



May 25, 2023

RE: Letter Proposal Requested for Implementation of Economic Development Strategy, Year 1

To whom it may concern:

The City of Pinole adopted an [Economic Development Strategy \(EDS\)](#) in October of 2022. The EDS is a strategic framework to guide the City of Pinole's economic development policies and programs over the next five years.

The EDS is designed to achieve the following major goals over a five-year period:

- Expand economic opportunities for Pinole's resident workforce by fostering creation of a diverse range of quality jobs accessible to residents across the spectrum of education/skill levels
- Leverage the economic development potentials of Pinole's historic downtown and waterfront areas through placemaking initiatives and targeted business/development attraction
- Revitalize Pinole's other commercial and industrial areas by encouraging private investment that responds to anticipated real estate market demand
- Strengthen the City's fiscal position by attracting land uses and business types that have the potential to generate General Fund revenue

The EDS Action Plan is organized around six major initiatives:

- Major Initiative 1: Implement economic development branding/marketing program
- Major Initiative 2: Focus City's business retention/expansion/attraction efforts around high-priority industry clusters
- Major Initiative 3: Collaborate with regional partners to expand availability of entrepreneurial development resources in Pinole
- Major Initiative 4: Systematically review and strengthen City's business/development friendliness
- Major Initiative 5: Expand development capacity and pursue placemaking projects
- Major Initiative 6: Enhance City's interface with education/workforce development partners

The City of Pinole is seeking a consultant to partner with the City to implement the first-year action steps in the EDS (page 47 – 58 of the EDS). **Consultants interested in this project should email a letter proposal, by 2pm on June 5, 2023 to [LWhalen@ci.pinole.ca.us](mailto:LWhalen@ci.pinole.ca.us) outlining the following:**

- 1- All year-one action steps consultant could take the lead on implementing, and a timeframe for implementation
- 2- All year-one action steps consultant could assist with, but City would need to take the lead, and a timeframe for implementation
- 3- All costs associated with the proposal

More information on development of the EDS can be [found on the City's website](#).

City will review responses evaluate proposals based on qualifications, cost, and timeline and recommend consultant selection to the City Council on June 6, 2023.

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