



**SANGER ECONOMIC DEVELOPMENT CORPORATION  
REQUEST FOR QUALIFICATIONS (RFQ)**

**RFQ – 2025-02**

**ECONOMIC DEVELOPMENT STRATEGIC PLAN**

**PROPOSAL DUE DATE:**

12:00 NOON CENTRAL TIME

TUESDAY, AUGUST 12, 2025

**ISSUED BY:**

**SANGER ECONOMIC DEVELOPMENT CORPORATION**

**201 BOLIVAR STREET**

**SANGER, TX 76266**

## SECTION 1. INTRODUCTION & OVERVIEW

The Sanger Economic Development Corporation (SEDC) is requesting proposals from qualified consultants to develop its first Economic Development Strategic Plan. The Plan will serve as a framework to guide the SEDC's economic development efforts – specifically in business retention, recruitment, and marketing – over the next five years. The ultimate goal is to support the creation and recruitment of high-paying primary jobs and increase capital investment within the City of Sanger and its extra-territorial jurisdiction (ETJ).

The primary objective of this Request for Qualifications (RFQ) is to secure a consultant or consulting team capable of crafting a Strategic Plan that positions Sanger to capitalize on its unique strengths while responding to emerging economic opportunities in the North Texas region. The Plan must include clear goals, measurable objectives, and actionable implementation strategies designed to grow and diversify the local economy.

The SEDC comprises two entities:

- **Sanger Industrial Development Corporation (Type A):** Governed by a five-member board appointed by the Sanger City Council.
- **Sanger Texas Development Corporation (Type B):** Governed by a seven-member board appointed by the Sanger City Council.

Each corporation is funded by a ½ cent sales tax allocation and staffed by a dedicated two-person team. The SEDC is committed to fostering sustainable economic growth, promoting business development, and enhancing the quality of life for Sanger residents. Our mission is to cultivate a vibrant, inclusive, and resilient local economy through strategic partnerships and long-term planning.

This RFQ outlines the expectations, requirements, and submission guidelines for interested consultants. We invite qualified professionals to submit proposals that demonstrate experience, creativity, and a strong understanding of economic development planning.

## SECTION 2. COMMUNITY PROFILE:

The City of Sanger, Texas, has an estimated population of approximately 10,200 and is located in North Texas within Denton County. Strategically positioned along both sides of Interstate 35 (I-35) and extending north and south of FM 455, Sanger spans nearly 12 square miles.

The city is bordered by Denton to the south, Valley View to the north, Lake Ray Roberts and Pilot Point to the east, and unincorporated areas to the west. Its location along major transportation corridors—including I-35 and FM 455—offers significant logistical advantages for commerce and development.

Sanger features a balanced mix of residential, commercial, and industrial land uses, complemented by a vibrant downtown district that contributes to the city's small-town charm and economic potential.

## SECTION 3. SCOPE OF SERVICES

The scope of services listed below is not intended to be a comprehensive list of what the Firm will provide. It is expected that the Firm's proposals will provide more specific recommendations for approaches, tasks and deliverables based on their experience and expertise from past work on strategic plan projects. The final

scope of services will be developed in collaboration with the selected Firm. The scope of services, focused on the formation and implementation of tactical economic development strategies, will at a minimum include the following:

**Partnership and Decision-Making:** The selected Firm will work in close partnership with SEDC, offering both facilitative and technical support throughout the strategic planning process. The Firm will be responsible for maintaining regular communication, providing timely progress updates, and meeting periodically with the Economic Development and other relevant stakeholders.

**Data Collection and Evaluation:** The Firm will evaluate and incorporate relevant materials such as the 2020 City of Sanger Comprehensive Plan, economic reports, and other relevant studies. Additional data will be collected at the local, regional, state, and national levels to inform strategic priorities and support subsequent analysis and planning tasks.

**Stakeholder Engagement and Visioning:** The Firm will work with SEDC staff to develop and execute a robust stakeholder engagement strategy. This strategy should promote inclusive, authentic participation from business leaders, property owners, elected officials, community organizations, and development partners. The process should be transparent, innovative, and tailored to reflect the values of the community.

**Vision, Mission, and Values Development:** The Firm will facilitate the development and adoption of updated Vision, Mission, and Core Values statements specific to economic development. These statements will serve as guiding principles for all strategic plan components and implementation actions.

