



Proposals Due By:

4:00 p.m.

June 12, 2025

Contact:

Laura James – Economic Development Manager

ljames@beaumontca.gov

1. INTRODUCTION

The City of Beaumont ("City") requests written responses to a Request for Proposal (RFP) for selection of a qualified firm ("Consultant") to provide professional services for the preparation of a high-quality and comprehensive update to the City's Economic Development Strategic Plan (EDSP). The selected firm is expected to prepare an EDSP containing specific economic development goals, strategies, and an implementation plan. The selected consultant will be one with demonstrated experience in the preparation and implementation of economic development strategic plans for local jurisdictions.

Responses must conform to the requirements of this Request for Proposal (RFP). The City reserves the right to waive any irregularity in any proposal or reject any proposal that does not comply with this RFP or City policies. Modifications to the RFP, including, but not limited to the scope of work, can be made only by written addendum issued by the City.

2. THE CITY OF BEAUMONT

Located in the San Geronio Pass portion of western Riverside County, the City was incorporated in November 1912. It is bounded on the west by Calimesa and unincorporated areas, on the north by unincorporated county areas (Cherry Valley), on the south by unincorporated county areas and the City of San Jacinto, and on the east by the City of Banning. The land area within the City's boundary is approximately 30 square miles.

The City has its own police department, with fire and paramedic services contracted through Riverside County. The City of Beaumont has been one of the fastest growing cities in California over the past 15 years and has a current population of 55,388. An average of 500 new homes have been permitted annually since 2013 and the population has grown by approximately 1,500 residents each year. Beaumont has seen significant growth in the educational levels and technical skills of its workforce. With this increase in workforce quality, the community has also seen growth in its household income levels. As a result of these demographic shifts, Beaumont has become a regional retail hub. The City has started to realize new retail and service sector opportunities that were previously not viable.

3. BACKGROUND

Beaumont is ideally located in the valley of the San Geronio Pass, the gateway to the Pacific West Coast. Beaumont's roots began in the early 1850's when settlers found that Beaumont was an ideal route for the transportation of goods and services. Those origins still prove true today as Beaumont is situated at the intersections of Interstate 10, Highway 60, and Highway 79. Beaumont is a premier community with a high quality of life and attractive residential and commercial areas.

The City's strategic location offers exceptional opportunities for a variety of development and investments across all industry sectors.

Staff is soliciting proposals for a consultant to assist the City in developing an updated EDSP. The City's most recent comprehensive EDSP was finalized in July 2019. In April 2025, the City Council adopted a citywide strategic plan, which broadly identified the City's current economic development vision in Goal 3.1, Actions 1-13. The City hopes to identify specific economic development strategies and implementation actions to expand upon and capitalize on these previous and existing efforts.

The successful Consultant for the EDSP will need to work in concert with City Economic Development Staff and with other Consultants who are working on behalf of the city.

4. PURPOSE

The purpose of this RFP is to select a consultant or a team of consultants (Consultant Team) who will prepare an updated Economic Development Strategic Plan that builds on the economic development work already completed or underway in Beaumont. The Consultant Team will work with the community to understand the community's economic development concerns and interests and to help guide the discussion about what is feasible in Beaumont with respect to economic development. It is expected that the selected firm will prepare an EDSP that contains specific economic development goals, strategies and an implementation plan, outlining timing, anticipated costs and funding source for each implementation action. The City views effective public and business community outreach, and high-quality, user friendly, graphic design documents, as important to the creation of this plan.

The major objective of this project is to update the EDSP from 2019 to reflect current and long-term economic development strategies, opportunities, and challenges. The updated EDSP will provide the City and community stakeholders with a framework to budget resources and utilize staff capacity to achieve the recommendations of the plan, with an emphasis on programs and policies that facilitate head-of-household job creation and investments in the community.

The City seeks to attract new industries and create jobs to remain competitive: generating sustainable city revenues, attracting new residents, and providing opportunities for current residents.

Prospective Consultant(s) should recognize the City's vision of establishing a thriving "Main Street" Downtown and related elements within the overall analysis/plan and be mindful not to duplicate work conducted as part of the City's Downtown Revitalization Plan, which was completed in late 2024.

5. RELATED PROJECTS

Connected to the efforts of this EDSP update, several related plans are recently adopted or are currently in progress. Together, these plans create a cohesive vision for the future of the City, establishing guidelines, design standards, and strategies to accomplish the goals of the City Council. The Consulting Team should take note of the recommendations and direction of these existing projects as they will inform the updated EDSP. Highlights of these projects include:

City of Beaumont Strategic Plan (2025)

- Economic development goals include attracting businesses, improving the downtown district, and developing a citywide marketing strategy.
- Encourages proactive recruitment of new businesses and industries that align with the City's economic vision, create quality jobs, and expand the local tax base.

