



*Office of the City Manager
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June 11, 2018

Request for Results—Economic Development

The goal of the City of Alamosa is to improve economic opportunities for our citizens, by attracting new industries, improving the retail mix, establishing the community as a hub for tourism in the valley, and providing a future for our youth.

The City is looking for proposals that address the above needs. Specifically, the city is looking for innovative approaches to accomplish the goals that are laid out in this document. Traditionally, the City has designated a set amount of money to be available to outside agencies to provide services to our residents. This approach asks those agencies to submit a proposal to provide a specific service with measurable goals and outcomes. The City will accept proposals that address only part of the attached requested services or proposals that address all areas. Proposals are due by August 1, 2018 before 5:00 p.m. Proposals should be submitted to the office of the City Manager and should clearly state on the cover sheet that they are in response to the Request for Results—Economic Development. The term of service will be from January 1, 2019 to December 31, 2019. Those items listed as Measurable Results will be the areas for which proposals will be accountable.

Results

Area 1: Help existing business to expand and/or attract additional light to medium industry

- Attract new business or help existing businesses expand
 - Measure 1: Contact a minimum of 5 (mix of new or existing) businesses (light to medium industry) each month for possible location or expansion. Work with local entrepreneurs as appropriate.
 - Measurable Result—list of businesses contacted.
 - Measurable Result—number of new businesses locating here (include list) and the total jobs added.
 - Measurable Result—number of jobs created through entrepreneurs or by expanding existing businesses.

Area 2: Improve retail mix and enhance the City's role as hub for the valley with tourism and services

- Improve retail mix by attracting new retail providers in areas with significant leakage or help existing businesses expand into areas with significant leakage. Information on leakage can be obtained through the office of the City Manager. Areas with high leakage include clothing and clothing accessories, electronics and appliances, health and personal care stores, and specialty food service.
 - Measure 2: Contact a minimum of 2 retailers per month for potential location or expansion in the City of Alamosa. Work with new or existing service providers to improve available service options in the Valley. Tourism oriented businesses should receive attention for the downtown area.
 - Measurable Result—list of businesses contacted
 - Measurable Result—number of new businesses locating in Alamosa
 - Measurable Result—list of new or expanded tourism based services/retailers

All questions regarding this request for results should be directed to the office of the City Manager. Proposals can be submitted via email to dcortez@ci.alamosa.co.us or via hard copy to 300 Hunt Avenue, Alamosa, CO 81101. No faxes will be accepted.