



Request for Proposal: Legislative Representation

I. INTRODUCTION

- **About EDAM**

The Economic Development Association of Minnesota (EDAM) is a state-wide association of professionals who specialize in economic development. Our membership consists of public, private and nonprofit professionals who are interested in staying informed and connected to current economic development strategies and best practices. EDAM was originally established in 1967 and has evolved over the last 50 years to an organization dedicated to collaboration and innovation in the economic development industry. EDAM is a 501(c)6 professional association with over 500 members and conducts approximately 20 events/year, including two conferences.

- **RFP Purpose**

We are seeking legislative representation, guidance, and strategy for the 2025-2026 biennium. EDAM's focus is on Minnesota state legislative initiatives, not local or federal.

- **RFP Timeline**

- RFP issued: October 8, 2024
- Proposals due: November 1, 2024
- Finalist interviews: Estimated to occur the week of November 11, 2024
- Final decision: December 1, 2024
- Representation to begin December 15, 2024

- **Project Budget:** \$25,000 - \$30,000 per calendar year

- **Initial Term:** December 15, 2024 – 6/30/2026 with a 30-day cancellation clause

- **EDAM Contact Information – please send any questions about the project or RFP to:**

Colleen Ayers, Executive Director
colleen@edam.org | (952) 928-4640

II. SCOPE OF WORK

- Monitor and report on matters of interest or concern related to the Minnesota Department of Employment and Economic Development (i.e. MIF, JCF, Redevelopment, BDPI, Workforce, etc.) to EDAM.
- Prepare weekly updates for EDAM members during the regular and special legislative sessions which will be shared as “act now” and e-blasts with the EDAM members. Examples available here: https://edam.org/EDAM/EDAM/Advocacy/Legislative_Updates.aspx
- Attend the EDAM Government Relations Committee meetings virtually, via the telephone or in-person. The committee meets up to once a month, typically less often when the legislature is not in session.
- Lead planning and participate in EDAM’s Day at the Capitol in collaboration with the Government Relations Committee.
- Assist with, participate in and/or present at other EDAM events such the EDAM Winter and Summer Conferences (January & June), EDAM U and/or other EDAM seminars as requested by EDAM leadership.
- Support EDAM in the development of the association's legislative agenda.
- Scheduling and participating in EDAM leadership meetings with key legislators and DEED officials.
- Draft bills and amendments as requested by EDAM.
- Identify and coordinate House and Senate authors for EDAM legislative initiatives.
- Communicate EDAM priorities to key legislators including House and Senate leadership and members who serve on committees with jurisdiction over job creation and business and community development matters.
- Prepare talking points and testimony for EDAM witnesses to present before House and Senate committees as appropriate.
- Assist Board and Government Relations Committee with strategy, counsel, and mobilization of EDAM members and key stakeholders as needed.
- Write letters advocating for EDAM’s priorities to be signed by EDAM leadership, as needed.

III. FORMAT FOR PROPOSALS

- **Executive Summary**
 - I. One page or less outlining your recommended strategy and approach for delivering the scope of work listed above.
- **Corporate Profile**
 - I. Provide an overview of your firm's background and operating philosophy, including any experience working with clients similar to EDAM.
 - II. Describe headquarters location and additional offices, if any.
- **Client References**
 - I. Provide three client references, including a current contact name, organization name, phone number, and email.

- **Project Team**
 - I. Specify the primary point of contact and an overview of their relevant experience, role, and length of time with your organization.
 - II. Specify other team members that would be involved. Identify their experience, roles and length of time with your organization.

- **Costs**
 - I. Provide detailed pricing information for the scope of work listed above, including hourly rate if applicable.
 - II. Specify whether there are different costs associated with which team member(s) are performing the work.
 - III. Other affiliated fees or costs (specify).

IV. SUBMITTING PROPOSALS

- **Submission Deadline**
 - I. Proposals must be received on or before November 1, 2024 at 5:00 pm (Central).

- **Proposal Response Delivery**
 - I. Proposals may be emailed to Colleen Ayers (colleen@edam.org) or mailed to:
EDAM
4248 Park Glen Road
Minneapolis, MN 55416