Downtown Revitalization Plan (2024)

- Facilitates the creation of a downtown plan by focusing on roadway and pedestrian improvements and traffic flows.
- Design improvements for parking, access and right-of-way areas.
- Encourages mixed-use buildings.

Strategic Communications Plan (2024)

- Increase public awareness of the City's brand and the services the city provides.
- Achieve coordinated and consistent communications both internally and externally through "one clear voice".

General Plan Update (2020)

- Emphasizes creation of an economically balanced community with a healthy sustainable balance of residential, retail and service commercial, as well as industrial employment centers.
- Emphasizes a mix of housing types and densities.
- Includes Downtown Area Plan (Chapter 11).

Economic Development Strategic Plan (2019)

- Blueprint for attracting targeted new development and business investment, creating jobs, and contributing to the City's long-term fiscal health.
- Other action items focusing on development streamlining, establishment of business incentive programs, and encouragement of downtown redevelopment and revitalization.
- Includes components on closely related issues such as infrastructure, land use and workforce development.

Riverside County Economic Development Strategic Plan (in progress)

- Riverside County covers nearly 7,303 square miles and includes five distinct regions: Northwest, Southwest, Hemet-San Jacinto Valley, the San Geronio Pass Area, and Eastern.

- Stakeholder input from the Pass Area is gathered at a series of three Economic Development “summit” meetings held between January and June 2025.
- The San Geronio Pass Area, which includes Beaumont, will receive high-level recommendations at the conclusion of the County’s strategic planning process in mid-2025.

Beaumont Zoning Code Update (in progress)

- Update the Zoning Code to be easier for City staff to administer and user-friendly for the public, including modernizing language (e.g., clear definitions) and standards.
- Ensure the Zoning Code is internally consistent with itself and implements various City policy documents (e.g., General Plan, Downtown Beaumont Revitalization Plan, Economic Development Strategic Plan, Parking Management Master Plan, etc.).
- Update the Zoning Code to be more succinct and better organized.
- Create design standards for industrial and commercial uses, particularly warehouses, to address aesthetic impacts and compatibility with surrounding uses.

6. SCOPE OF WORK

Overview / Introduction

The City of Beaumont seeks the support of a team capable of updating the EDSP through research, analysis, trend forecasting, and defined community outreach described below. The Consultant’s overall responsibility and scope of work is to prepare an Economic Development Strategic Plan containing goals, objectives and implementation measures. The result should be a concise work plan for implementing recommended strategies and established metrics to measure the outcomes. The Consultant shall provide professional services to support the following tasks:

- A. Review and analysis of existing demographic and socioeconomic data, labor force characteristics, sales tax revenue and other key economic data.
- B. Preparation of key demographic trends and forecasts, social factors, economic factors and financial indicators for inclusion into the strategic plan. This task should include preparation of a market segmentation of the City’s retail/commercial and industrial sectors.
- C. Provide understanding and consensus of the City’s primary strengths, weaknesses, opportunities, and threats (SWOT analysis) that directly impact the economic competitiveness of the City.
- D. Significant stakeholder engagement is a critical input for the EDSP. This task should identify a multi-pronged approach to engagement, leveraging multiple methods of soliciting community feedback, with an emphasis on making opportunities for engagement accessible to the community.

- E. Preparation of a customized, locally based economic development strategy setting forth goals and objectives with measurable outcomes for taking advantage of the opportunities and solving the economic development challenges of the area, including suggested activities, projects and programs to implement objectives and goals set forth in the strategy.
- E. Create an implementation plan that identifies issues/items which require action in the short or long-term. Specific issues to be studied include but are not limited to:
 - a. Recommendations on light industrial, distribution/fulfillment centers, office, and retail commercial centers – whether to preserve existing square footage, increase, or decrease. Include geographic locations for focus.
 - b. Research and analysis of mobile services – current practices and impacts on local brick-and-mortar businesses and strategies to leverage them to bring business into the City.
 - c. Preparation of business attraction and retention strategies incorporating results from Beaumont’s SWOT analysis.
 - d. Preparation of performance measures and progress reviews with timelines that will be used to evaluate whether and to what extent plan goals and objectives have been or are being met.
 - e. Provide specific recommendations on funding and resource allocation to meet plan objectives.
- F. Meetings:
 - a. The consultant will be expected to regularly interface with staff (in-person meetings and conference calls) concerning approach and tasks throughout the project. The consultant should have frequent interaction with staff to ensure that the City’s desired objectives are met and that Beaumont’s unique concerns are addressed. The consultant will also be expected to consult with the City’s legal counsel.
 - b. Preparation and facilitation of up to two (2) Community Visioning workshops with business community leaders, the business community in general, the Chamber of Commerce and other leaders/citizens in the Beaumont community.
 - c. Briefing with the City’s Economic Development Team.

