



REQUEST FOR PROPOSALS

Round Rock Chamber of Commerce
Economic Development Strategic Plan

Round Rock Chamber of Commerce
910 Heritage Center Circle, Suite 200
Round Rock, Texas 78664
Proposals Due By: May 3, 2024

INTRODUCTION

The Round Rock Chamber is soliciting proposals from qualified economic development strategic consulting firms to develop a comprehensive Economic Development Strategic Plan. This plan will guide the organization's efforts for the next three to five years, focusing on enhancing economic growth, fostering innovation, and ensuring the sustainable development of our community.

Overview of the Round Rock Chamber

The Round Rock Chamber of Commerce serves as a dynamic catalyst for economic growth and prosperity in the City of Round Rock and the surrounding region. As a leading advocate for businesses, the Chamber plays a pivotal role in shaping the economic landscape, fostering collaboration, and driving innovation to ensure the long-term success of the community.

The Round Rock Chamber is uniquely positioned as the lead economic development organization for the City of Round Rock, thanks to a strategic public-private partnership between the city government and the regional business community. This collaboration combines the resources, expertise, and networks to drive economic growth, attract investment, and create job opportunities for residents.

As a result of this partnership, the Round Rock Chamber has access to a robust network of stakeholders, including government officials, business leaders, educational institutions, and community organizations. This network provides valuable insights, resources, and support to advance economic development initiatives and address the evolving needs of the business community.

Furthermore, the Chamber's status as the lead economic development organization allows it to leverage public and private funding sources to support its programs and initiatives. This support enables the Chamber to undertake strategic economic development initiatives, and it underscores the community's commitment to driving economic prosperity, fostering innovation, and enhancing the overall quality of life for residents and businesses in the City of Round Rock and the surrounding region.

Economic Development Summary & Successes

Located only 15 miles north of Austin in one of the fastest growing cities in Texas, the future is bright for investments in Round Rock. Over the past decade, the City of Round Rock has experienced remarkable growth and economic prosperity, establishing itself as a vibrant hub for business and innovation within the Central Texas region.

With a strategic location, a skilled workforce, and a pro-business environment, Round Rock has attracted a diverse range of industries and businesses, contributing to its economic resilience and vitality. Round Rock's economic development advantages include:

1. **Major Employers:** Round Rock is home to global headquarters of Dell Technologies, Emerson Automation Solutions and Toppan Photomasks, Inc. and is less than a 30-minute drive from several major Fortune 500/1000 tech giants including Samsung, Google, Apple, Tesla, Meta, Oracle, IBM, HP, Expedia, Amazon, and more.
2. **Population Growth:** Located in one of the fastest growing metros in the country, Round Rock has a diverse population of more than 124,000. With more than 62,000 new residents moving to Central Texas annually, Round Rock's population is expected to continue growing rapidly driven by factors such as job opportunities, quality of life, and an affordable cost of living.
3. **Strategic Location:** Centrally located within the State of Texas and equidistant between the East and West Coasts, Round Rock offers superior transportation and logistical advantages. Austin-Bergstrom International Airport is just 25 miles from downtown Round Rock via I-35 or the Texas 130 toll road. Additionally, Round Rock is directly served by four major highways: Interstate 35, SH-45, SH-130, and U.S. 79.
4. **Corporate Expansions & Relocations:** Several major corporations have chosen Round Rock as a destination for expansion and relocation, citing its favorable business climate and access to talent. These include technology companies, healthcare providers, manufacturing firms, headquarters and others, further diversifying the local economy and enhancing its competitiveness on a global scale. [Click here](#) to view recent project announcements and other economic development-related news.
5. **Infrastructure Investments:** The City of Round Rock has made significant investments in infrastructure development, including transportation networks, utilities, and quality of life amenities to support the needs of businesses and residents. These investments have improved connectivity, accessibility, and livability, making Round Rock an attractive destination for businesses seeking to establish or grow their operations.
6. **Young & Educated Workforce:** Major employers and small businesses alike find the key talent in Round Rock with a median age of 33. More than 70 two- and four- year educational institutions in the area fill the talent pipeline with 30,000 annual graduates. The Round Rock Independent School District has an annual enrollment of 50,000 students and is ranked one of the best districts in Texas and the country.
7. **Tech & Innovation:** Round Rock is home to top-tier educational institutions, research centers, and innovation hubs, providing a fertile ground for collaboration between academia and industry. The presence of these institutions has facilitated knowledge

transfer, technology commercialization, and talent development, driving innovation and entrepreneurship within the community.

8. **Quality of Life:** Round Rock offers an exceptional quality of life, characterized by safe neighborhoods, excellent schools, recreational amenities, and cultural attractions. This high quality of life has been instrumental in attracting and retaining talent, fostering a skilled workforce that is essential for sustained economic growth and prosperity. The TODAY Show recently ranked Round Rock the Best Place to Live in America.

Given these recent successes and the favorable economic climate in the region, now is an opportune time for the City of Round Rock, through the work of the Round Rock Chamber, to execute a strategic plan for economic development. By leveraging its strengths, addressing key challenges, and capitalizing on emerging opportunities, Round Rock can position itself for continued growth, innovation, and prosperity in the years to come.

