

“EMPLOY FLORIDA BANNER CENTERS”

RFP Executive Summary

The attached Request for Proposal (RFP) seeks innovative proposals from public and private postsecondary technical education training providers or other educational institutions, educational foundations or industry associations for the creation or re-designation of Employ Florida Banner Centers. Workforce Florida, Inc., using direct industry guidance from representatives in numerous targeted industry sectors for Florida, seeks proposals to develop state-of-the-art, industry-driven training and education centers with curriculum products and services deployed statewide, as needed by specific targeted industry sectors to support the pipeline of workers needed for current and future employment demands.

It is important that prospective respondents understand that this RFP is designed to strengthen the Employ Florida Banner Centers initiative, and proposals should communicate how the Contractor will “raise the bar” of the specific Banner Center being proposed. Previous Contractors that had received Banner Center designation from Workforce Florida, Inc., are encouraged to submit proposals. It should be clear to all respondents that it is **not** the intent of this solicitation to simply fund existing or “off the shelf” programs, courses, or curricula; but rather to leverage existing credibility, expertise, and industry knowledge as well as to insert direct industry guidance to deploy and further improve cutting-edge courses and curricula that can raise the expectations of the quality and quantity of the trainees served statewide including alignment with industry certification and/or state licensure integral to successful employment in the targeted sector. Retraining that leads to job placement will be an important activity given the economic downturn. Those institutions that already have an established reputation as a trainer or curricula developer of choice for the specific sector are highly encouraged to apply, but must describe in detail how they plan to “raise the bar” of any current education and training course and curricula offered, and, most importantly, specifically how the respondent plans to implement strategies to support the expanded availability of the courses or curricula statewide. The courses created must be replicable by or transferable to other education and training providers. The Employ Florida Banner Centers must operate under the oversight and guidance of an Industry Advisory Council, made up of employers in the specified industry, and integrate continuous and emerging technological improvements on an ongoing basis to ensure the courses offer industry relevance.

The Governor’s Roadmap to Florida’s Future, introduced in January 2004, is the state’s strategic plan for economic development. One of the strategic priorities in the plan is to raise the bar for excellence in education and workforce development courses available to students, jobseekers, and the current workforce. Respondents are encouraged to review this section of the Roadmap at <http://www.eflorida.com/strategicplan/>. A specific goal relating to this priority is to design a statewide system of regionally concentrated and industry-driven workforce education centers. The 2007 update of this plan called for expanding these centers, now known as Employ Florida Banner Centers. To date, 11 centers have been designated by Workforce Florida, Inc. See

http://www.workforceflorida.com/banner_center.htm for more information. A link for the Florida Senate Commerce Committee's [briefing](#) of the Employ Florida Banner Center initiative will also be a resource document of background information. Through this RFP, Banner Centers will be created or re-designated through a competitive procurement process to the most innovative organizations with existing industry credibility and knowledge within the targeted industry sector.

This RFP seeks proposals to create or re-designate the following centers:

1. Employ Florida Banner Center for Agriscience
2. Employ Florida Banner Center for Alternative Energy
3. Employ Florida Banner Center for Aviation & Space
4. Employ Florida Banner Center for Biotechnology
5. Employ Florida Banner Center for Construction
6. Employ Florida Banner Center for Digital Media
7. Employ Florida Banner Center for Energy
8. Employ Florida Banner Center for Health Sciences
9. Employ Florida Banner Center for Homeland Security & Defense
10. Employ Florida Banner Center for Logistics & Distribution
11. Employ Florida Banner Center for Manufacturing
12. Employ Florida Banner Center for Tourism/Travel

This competitive RFP has been drafted to be directly responsive to the state's strategic plan priorities and Workforce Florida, Inc.'s mission to be a catalyst for creating and nurturing Florida's world-class talent. Over the past months, Workforce Florida, Inc. and statewide stakeholders of the Banner Centers conducted a series of business analysis sessions designed to strengthen the business model for Banner Centers. Changes and enhancements in the business model to strengthen the industry leadership and integrating planned project sustainability strategies are woven within this RFP. Potential respondents will be called upon to describe the methodologies they will use to ensure the Banner Centers' products and services, such as education and training programs and curricula, meet the current and future needs of business, the methodologies to assess the changing needs of business, and implement these changing needs in the education and training programs to meet the current and emerging trends of the industry. Further, the organization that receives a contract resulting from this RFP and the designation as a state-of-the-art, industry-driven Employ Florida Banner Center will be expected to provide technical assistance and consulting services to other training providers and/or businesses statewide, as well as to establish effective train-the-trainer programs to support statewide delivery expansion of the programs created due to its role as the recognized expert for the targeted industry sector.

Funding and sustainability for each Banner Center is an important component within this RFP, and respondents are expected to clearly articulate a marketing/business plan with defined outcomes and pricing models that can support the Banner Center following the end of the grant period. Recognizing that ramp up toward a fully self-sustaining Banner Center will take a period of time, Workforce Florida, Inc. intends to fund each Banner Center over a three-year period following a tiered public/private funding shared method as follows:

- Year One or 2009/10: 75% public funding; 25% private/industry funding
- Year Two or 2010/11: 60% public funding; 40% private/industry funding
- Year Three or 2011/12: 40% public funding; 60% private/industry funding

The maximum grant award given to a Banner Center in 2009/10 will be \$300,000.

