with the state fiscal year.

The priority for these services is 35% for association management, membership & professional development, and 65% to impactful lobbying.

1. Association Management

- a. Phone/fax/email/website
- b. Board meeting organization and minutes (quarterly – locations vary)
- c. Executive Committee meeting organization and minutes
- d. Financial management (bookkeeping, quarterly financial report, invoicing, monthly income and expense report, budget preparation, credit card processing)
- e. Committee staff support (Executive Committee, Program Committee, Policy Committee, Legislative Committee)

2. Membership Development and Professional Development

- a. Membership development/revenue generation
- b. Database management (member list, target member list, etc.)
- c. Newsletter (monthly, alternating print and email)
- d. Professional development conference organization and management (two annually – see Attachment Three)

3. Lobbying Services

- a. WEDA lobbying services focused on Washington State Legislature during legislative session.
- b. Legislative communications plan
- c. Policy development and analysis (relying on content provided by WEDA membership)
- d. Strategic partnership development and leveraging strong relationships with other economic development organizations such as the Washington Public Ports Association, Washington Public Utility Districts Association, Association of Washington Cities, Association of Washington Business, Washington State Association of Counties, etc...
- e. Member coordination for legislative outreach including day on the hill and working with legislative chairs to have economic development work sessions scheduled in hearings with WEDA members leading those discussions
- f. Detailed reporting of interaction with legislators during and outside of session
- g. Coordination on marketing material development, legislative agenda material, etc.
- h. Ad hoc services during non-legislative periods.

ATTACHMENTS TO FOLLOW

- 1. Bylaws
- 2. Legislative Requests, and WEDA Supports
- 3. Recent WEDA Events
- 4. Annual Budget