- d. In person attendance of at least two (2) meetings and/or study sessions with the Economic Development Committee and two (2) meetings with Beaumont City Council to discuss findings and present the draft and/or final EDSP.

G. Deliverables

- a. Full Economic Development Strategic Plan Document
- b. Visual Aids (charts, maps, infographics, etc.)
- c. Public Presentation Materials
- d. Digital Toolkit for use by City of Beaumont Public Information Officer

This RFP is intended to be as descriptive as possible. However, Proposers (interested firms or consultants) may not take advantage of omissions or oversights in this document. Proposers must supply products and services that meet or exceed the requirements of this RFP. In the event of a dispute over installation or performance, the needs of the City of Beaumont will govern.

All documents prepared for the Beaumont EDSP Update will become the property of the City of Beaumont.

General Requirements:

The successful Proposer will be required to maintain an active City of Beaumont Business License and maintain all required insurance coverage as stipulated in the final contract.

Work Plan:

Prior to the beginning of the work, the successful proposer must provide the City a schedule and work plan for approval.

7. AVAILABLE DOCUMENTS

The following documents are available for Consultants responding to the Request for Proposals (RFP) and can be found on the City's website.

- A. [Downtown Revitalization Plan 2024](#)
- B. [Beaumont Economic Development Strategic Plan - 2019](#)
- C. [Elevate Beaumont 2040 General Plan](#)
- D. [Strategic Communications Plan](#)
- E. [City Council Strategic Plan - 2025](#)



8. ADDITIONAL CONSULTANT RESPONSIBILITIES

The Consultant Team shall be responsible for completing the specified services in accordance with the City's Professional Services Agreement (Attachment A).

9. TERM

The initial term of the agreement shall be determined in a manner consistent with City's policies.

10. PROPOSAL REQUIREMENTS

The proposal shall clearly address all the information requested herein. To achieve a uniform review process and obtain the maximum degree of comparability, it is required that proposals be organized and contain all information as specified below.

- A. Cover Letter: Maximum of two (2) pages serving as an Executive Summary which shall include an understanding of the scope of services. The RFP shall be transmitted with a cover letter that must be signed by an official authorized to bind the consultant contractually. The letter accompanying the RFP shall also provide the name, title, address, and telephone number of individuals with the authority to negotiate and contractually bind the consultant. The cover letter constitutes certification by the consultant, under penalty of perjury, that the consultant complies with nondiscrimination requirements of the State and Federal Government. An unsigned proposal or one signed by an individual unauthorized to bind the consultant may be rejected.
- B. Introduction/Information: Introduction of the service proposal, including a statement of understanding for the types of services contemplated. Provide a discussion on how the objectives of the scope of services will be accomplished. Provide the name of the firm submitting the proposal, its mailing address, telephone number, and the name of the individual to contact if further information is required. Any participating firms and proposed sub-consultants shall be identified and included in the proposal (all sub-consultants must be approved by City prior to signing the agreement with City).
- C. Methods: The firm's approach to delivering the scope of services. Provide a description of the firm's approach to communicating effectively with City staff and officials, other jurisdictional stakeholders, and the public, to facilitate successful delivery of assigned tasks.
- D. Firm Profile: Provide a description of the firm, including number of professional personnel, years in business, office location(s), organizational structure (e.g., corporation, partnership, sole practitioner, etc.), areas of expertise, etc.
- E. Firm Experience/Qualifications:

1. A list of the five (5) most recent similar projects by the proposed project team. Include at least three (3) projects on which all the principal team members, including key sub-consultants, worked together. Do not list any projects that were performed by key team members when they were employed by other firms. Each description shall include:
 - The name of the client and a contact name, address, and telephone number.
 - The scope of the consultant's involvement in the project.
 - The month and year the projects started and the month and year they were completed.
 - The total value of the services provided.
 - The key personnel involved and the sub-consultants employed.
 2. A list of any consultant's contracts terminated (partially or completely) by clients for convenience or default within the past seven years. Include contract value, description of work, client, contract number, and the name and telephone number of the contracting entity.
- F. Location of principal office that will be responsible for the implementation of this contract.
- G. Proposed Team: Provide a summary description of all personnel who will be involved in this project, their roles and responsibilities, and their experience in similar past projects. The proposal must name a project manager. In addition to this summary, full resumes must be provided.
- H. References: Provide at least three (3) references from previous cities, counties or other agencies for economic development strategic planning work completed within the last 10 years, and also provide web links to appropriate examples of recent work products.
- I. Scope of Services: Provide a description of the tasks, sub-tasks, and deliverables that will be provided. The Scope of Work Program should be presented in logical format that can be easily attached to the Professional Services Agreement. Any additional items not mentioned above should be included in the proposal as additional items for consideration.
- J. Project Schedule: Provide a comprehensive Critical Path Method (CPM) schedule describing the nature and estimated timeline of proposed work objectives and milestones. Gantt chart preferred.
- K. Cost proposal: Provide detailed cost of services in a separate sealed envelope.

