



**LACEY**  
Community and Economic Development

**LACEY CITY COUNCIL**

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**CITY MANAGER**

Rick Walk

11/5/2024

**SUBJECT:** Request For Qualifications Economic Development Strategy

The City of Lacey is soliciting for administrative services from qualified firms to complete a Five-Year Economic Development Strategic Plan for adoption by the City of Lacey. The successful candidate, in collaboration with staff, will reference recommendations and work items from existing plans and studies, conduct stakeholder engagement, and deliver a five-year Economic Development strategic action plan for the City of Lacey.

Statements of Qualifications (SOQs) will be evaluated based on the firm's experience in preparing economic development strategic plans with actionable strategies at the local government level, as well as market studies, and economic analysis. In the statement, provide a synopsis of the experience with similar projects, include sample/s. Please provide estimated cost and time for this scope of work.

Statements of Qualifications, prepared according to the following detailed instructions, must be received at the email address below no later than **November 22<sup>nd</sup>, 2024 at 5PM**. The City of Lacey assumes no obligations of any kind for expenses incurred by any respondent to this solicitation.

It is the City of Lacey's policy to assure nondiscrimination in any contract entered into pursuant to this advertisement. Firms will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award as provided by Title VI of the Civil Rights Act of 1964.

For additional information, contact: Wesley Nguyen  
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## GENERAL INFORMATION

The City of Lacey is organized under the optional municipal code (Chapter 35A.63 RCW) as a Council-Manager form of government. The City fully plans under the Growth Management Act. Lacey is the largest and fastest growing city in Thurston County, having exceeded its 2035 projected population. Lacey is currently updating its Comprehensive Plan, including the Economic Development goals and policies. The plan is to be adopted in December 2025. The Comprehensive Plan will refine the vision for the City of Lacey and develop goals and policies that will continue to shape the community over the next 20 years. The Comprehensive Plan will include an Economic Development Element that will be an interdisciplinary effort, focusing on economic development, and its relationship to land use, housing, utilities and transportation elements. The Economic Development Strategic Plan will directly implement the goals and policies of the Comprehensive Plan and help to inform the economic development objectives of the City Council work plan.

### Scope of work

The consultant will produce a five-year Economic Development Strategy for the City of Lacey and will include a detailed implementation plan. The strategy is intended to guide City council and City staff in its economic development efforts over the next five years. The strategic plan for the City of Lacey will provide actionable strategies that are implementable at the local jurisdiction level with clearly defined outcomes. The scope of work will include the following items:

### Specific tasks

- Gather and analyze existing data, plans, reports and studies, including 2022 Market Study, current Lacey Economic Development Strategy, Economic Development Comprehensive Plan, City of Lacey Council work program, Pacific-Salish Economic Development District CEDS, and regional economic development information and trends that may be available through the Thurston Regional Planning Council, Thurston Economic Development Council, Olympia and Beyond Visitor and Convention Bureau, etc.
- Conduct community engagement (survey, small group stakeholder discussions, interviews, etc.) with targeted business outreach with local businesses and sectors.
- Clearly defines City roles and responsibilities relative to its local and regional partners.
- Analyze and update the elements of the existing 2022 Market Study for a current assessment of Lacey's economic profile. Specifically, current employment trends and the impact of Quiemuth Village proposal.
- Develop a five-year strategic plan with actionable strategies and tasks that the City can use as a roadmap for economic development success. The strategic actions should implement the priorities of the Lacey City Council and the goals and policies of the Comprehensive Plan, and other adopted plans, such as the Woodland District Strategic Plan and Branding Guide, Depot District Subarea Plan, and should identify feasible activities and implementation actions at the local jurisdiction level.



- Establish an implementation framework to track progress and prioritize Economic Development initiatives in adopted plans biased in impact, feasibility, and resources.
- Identify Short Term (1 – 2 years) and Medium Term (2 – 5 year) action items.

**Project deliverable:**

- An Economic Development Strategic Plan

**Compensation:**

- Upon selection of the most qualified firm, the City of Lacey will negotiate a price which it determines fair and reasonable. If the City of Lacey is unable to negotiate a satisfactory contract with the firm selected, negotiations with that firm will terminate and the City of Lacey may select another firm.