While respondents are welcome to submit multiple responses to this RFP, a separate proposal addressing each individual Banner Center the respondent is proposing must be submitted. Each proposal will be reviewed and rated by an industry review team specific to the Banner Center's targeted industry sector. Workforce Florida, Inc. will compile the results from the review teams, ensure the respondents are aligned with the state's priorities and the Banner Center's mission and business plan, and announce the selected respondents in accordance to federal procurement guidelines.

Workforce Florida, Inc. has previously issued Requests for Proposals for Banner Centers, or "cluster centers" but potential respondents are advised that this RFP is separate and distinct from all earlier RFP's. All of the conditions relative to this RFP are contained in this document and no conditions from previous solicitations apply. This RFP is limited to the targeted industry sectors listed within.



Workforce Florida, Inc.

REQUEST FOR PROPOSALS

Issue Date:	March 9, 2009		
Title:	'Employ Florida Banner Centers'		
Funding:	Workforce Investment Act funding, Individual proposals shall not exceed \$300,000 for 2009/10	Project Term:	One Year, possibility of renewals based on performance, industry needs, sustainability plan and private sector funding support
DUE DATE:	5:00 PM, Eastern Standard Time; April 24, 2009		
Respondents must include these forms:	Attachment I – Equal Opportunity Assurance Statement Attachment II -- Proposal Submission Transmittal Document Attachment III -- Project Proposal Summary (maximum length 20 pages)		

1.0 Purpose. A critical component of Florida’s economic development efforts—that is the startup, expansion, retention, and recruitment of high-value businesses—is the capacity of the education, private sector and workforce systems to work as partners in order to efficiently and effectively deploy and create programs to produce skilled workers to key industry sectors as needed and to provide programs to upgrade employees through industry focused training as markets and technologies change. The skill sets that the workforce system promotes through the training programs and curriculum it funds must therefore be *industry-driven*, readily available and adaptable to ever-changing market needs, and replicable to serve statewide needs. Enterprise Florida, Inc., the state’s primary economic development policy organization, and the Governor’s Office of Tourism Trade & Economic Development have identified key industries that merit special focus and attention to further grow and diversify the state’s economy. The idea of “Employ Florida Banner Centers” is to further solidify and strengthen partnerships between the business community, public and private education providers and the public workforce system, both regional and statewide, to coordinate and focus on: a) curriculum development and curriculum standards specifically those that produce industry-recognized

certifications and articulate to higher education opportunities; b) the cost effective replication and deployment of valuable industry-driven curricula and courses to serve all regional economies throughout the state; and, c) generating courses to impact the pipeline of skilled workers—from entry level to advanced—including continuous skills upgrade training as needed by the industry. The Employ Florida Banner Centers will utilize continuing industry involvement and input to achieve the primary goal of ensuring courses and curriculum are developed to enable students the skill sets, knowledge, and abilities for entry level and advanced jobs and also for skills upgrades for existing workers. The Employ Florida Banner Centers will function as a resource for all educational institutions, economic development organizations, and regional workforce boards in the state, and are expected to provide leadership in the ongoing process of developing products and services to enable Florida's workforce increased competitiveness in the identified industry.

For the purpose of this Request for Proposals (RFP), the targeted industry sectors detailed below must be the focus of any proposal submitted. Resulting from this RFP, Workforce Florida, Inc. (WFI) desires to designate one Employ Florida Banner Center for the specific targeted industry sectors below:

Agriscience Sector

This industry sector is not identified by Enterprise Florida as a key industry sector however, it is deemed one of the largest and historically significant sectors in the state. According to the USDA Census of Agriculture, the number of Florida farms increased by 7.7 percent in 2007. The market value of agricultural products sold by Florida farmers hit \$7.8 billion in 2007, the highest value level recorded in the state's history, and 7th overall in the United States. The University of Florida's report titled "Economic Contributions of Agricultural, Food Manufacturing, and Natural Resource Industries in Florida in 2006," indicates that more than 766,000 jobs are attributable to this sector, up from 648,000 jobs in 2002.

Alternative Energy Sector

For more information on the alternative energy sector, visit [Clean Energy](#), which will provide you additional information from Enterprise Florida's website on this industry cluster that plays a key role in the state's continued economic success and competitiveness.

Aviation & Aerospace Sector

For more information on the aviation and aerospace sector, visit [Aviation & Aerospace](#), which will provide you additional information from Enterprise Florida's website on this industry cluster that plays a key role in the state's continued economic success and competitiveness.

Biotechnology Sector

For more information on the biotechnology sector, visit [Biotechnology](#) which will provide you additional information from Enterprise Florida's website on this industry cluster that plays a key role in the state's continued economic success and competitiveness.