Costing should include:



- Fixed prices, including out-of-pocket expenses, for all costs associated within the scope of this proposal
 - Detailed hourly rates of all members of the project
 - Additional billable costs for non-specified tasks
 - Total fees and expenses for the entire scope of the project
 - Any area which proposers believe should be included in the scope of work in this proposal, but which is not stipulated in this RFP, and identifies the costs associated with the services rendered
- L. List of all current/outstanding contracts, their status and the completion date for each contract.
- M. Any other information which should be considered, such as any special services or customer service philosophy which define your firm's practice.
- N. The firm will be required to have professional liability insurance including liability at a minimum of one million per occurrence, worker's compensation, and vehicle coverage including comprehensive and collision insurance naming the City of Beaumont as additional insured. The proposal shall state whether such insurances will be in force at time of contract execution.

11. SUBMITTAL

Two (2) bound copies, one (1) unbound copy and one (1) color digital pdf copy (flash drive) of the proposal must be submitted no later than 4:00 p.m. June 12, 2025. Postmarks and faxes are not acceptable. Proposal must be titled "RFP Professional Services for BEAUMONT ECONOMIC DEVELOPMENT STRATEGIC PLAN UPDATE." All proposals shall be submitted to:

Laura James
ljames@beaumontca.gov
City of Beaumont
550 E. 6th Street
Beaumont, CA 92223

Once submitted, proposals, including the composition of the consulting staff, cannot be altered without prior written consent of the City. All submitted materials shall become the property of the City of Beaumont.

All costs associated with preparation of any proposal shall be the sole responsibility of the proposer. Each proposal shall be limited to a maximum of 25 pages, using minimum 12-point font size. Electronic submittals of the proposal will not be accepted.

****DUE DATE FOR QUESTIONS IS June 2, 2025 at 12:00 p.m.***

All questions shall be submitted via email to Laura James, economic development manager, at ljames@beaumontca.gov.

12. CONFIDENTIALITY

Prior to the proposal submittal deadline, all proposals will be designated confidential to the extent permitted by the California Public Records Act. After the proposal submittal deadline, all responses will be regarded as public record and will be subject to review by the public. Any language purported to render confidential all or portions of the proposals will be regarded as non-effective and will be disregarded.

13. AMENDMENTS TO REQUEST FOR PROPOSALS

The City reserves the right to amend the RFP by addendum prior to the final proposal submittal date.

14. CITY OF BEAUMONT RIGHTS AND OPTIONS

This RFP does not commit the City of Beaumont to award a contract or to pay any cost incurred with the preparation of a proposal or contract for services described herein.

The City may, in its sole discretion and without any obligation to act reasonably, reject any and all proposals, waive informalities and minor irregularities in any proposal reviewed, negotiate with any qualified source submitting a proposal, extend deadlines, and/or request additional information. Subsequent to negotiations, prospective consultants may be required to submit revisions to their proposals. The City may reject any proposal that does not conform to the instructions provided in this RFP. Additionally, the City reserves the right to negotiate all final terms and conditions of any proposal received before entering into final contract.

The City reserves the right to postpone selection for its own convenience, to withdraw this RFP at any time, and to reject any and all proposals without indicating any reason for such rejection. As a function of the RFP process, the City of Beaumont reserves the right to remedy technical errors in response to the RFP and to modify the published scope of services and scope of work. Proposals submitted in response to the RFP will not be returned.

15. CONFLICT OF INTEREST

The Consultant shall disclose any personal or professional financial, business, or other relationships with the City that may have an impact on the outcome of this contract or any resulting project. The consultant shall also list current clients who may have a financial interest in the outcome of this contract.

16. PROPOSAL EVALUATION/SELECTION



The City intends to engage the most qualified consultant available that demonstrates a thorough understanding of the City's needs. City staff will use the following criteria to evaluate the proposals:

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|----|---|-----------------------|
| 1. | Understanding the scope of services;
and completeness of RFP | Available Points = 20 |
| 2. | Related Experience and Demonstrated skills | Available Points = 30 |
| 3. | Approach to performing this type of service | Available Points = 20 |
| 4. | Familiarity with City, County, State procedures | Available Points = 5 |
| 5. | References | Available Points = 10 |
| 6. | Cost and Cost Effectiveness | Available Points = 15 |
| | Total Points Available = 100 | |

The City may request a qualification interview with the highest ranked consultant(s) prior to determining the final ranking. This selection will be conducted according to the City's adopted procedures. The City reserves the right to reject any and all proposals.