



**OREGON ECONOMIC DEVELOPMENT ASSOCIATION (OEDA)
REQUEST FOR PROPOSAL (RFP)**

Purpose of RFP

The Oregon Economic Development Association (OEDA) is seeking a qualified Executive Director who can lead and grow the organization. OEDA is a statewide non-profit membership organization that works to support its members – the state and local economic development professionals who are on Oregon's front line in diversifying and expanding the state's economy. OEDA believes the success of Oregon's Economic development is accomplished through its core values of advocacy, education and collaboration. More information about OEDA can be found on our website at www.oeda.biz.

OEDA has recently merged with the Association of Oregon Redevelopment Agencies under the OEDA brand. The merged organization is seeking an Executive to manage the day-to-day details of bringing our two organizations together, and who can grow into the Executive Director role ultimately serving as the face of the organization in our larger association over the next three to five years.

Reporting to the Board of Directors, the Executive Director (ED) will have overall strategic and operational responsibility for OEDA's programs, expansion, and execution of its mission. They will initially develop deep knowledge of field, core programs, operations, and business plans.

We are seeking a contracted Executive for a two-year initial term. This is an opportunity for someone skilled in implementing the day to day nuts and bolts of an association while enjoying flexibility when it comes to work hours and location. During the first two years, this position will be more focused on bringing the membership of two organizations together, administering board activities, managing the details of merged financials, coordinating with OEDA's lobbyists etc. This is an opportunity for a skilled operations executive to grow into the leader of the key economic development association in Oregon.

This position is not geographically constrained and the ideal candidate could be located anywhere in Oregon. The ideal candidate will also have familiarity with Oregon, an interest in public policy, public speaking, and marketing, a strong attention to detail, and be a solid fiscal manager. Experience in economic development welcome but not required.

Opportunities include helping develop and implement a new 5-Year Strategic Plan for the merged organization, helping bridge the urban/rural divide, and helping launch a new professional development program in partnership with the professional development committee.

RFP Schedule

This RFP will be open until filled. Review of responses will begin immediately. OEDA desires to have the position filled and a Professional Services Agreement in place on or before January 19, 2018. Interviews will proceed as qualified responses are received.

COMPENSATION

\$75,000-\$105,000 per year commensurate with qualifications, education and experience. This is a contracted position.

POSITION DESCRIPTION

During the first two years, the Executive Director will be expected to:

Leadership & Management:

- Work with Board President to develop and monitor Board meeting agendas and actions relevant to organizational priorities
- Attend and participate in Board of Directors meeting
- Maintain and continually improve relationships with constituent groups
- Ensure excellent delivery of programs, program evaluation, and consistent quality of finance and administration, communications, and systems; recommend timelines and resources needed to achieve the strategic goals
- Actively engage and energize OEDA members, board members, committees, partnering organizations, and sponsors
- Develop, maintain, and support a strong Board of Directors; serve as ex-officio of each committee; seek and build board involvement with strategic direction
- Oversee and direct day-to-day office functioning
- Coordinate leadership and financial management of OEDA's pay-to-lay teams; Team Oregon and the Urban Renewal Committee
- Manage Team Oregon activities, including but not limited to coordination of Team Oregon logistics such as outbound travel, billings, and collections
- Manage Urban Renewal activities such as internal coordination for legislative meetings and soliciting and managing contracted services for work products such as an update to the Best Practices Manual, white papers, etc.

Finances, Fundraising & Communications:

- Develop a budget proposal in collaboration with the Executive Committee for Board review and approval
- Oversee and direct financial procedures and practices for the organization in accordance with accepted accounting practices and OEDA policies Assist in delivering on commitments made to Sponsors; support existing program operations
- Deepen and refine all aspects of communications—from web presence to external relations with the goal of creating a stronger brand
- Use external presence and relationships to garner new opportunities
- Champion board fundraising efforts

As the position grows and evolves over time, the Executive Director will be expected to:

- Expand the role and responsibilities to focus on organizational sustainability and growth strategies
- Update and implement the strategic plans
- Build partnerships, establish relationships with Sponsors and political and community leaders
- Be an external presence that publishes and communicates program results with an emphasis on the successes of OEDA programs

Desired Qualifications

The ED will be thoroughly committed to OEDA's mission. All candidates should have proven leadership, coaching, and relationship management experience.

