

**REQUEST FOR PROPOSAL  
INNOVATION PLACE**

**HARDEE COUNTY INDUSTRIAL DEVELOPMENT AUTHORITY  
107 EAST MAIN STREET  
WAUCHULA, FLORIDA 33873**

**FEBRUARY 17, 2015**

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## **1. SUMMARY AND BACKGROUND**

The Hardee County Industrial Development Authority (“IDA”) is currently accepting proposals for the marketing and management of the manufacturing production “fill-line” at the Hardee County Incubator, Innovation Place. Innovation Place, established by the Hardee County IDA as a business incubator, provides small, established, or startup companies with the tools and space they need in order to develop their operations and become a sustainable company or to expand in the market place.

Innovation Place has a specialized full scale contract manufacturing facility constructed for the purpose of facilitating existing businesses and to encourage the formation of new startups.

The production portion of the incubator will be managed by the awardee that has the ability to market the fill-line services to existing companies, including individual products produced for those companies and to maintain licensing and certifications necessary for fill-line operations. The applicants must demonstrate knowledge of operating protocols related to the chemical and physical aspects of cosmetic and “OTC” (over the counter) drug manufacturing from inception thru production, including shipping to the end user.

The purpose of this Request for Proposal (RFP) is to solicit proposals from individuals, partnerships or companies, operational, management and marketing plans that provide a high likelihood of success in the marketplace for the fill-line component of Innovation Place.

## **2. PROPOSAL GUIDELINES**

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until \_\_\_\_\_. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

Outsourcing or contracting services to meet the requirements contained herein, must be clearly stated in the proposal, including costs of outsourced or contracted services. Any proposals which call for outsourcing or contracting services must include a name and description of the contractors. Priority will be given to those respondents demonstrating full capability and competency to effectuate the implementation and operation of the fill-line.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review and acceptance by the IDA legal counsel and will include scope, budget, schedule, and other necessary items pertaining to the project.

The IDA reserves the right to reject any and all proposals in its sole and absolute discretion.

### **3. PROJECT PURPOSE AND DESCRIPTION**

Innovation Place has been conceived to foster small or startup companies that have a product or idea, but lack the necessary skills, capital and staff to market their product effectively and grow their business.

The purpose of this project is focused on an economic development initiative directed specifically at manufacturing sector growth for economic diversity in Hardee County, Florida.

The IDA along with grant assistance from the Hardee County Economic Development Authority has acquired and retrofitted an incubator facility intended to foster and promote the growth of manufacturing businesses in Hardee County. The incubator (Innovation Place) offers a setting and the potential for collaboration, shared services and assistance geared toward growing a business to the point of sustainability in the marketplace.

As part of the incubator concept, Innovation Place offers a full scale cosmetic and OTC drug fill line for product fulfillment. A direct focus on solicitation and promotion of small companies needing the services of a manufacturing fill-line represents a primary component of the Innovation Place target market for economic development and diversity.

The IDA will provide co-ordination and management of the facilities of Innovation Place, lease management and recruitment of new tenants. The IDA will be the direct contact point for all tenants at Innovation Place.

The fill-line contract manager will be the primary contact point for individuals and companies seeking to develop or purchase contract production services of the fill-line. An onsite production facility allows businesses to fill their product with flexible volume requirements, no direct capital investment and synergistic cost savings relative to other options in the marketplace. The fill line is also available for usage by outside companies for contract manufacturing, benefiting companies that desire to bring new products to market without the burden of large scale manufacturing requirements.

The contract manager of the fill-line will be responsible for the direct oversight of price quoting, staff and any and all protocols necessary for the fill line production.

### **4. PROJECT SCOPE**

Reporting to the IDA, the contract fill-line manager will manage the fill-line under the direction of the Economic Development Office with/in two main capacities: 1) recruiting start-up companies and entrepreneurs in order to maximize occupancy of the incubator and production fill line, and 2) working with tenants to promote a growth strategy of their brands.

The following criteria must be met to achieve a successful project:

- General management and operations oversight of fill-line.
- Supervisory Responsibilities:

Fill-line employees  
Interns and volunteers

- Develop and monitor a budget reliant in part on subsidy but transitioning to self-sufficiency for the fill-line
- Manage the fill-line operation thru the establishment of production schedules to accommodate Tenants and Contract Manufacturing needs
- Design and disseminate marketing materials for the promotion of the fill-line services
- Cultivate relationships with local businesses in support of mentorship programs for tenants related to the fill-line where possible
- Serve as media liaison as necessary to promote the fill-line
- Provide the EDC with recommendations on additional programs needs to support the development strategy for entrepreneurial growth related to the fill-line
- Work with SBDC to develop overall strategy for services provided each fill-line tenant
- Coordinate efforts to locate appropriate external resources to support fill-line tenant's business development needs including but not limited to marketing & sales, technology, product development, etc.
- Coordinate and monitor development of new and expanding businesses related to the fill-line
- Quarterly evaluation and reporting of program goals, objectives, successes, and risks to all stakeholders related to the fill-line
- Performs other duties as needed and defined

## 5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

### **Request for Proposal Timeline:**

All proposals in response to this RFP are due no later than \_\_\_\_\_ .

Evaluation of proposals will be conducted from \_\_\_\_\_ . If additional information or discussions are needed with any proposers during this period, the proposer(s) will be notified.

The selection decision for the winning proposer will be made no later than \_\_\_\_\_.

Upon notification, the contract negotiation with the winning proposer will begin immediately. Contract negotiations will be completed by \_\_\_\_\_.

Notifications to proposers who were not selected will be completed by \_\_\_\_\_.

### **Project Timeline:**

Innovation Place is an ongoing project. The fill-line contractor of this facility will be hired as a permanent position. The IDA has the right to terminate the contract with the fill-line contractor upon 30 days' notice following 30 days of failure to correct deficiencies. The manager will provide reports and updates to the IDA board on a minimum quarterly basis.

## **6. PROPOSER QUALIFICATIONS**

Skills, Qualifications and knowledge of:

- Marketing principles and Plan development
- Social Media strategy and major platforms
- Research methods
- Applicable federal, state, and local laws, rules, ordinances, statues, and regulations
- Public relations principles
- Budget Administration principles
- Program coordination principles

Ability to:

- Communicate effectively with colleagues, stakeholders, and
- Develop proposals, presentations and information packages
- Facilitate prospect tours
- Monitor budgets
- Meet deadlines
- Build strong relationships between the business community, local government, and the Company
- Use a computer and related software

Proposers should provide the following items as part of their proposal for consideration:

- References/work experience
- Education background
- Knowledge of contract manufacturing industry, cGMP's and FDA regulations
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Marketing background
- Corporate structure
- Willingness to hold manufacturing license and liability insurance \$2,000,000.00

## **7. PROPOSAL EVALUATION CRITERIA**

The IDA will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner

- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Corporate structure and ability to retain \$2,000,000.00 liability insurance

Each bidder must submit 2 copies of their proposal to the address below by \_\_\_\_\_:

Hardee County Industrial Development Authority  
107 East Main Street  
Wauchula, FL 33873

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