



May 28, 2020 Revised June 8, 2020

Request for Proposal

Aerozone Alliance Strategic Plan Process

<http://www.aerozonealliance.org>

Background

The Aerozone Alliance is a 501 c3 not for profit organization formed in 2016. The Aerozone Alliance is a partnership among private business representatives, county officials, mayors and managers, community planners and regional / federal technology and innovation experts. The mission of the organization is to create the conditions for a successful business district of 50,000 jobs drawing on the business and community ecosystem radiating from Cleveland Hopkins International Airport and the NASA Glenn Research Center. An emphasis of the Aerozone Alliance is to provide intermediary functions to advance transferable and marketable products arising from new and existing business opportunities between and among NASA Glenn Research Center and local, regional and national partners.

Since its original incorporation the Aerozone Alliance has made steady progress to form its organization, identify the district in which it operates and to develop programs to serve its stakeholders and constituents.

Generously supported by Cuyahoga County, the Aerozone District draws on six communities – City of Berea; City of Brook Park; City of Cleveland; City of Fairview Park; City of Middleburgh Heights; City of North Olmsted via a shared a vision to excel in the emerging global economy focusing on commercialization of aerospace sector technologies and resources within the district. These cities are joined by private business, local institutions and other community stakeholders and include a designated federal opportunity investment zone.

The project

In 2020, the Aerozone Alliance organization has met performance benchmarks and a demonstrable efficacy and is ready to advance an institutional brand for the Aerozone Alliance and District. The project for consultancy in sum is to develop a strategic plan for the Aerozone District from which implementation may be managed by the Aerozone Alliance organization. A Task Force has formed to devise and then carry out an agenda for both short and long terms objectives, a first version of which has been crafted and is

attached to this RFP as a separate document. Also attached is a map of the Aerozone District boundaries as *anecdotally* conceived.

The Aerozone Alliance is seeking proposals to create an Aerozone Strategic Plan which aligns and promotes the various stakeholders and other plans within the Aerozone District.

Among the aspects the strategic plan must address:

1. Branding for the Aerozone District as a distinct geography with distinct assets, boundaries and identity. This includes developing the optimal land use of the sub areas of the district. Historical data of existing land use for the region may be available through Taskforce participants for use on this project.
2. Developing the programs or activities the Aerozone Alliance organization needs to carry out to achieve the goals of the organization and strategic plan.
3. Building the Aerozone Alliance organization capacity to perform the work of the strategic plan.

Consultant engagement

Questions to be answered

1. What is the proposed process to develop the Aerozone Strategic Plan (in concert with the Task Force).
2. Would you suggest any modifications to the contents of the Strategic Plan outlined in the attachment entitled “Strategic Plan Components?”
3. Timing, staffing and cost to develop the Strategic Plan
4. What is your experience and qualifications to perform this work
5. References

Responses via email to by June 19, 2020:

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