Specific requirements include:

- Advanced degree, ideally an MBA, with at least 5 years of people, program, or project management experience; track record of effectively leading an organization or program
- Unwavering commitment to quality programs. Be exemplary in the execution of member support, such as invoicing, communications, web site updates, account and budget management, records management, meeting management, etc.
- Past success working with a Board of Directors with the ability to cultivate existing board member relationships
- Marketing and public relations experience with the ability to engage a wide range of stakeholders and cultures
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed
- Able to align tactical efforts and annual goals with long range strategies

Proposal Requirements

Proposals should describe your experience related to the specific responsibilities listed in this Request for Proposal. Proposals should include the following elements:

1. An introductory cover letter
2. Name, background, and experience including client references for similar activities (contact persons, addresses, email addresses and telephone numbers)
3. A statement of qualifications including a complete list of services you can provide
4. A cost proposal should include assumptions as to number of hours, cost per hour and incidental expenses (e.g. travel) required to carry out the primary responsibilities listed above
5. A sample of marketing, promotional or conference materials, newsletters or other communications you may have produced which you feel might give OEDA a better understanding of your capabilities

Additionally, please address the following in your submission by describing:

6. how you might deal with some of the challenges facing OEDA in the future with respect to membership, financial resources, and use of new technologies
7. your familiarity with economic development, association management and your knowledge of managing a statewide, non-profit organization
8. your experience in maintaining membership databases and websites
9. your particular style of management as it pertains to working with Boards, long-range planning, and your personal style in interacting with members
10. how you would like to be involved in providing direction to OEDA, how you would provide assistance and support to new members or executives, and how you might get “inactive” members more involved
11. how you would provide proactive added value and excellent customer service to OEDA
12. how you would see OEDA’s role in diversifying and expanding the state’s economy over the next five years

Selection Process

Submitted proposals will be used to select a qualified individual to perform the above-mentioned services. After screening the proposals, the most qualified candidates will be selected for an interview with a selection committee of OEDA members and the Executive Board. A successful candidate will have a proven track record of successfully managing organizations of similar size and complexity in a cost-efficient manner. Previous economic development experience is a plus but not required. Preference will be given to Oregon-based individuals.

Following the preliminary interviews, reference checks will be made with the goal of executing a Professional Service Agreement on or before January 19, 2018. **OEDA reserves the right to reject any proposal for cause as determined in the sole discretion of OEDA.**

SUBMITTAL REQUIREMENTS

Submittals will be accepted immediately and the position will be open until filled. Electronic submittals are required and should be addressed to Incoming OEDA President Sarah Means at Sarah.MEANS@co.lane.or.us. **Subject line must say: OEDA Executive Director Submittal.**

OEDA hopes to secure and contract for services identified in this RFP on or before January 19, 2018.

General Guidelines

1. **Revisions to the Request for Proposal:** OEDA retains the right to modify this Request for Proposal. Any additional information, changes or revisions to this Request for Proposal will be posted on OEDA's website at www.odea.biz and may also provide materials directly to potential respondents that OEDA knows may be interested. It shall be the responsibility of the potential respondents, however, to obtain such materials (if any) from the website.
2. **Rejection of Submittals:** OEDA reserves the right at their sole discretion to reject any or all submittals, without penalty, and to not issue a contract as a result of this request. OEDA also reserves the right at their sole discretion, to waive minor administrative irregularities contained in any submittal.
3. **Responsible Respondents:** OEDA shall only consider responsible individuals who, in the sole judgment of OEDA, have the ability, experience, resources, skills, capability, reliability and business integrity necessary to perform the requirements of the contract. OEDA may also consider references and other information available, whether specifically provided by the respondent or otherwise. Individuals or firms with an owner convicted within the past 10 years of a crime that impugns honesty or integrity, or with unsatisfied tax or judgment liens are ineligible to participate and should not submit.
4. **Costs to Submit:** OEDA will not be liable for any costs incurred by any respondent in preparation of a submittal in response to this Request for Proposal, in conduct of a presentation, or any other activities related to response to this request.

Note: For more information about OEDA, please visit their website at www.odea.biz.