**Target Industry Analysis and Implementation Strategies:** The Firm will analyze current and emerging industries to identify those best suited for Sanger's long-term economic growth. This includes a SWOT analysis of existing sectors, analyzing industry trends, identification of niche markets, and recommendations for targeted recruitment. These strategies should align with land use plans and include actionable steps for development, branding, and business attraction. The Firm should also identify relevant trade shows and provide guidance on engaging companies that are seeking to relocate or expand.

**Business Retention, Talent Attraction, and Workforce Development:** The Firm will propose strategies to retain existing businesses, attract new employers, and enhance Sanger's appeal to workforce talent. Recommendations should address alignment of educational, housing, and quality-of-life initiatives with economic development goals. Emphasis should be placed on partnerships with local businesses, educational institutions, training providers, and regional agencies to support both employer needs and workforce development.

**Small Business Development and Entrepreneurship:** The Firm will develop recommendations to strengthen Sanger's small business ecosystem, including support mechanisms for startups and entrepreneurs. Strategies should address access to capital, technical assistance, and creation of an environment conducive to innovation and local investment.

**Performance Monitoring and Evaluation:** The Firm will develop a performance monitoring and evaluation framework to track the implementation of the Strategic Plan. This includes establishing clear metrics and benchmarks to measure progress and impact over time, as well as creating a system for ongoing monitoring, reporting, and adjusting strategies as needed to ensure successful outcome.

**Final Strategic Plan and Adoption Process:** The Firm will prepare a comprehensive and actionable Economic Development Strategic Plan for review and adoption. This includes presentations to the SEDC

Boards and City Council. The Firm will lead public meetings as needed and provide tools (e.g., dashboards or performance tracking frameworks) to support plan implementation and long-term evaluation.

#### **SECTION 4. SUBMISSION DETAILS:**

Respondents shall submit a Proposal that clearly demonstrates their ability to meet the requirements outlines in this RFQ. At a minimum, proposals should address each of the evaluation criteria and specific topics listed below. Additional relevant information may be included to strengthen the submission. Failure to include any of the following requested information may result in disqualification or the proposal being deemed non-responsive.

1. **Cover Letter:** A cover letter with company name, address, phone number, project contact and principal signature is required, expressing interest in the project and certifying that sufficient resources in personnel, equipment, and time are available and can be committed to this project.
2. **Company Profile:** An overview of the consultant's organization, including its history, areas of expertise, and certifications or affiliations and the core competencies of the consultant as they relate to this RFQ.
3. **Methodology:** A detailed explanation of the proposed approach, methodology, and work plan for development the Strategic Plan.
4. **Project Team:** Include resumes for the principal of the firm and the proposed project manager. List the primary contact and all key personnel, including subconsultants and partner firms. For each team member, provide a brief summary of relevant experience, areas of expertise, and their specific role on the project. Team members should be familiar with Type A and Type B economic development corporations and Texas law regarding economic development corporations.
5. **Relevant Experience and References:** Provide at least three (3) recent references for comparable strategic planning or economic development projects completed within the past three years. Each reference must include the agency or organization name, contact person, current phone number, email address, and a brief description of the work performed.
6. **Work Examples:** Include samples of previous work similar in scope, such as strategic plans, stakeholder engagement materials, implementation strategies, or evaluation frameworks. Both full and partial examples are acceptable.
7. **Subcontractors and Project Partners:** Provide a list of anticipated sub-contractors and/or partners, if any, and their availability, credentials, and related experience.
8. **Project Schedule:** Provide a clear project schedule outlining major tasks, timelines, and key milestones from contract start to project completion. The schedule must also reflect a phased approach to deliverables and implementation, with options for early program rollout and defined review points to ensure timely feedback and progress throughout the planning process.

#### **SECTION 5. SUBMISSION INSTRUCTIONS:**

**PROPOSALS MUST BE RECEIVED BY**

**12:00 NOON (CENTRAL TIME) AUGUST 12, 2025**

## **SUBMISSIONS RECEIVED AFTER THE DEADLINE WILL NOT BE CONSIDERED**

Four (4) printed copies of the Proposals in a sealed envelope should be sent to:

Shani Bradshaw  
Director of Economic Development  
City of Sanger  
502 Elm Street  
Sanger, TX 76266

Phone: 940-458-2059

Email: [sbradshaw@sangertexas.org](mailto:sbradshaw@sangertexas.org)

The proposals will be publicly recognized at the same location (City Hall, 502 Elm St., Sanger, TX 76266) at **2:00 PM (Central Time) on August 12, 2025.**

One (1) electronic, PDF copy of the Proposal should also be included on a USB/Flash drive.

