Request for Proposal (RFP)
To Prepare a Study of the Importance of the Maritime Industry Economic Impact in Anne Arundel County

The Anne Arundel County Maritime Industry Advisory Board (“Maritime Board”) in partnership with Anne Arundel Economic Development Corporation (AAEDC) is seeking a consultant to prepare an economic impact study of the maritime industry in Anne Arundel County. It is anticipated that this study will draw on existing studies and use other areas as a point of reference, but will ultimately be specific to Anne Arundel County, Maryland.

SCOPE OF SERVICES:

PRIMARY WORK PRODUCT: This contract will result in a study of the economic impact and activity associated with the maritime industries in Anne Arundel County, Maryland. The consultant is expected to work with the Maritime Board in determining the scope of maritime activity and draw from existing studies and resources as available. It is anticipated that the study will be used to assist government officials and maritime industry members to fully understand and grow the economic impact of the maritime industry in Anne Arundel County.

1. INITIAL REVIEW
   
   a. Scope of Industry. The Consultant will work in coordination with the Maritime Board and to establish the scope of industries considered to be within the maritime industries.

   b. Additionally Impacted Industries. The Consultant will additionally define a scope of industries in the County that are not considered maritime, but are significantly impacted by the existence of the maritime industry in the County.

   c. Listing of Available Data and Resources. The Consultant will review existing resources and studies that are available to support the analysis specific to the County.

   d. Qualifications. The Consultant will provide information for the Maritime Board to describe the Consultant’s credentials and help explain the project’s proposed process.
2. STUDY DESIGN PROCESS

a. Provide Maritime Board with Design Plan Outline, including:
   i. Available resources and data.
   ii. Needed resources and data and a proposed procedure for obtaining same.
   iii. Recommendations for appropriate community/industry engagement.

3. CONDUCTING THE STUDY

a. Study Completion. Upon completion of the Study Outline, the Consultant will begin work on completing the full study. It is anticipated that the Study will include:
   i. Overview, including definitions, principles, scope and a description of the goals of the study.
   ii. Methodology A description of the method by which the study was conducted.
   iii. Broad based data: A description of the findings related to the economic activity in the maritime industries.
   iv. Comparative data: A comparison of the maritime industry to other industry segments within the County.
   v. Recommendations for further study: If the study reveals that there is additional data needed, suggestions for how that should be obtained.

b. Expected Outcomes. The following outcomes are expected from the study:
   i. Findings and report to include:
      1. Direct and Indirect Impact of the Maritime Industry.
      2. Size of the Maritime Industry in Anne Arundel County.
      3. Presentation of the Maritime story and the importance of the industry with historical data.
      4. Challenges and Opportunities.
      5. Provide competitive position.
   ii. Recommendations to include:
      1. Strategies and Actions to be implemented and what entity best to implement.
      2. Specific details on how the industry can grow and expand.
      3. Determination of whether the Coast Guard Yard and the Port of Baltimore can be leveraged to expand the industry.
      4. Strategies for growing the workforce and training for the future workforce.

c. Additional Revisions. The Consultant will be responsible for two rounds of revisions that may become necessary between presentations.
PRESENTATION PROCESS

Public Engagement. The consultant shall conduct public engagement sessions in the community to gather input from maritime businesses and citizens. The Consultant shall be responsible for collecting comments, questions, and suggestions for these refinements from various sources and consolidating them into a series of action items for revision or responses.

Additionally, the consultant should make recommendations for effective means of relaying the study to the maritime industries and the community at large.

SUBMITTAL SUMMARY:

Submittals should be provided electronically in PDF format and include the following items, along with other material to demonstrate Consultant’s expertise and capability:

1. A brief written description of the Consultant’s approach to the project.
2. The expertise of the team assembled by Consultant to carry out the work.
3. Proposed budget not to exceed $30,000 and timeline with expected presentation of final product in January 2020.
4. A list of comparable projects undertaken by Consultant and/or team members.
5. A copy of at least one study of a similar scope to the one identified in this RFP.
6. Proposal must be submitted via email to: khaythe@aaedc.org and one hard copy mailed to: Anne Arundel Economic Development Corporation, Maritime RFP, 2660 Riva Road, Suite #200, Annapolis, MD 21401 by August 2, 2019 at 5pm.