Recent National & Regional Rankings

The City of Round Rock, Williamson County (TX), and the Austin–Round Rock MSA have garnered recognition in various national and regional rankings, highlighting their economic strength, quality of life, and overall competitiveness. Some recent rankings include:

1. **Best Places to Live:** Round Rock and Williamson County consistently rank among the best places to live in the United States, recognized for their strong job markets, affordable housing, and high quality of life. (Source: U.S. News & World Report)
2. **Fastest-Growing Cities:** Round Rock and the Austin–Round Rock MSA are frequently cited as some of the fastest-growing cities and metropolitan areas in the nation, driven by robust job growth, population influx, and economic diversification. (Source: U.S. Census Bureau)
3. **Best Cities for Job Seekers:** Round Rock and the Austin–Round Rock MSA are recognized as top destinations for job seekers, offering abundant career opportunities, competitive salaries, and a thriving business environment. (Source: WalletHub)
4. **Top Tech Hubs:** The Austin–Round Rock MSA is regarded as one of the nation's leading tech hubs, attracting tech companies, startups, and skilled talent from around the world. (Source: CompTIA Tech Town Index)
5. **Best Places for Business and Careers:** Round Rock and the Austin–Round Rock MSA consistently rank among the best places for business and careers, thanks to their strong economic fundamentals, entrepreneurial spirit, and supportive business environment. (Source: Forbes)

6. **Quality of Life Rankings:** Williamson County and the Austin–Round Rock MSA receive high marks for their exceptional quality of life, which encompasses factors such as education, healthcare, recreational amenities, and cultural diversity. (Source: Livability)

These rankings underscore the attractiveness and competitiveness of Round Rock, Williamson County, and the broader Austin–Round Rock MSA as destinations for residents, businesses, and investors alike. By leveraging their strengths, fostering innovation, and investing in strategic economic development initiatives, these communities are well-positioned to sustain their growth trajectory and enhance prosperity for all stakeholders.

More information on the advantages of living and doing business in Round Rock can be found on the Round Rock Chamber website: <https://roundrockchamber.org/>

PROJECT OVERVIEW

Objective

The primary objective of this project is to develop a three- to five-year Economic Development Strategic Plan that outlines actionable steps to promote economic development, attract new businesses, retain and expand existing businesses, develop a sustainable talent pipeline and cultivate a thriving entrepreneurial ecosystem in Round Rock.

Scope of Services

The selected consulting firm will be responsible for developing a strategic action plan for the Round Rock Chamber and City of Round Rock that accomplishes the following:

1. Conducting market research to develop comprehensive SWOT analysis of the Round Rock community, identifying its strengths, weaknesses, opportunities, and threats.
2. Analyzing and identifying the top strategic target industries for new business recruitment based on market trends, local strengths, existing industry cluster development, workforce availability and economic projections.
3. Recommending an action plan for strategic lead generation, business recruitment and marketing initiatives.
4. Identifying opportunities for strategic real estate development, the redevelopment of existing or aging community corridors and land acquisition to support economic development and quality of life initiatives.

5. Developing strategies or recommendations related to the creation and management of a municipally- or EDC-owned business park to attract and retain businesses.
6. Designing a business retention program and workforce development strategies to support existing businesses and enhance the local workforce.
7. Creating an actionable plan for nurturing an entrepreneurship ecosystem, including support for startups and small businesses.
8. Presenting (in person) Economic Strategic Plan summary of results to City of Round Rock officials and Round Rock Chamber stakeholders.

RESPONSE PROCESS & EVALUATION CRITERIA

RFP Contact & Submission Guidelines

Please direct all inquiries related to this RFP to:

Jordan Robinson
President & CEO
Round Rock Chamber
jrobinson@roundrockchamber.org
512-255-5805

Proposals must be submitted electronically to jrobinson@roundrockchamber.org no later than **May 3, 2024, at 5:00pm CST**. Late submissions will not be considered.

Submittal Requirements

Proposals should demonstrate a commitment to providing a high level of service, experience, passion and enthusiasm for the project and provide sufficient detail to enable the Selection Committee to thoroughly evaluate and compare it with other proposals. Interested firms must submit proposals that include the following:

1. Detailed process for developing the Economic Development Strategic Plan, including methodology, data sources, and key deliverables.
2. Proposed timeline for executing the strategic plan, including milestones and deadlines.

3. Overview of the firm's experience in economic development consulting, highlighting a minimum of three relevant projects and successes.
4. Description of the team who will be working on the project, including their qualifications and experience in economic development consulting.
5. Estimated budget for the entire project, including any additional costs or fees.

Following the submission deadline, the Round Rock Chamber's Selection Committee will review all proposals and may conduct interviews or request additional information from shortlisted firms. The final selection will be based on the evaluation criteria and the firm's ability to meet the needs of the project.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Experience and qualifications of the consulting firm and its team members.
2. Clarity and comprehensiveness of the proposed approach and methodology.
3. Demonstrated understanding of the unique economic development needs of Round Rock.
4. Feasibility of the proposed timeline and budget.
5. Overall quality and professionalism of the proposal.

Project Timeline & Key Dates

Request for Proposals Posted	April 15, 2024
Proposal Responses Due	May 3, 2024
Finalist Interviews	Week of May 13
Finalist Selected	May 27, 2024
Draft Strategic Plan Provided	November 2024
Strategic Plan Completion & Deliverables	December 2024

THANK YOU

Thank you for taking the time to review and respond to this Request for Proposals (RFP). Your interest in partnering with the Round Rock Chamber in developing our Economic Development Strategic Plan is appreciated, and we look forward to reviewing your proposal.