Questions should be directed to Shani Bradshaw, Director of Economic Development, at the contact information listed above.

### **SECTION 6. SELECTION PROCESS AND CRITERIA:**

**Evaluation:** Proposals will be reviewed and evaluated by the SEDC staff and board representatives on a number of criteria, including, but not limited to the following:

1. Overall responsiveness and quality of the proposal in clearly stating an understanding of the project.
2. Experience and knowledge in developing similar plans by consultant personnel who will be directly involved with the project.
3. The experience and availability of support staff for the project.
4. The ability to complete the plan within the given timeframe.
5. References.

**Interviews:** The SEDC may conduct interviews with one or more qualified consultants which timely and properly submit a proposal. The SEDC reserves the right to select a consultant without interviews based solely on the information contained in the proposal.

**Contract:** The selection of the consultants and the execution of a contract, while anticipated, are not guaranteed by the SEDC. The SEDC reserves the right to determine which proposal is in the SEDC's best interest and to award the contract based on the best interest of the SEDC; to reject any or all proposals or portions thereof; to waive any irregularities of any proposal, negotiate with any potential proponent (after proposals are open) if such is deemed in the best interest of the SEDC.

**Negotiations:** Upon identifying the most qualified consultant, the SEDC will enter into negotiations to finalize the scope of services, terms of the contract, and associated fees. If an agreement cannot be

reached, the SEDC may begin negotiations with the next most qualified proposer. This process may continue until a contract is finalized or all proposals are rejected.

**City Approval:** The final contract must be approved by both the SEDC and the City Council before execution.

**Final Contract:**

1. The selected consultant will be responsible for delivering all services outlined in the proposal, regardless of whether they are performed by the consultant directly or through subcontractors. The consultant will be considered the sole point of contact for all contractual matters, including payment.
2. The successful consultant will be required to enter into a formal agreement for professional services, which will include the scope of work, compensation, and applicable legal and insurance provisions.

**Disclaimer:** This RFQ does not obligate the SEDC or the City to award a contract or pay any costs incurred in the preparation of a proposal. The SEDC reserves the right to accept or reject any or all submissions, to issue additional RFQs, to correct technical errors during the procurement process, and to enter into agreements with one or more consultants for any portion of the services described herein, at its sole discretion.

**Agreement for Professional Services:** A sample agreement is provided as **Exhibit A**. This includes standard contractual terms as well as the insurance and indemnification requirements that will apply to the selected consultant.

**Additional Information:**

1. A person or business that contracts with Sanger or who seeks to contract with the City must file a "Conflict of Interest Questionnaire" (FORM CIQ) which is available online at [www.ethics.state.tx.us](http://www.ethics.state.tx.us) and a copy of which is attached to this guideline. The form contains mandatory disclosures regarding "employment or business relationships" with a municipal officer. Officials may be asked to clarify or interpret various portions of the questionnaire.
2. Compliance with HB 89. A person or business that contracts with Sanger or who seeks to contract with the City shall not boycott Israel at any time while providing products or services to the City of Sanger. This requirement does not apply to companies with fewer than ten full-time employees; or contracts that are less than \$100,000.00.

☐ Yes, we agree

☐ No, we do not agree

☐ N/A

3. Respondent verifies that it does not boycott energy companies and will not boycott energy companies during the term of this contract, as those terms are defined by Chapter 2274, Government Code. This requirement does not apply to companies with fewer than ten full-time employees; or contracts that are less than \$100,000.00.

☐ Yes, we agree

☐ No, we do not agree

☐ N/A

4. Respondent verifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association and will not discriminate during the term of this contract against a firearm entity or firearm trade association, as those terms are defined by Chapter 2274, Government Code. This requirement does not apply to companies with fewer than ten full time employees; or contracts that are less than \$100,000.00.

☐ Yes, we agree

☐ No, we do not agree

☐ N/A

5. Compliance with SB 252. A person or business that contracts with Sanger or who seeks to contract with the City shall not do business with Iran, Sudan or a foreign terrorist organization while providing products or services to the City of Sanger.

☐ Yes, we agree

☐ No, we do not agree

☐ N/A

The undersigned affirms that he/she has read and understands the specifications, terms and conditions, all exhibits and attachments contained herein and that they are duly authorized to execute this agreement and response to the Request for Qualifications.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date

