

**Management Criteria to Evaluate
2010-11 Economic Development/Tourism RFPs
based on Council Adopted Economic Strategy**

January 29, 2010

Note: The following criteria were introduced in the 2009-10 process, and remain unchanged for 2010-11.

- Aligning with the overall Strategy objective to “Strengthen the economic base of Chico by achieving investment that creates jobs and brings in and/or retains revenue in the community, which results in tax revenue needed to fund public services for the community.”
- Aligning with the Economic Vision “to assist entrepreneurs and businesses to invest in Chico. . .”
- Aligning with the Strategy to stimulate the economy in one of the key areas in which City “collaborates with the other sectors in the following four areas of importance to the health of Chico businesses and the economy:”
 - Talent
 - Base Level Employers and Entrepreneurs
 - Service Sectors
 - Retail/Services
 - Commercial Districts
 - Tourism
 - Place-making
- Targeting services/programs to create benefits/outcomes, both qualitative and quantitative
- Leveraging local public dollars to bring in more public and/or private dollars
- Spurring investment that would otherwise not occur
- Partnering: “Collaborate across sectors to develop strong partnerships within the North State Region that create an integrated business assistance network, which leads to investment in Chico.”
- Prioritizing services/events on impact to strengthening the economic base (contractor will request in priority order)
- Efficiently utilizing public resources – ex. Requested level of City investment; number served compared to requested level of investment; requested level of investment compared to duration of activity; City cost compared to other revenue sources; resources from partners; ROI; time to impact; etc.
- Measuring progress – range of indicators – City has asked for contractors to identify indicators for benefits and outcomes
- Contracting for a mix across all three RFP categories
- Contracting for a mix of new and existing initiatives
- Statement of Qualifications/historical performance/capacity to perform