Construction Sector

This industry sector is not identified by Enterprise Florida as a key industry sector however it is deemed as critical to the continuing development of infrastructure taking place throughout the state as Florida is expected to become the third largest state in the nation by 2012 and considerable infrastructure improvements have been targeted through the American Recovery

& Reinvestment Act of 2009. While all areas of the construction sector are important for the state's healthy economy, the current economy dictates that proposals shall concentrate in the areas of commercial construction, industrial construction, "green" economy jobs, and construction related to civil engineering projects such as road, highway and bridge construction.

Digital Media Sector

For more information on the digital media sector, visit [Digital Media](#), which will provide you additional information from Enterprise Florida's website on this industry cluster that plays a key role in the state's continued economic success and competitiveness.

Energy Sector

This industry sector is not identified by Enterprise Florida as a key industry sector however without energy Florida's businesses and our economy would be crippled in today's technological world. This sector shall concentrate on fossil fuel energy generation, nuclear energy generation, all facets of energy transmission and distribution, including maintenance and repair operations.

Health Sciences Sector

For more information on the health sciences sector, visit [Health Care](#) which will provide you additional information from Enterprise Florida's website on this industry cluster that plays a key role in the state's continued economic success and competitiveness.

Homeland Security Sector

For more information on the homeland security and defense sector, visit [Homeland Security/Defense](#), which will provide you additional information from Enterprise Florida's website on this industry cluster that plays a key role in the state's continued economic success and competitiveness.

Logistics & Distribution Sector

This industry sector is not identified by Enterprise Florida as a key industry sector however, it is critically important to the state's economy and businesses in each key industry clusters' ongoing operations. This sector is envisioned to include all facets of the supply chain of products from the point of manufacture to point of use, including but not limited to distribution, inventory, storage, logistics, redistribution, and transportation. This industry in Florida is one of the most diverse in the world with a network of 14 deepwater seaports, 42 rail terminals and bulk transfer facilities, 127 air transit facilities and the countless trucking businesses and third party logistics contractors utilizing the 120,000+ miles of highway across the state. International trade shall be an area of interest in this sector.

Manufacturing Sector

For more information on the manufacturing sector, visit [Manufacturing](#), which will provide you additional information from Enterprise Florida's website on this industry cluster that plays a key role in the state's continued economic success and competitiveness.

Tourism/Travel Sector

Florida's economy has long been bolstered by the tourism/travel sector and the natural beauty of our peninsula state makes it a priority domestic and international travel destination.

Increasing competition from other states and venues seeking to bolster their share of personal and business destination traffic makes it important to strengthen this sector. For more information on this sector, see www.visitflorida.com.

If any difficulties are encountered connecting with the links above, the information also can be obtained by accessing <http://www.eflorida.com/ContentSubpage.aspx?id=52> which will take you to the Enterprise Florida's Industry Clusters page where any of the sectors can be accessed.

2.0 Background. The key to achieving the desired results of this initiative is ensuring that the effort enables industry leadership and is *industry-driven*, i.e., the business community must play an active role from the beginning (identifying the products and services needed) throughout the product development stages and the rollout of the actual education or training courses being offered by partnering education and training providers statewide. The industry leadership, by means of an Industry Advisory Council, will provide ongoing assessment of the value and applicability of the Employ Florida Banner Center and its products and services based on the relevance and continued needs of the targeted industry, to WFI and the successful respondent to this RFP. This industry guidance and leadership will ensure WFI and the Employ Florida Banner Center is consistently meeting the talent needs of Florida's businesses. The initiative is designed to deploy or create products, such as training courses and curricula that address the current and emerging needs of industry, therefore businesses in the industry sector will want their current and future employees to be successful completers of the Banner Centers' courses. The initiative, therefore, is intended to set up a system of workforce skills training courses that meet current industry needs along with a mechanism to ensure the courses continue to meet those needs as they change in the future.

With a clear understanding of being industry led, the Employ Florida Banner Centers initiative will address: 1) deep and thorough knowledge of the industry sector; 2) state licensure and industry certification(s) valued by industry that are needed to enter into or remain employed in the sector; 3) curricula and training course development, enhancement and deployment/replicability; 4) career awareness tools and campaigns; 5) support for training course and career development course delivery expansion; 6) identifying and obtaining aligned funding sources; and 7) other innovative ways of addressing pending workforce challenges, particularly those facing Florida given the economic downturn and rising unemployment rates. This RFP requires respondents to provide detail regarding the core competencies and abilities the respondent has that enable the Contractor to successfully address the above needs of the industry and why.

The project that is funded as a result of this RFP **must** reflect a collaborative effort. The Contractor and WFI will work together to support an Industry Advisory Council designed to obtain direct leadership and guidance from our industry partners, and all respondents to this RFP must offer proof of collaboration with 1) the cited industry represented by business leaders of actual employers within the selected industry; 2) business groups such as local economic development councils, chambers of commerce and business associations; 3) public/private workforce education providers to include four-year public/private colleges & universities, state and community colleges, school districts, technical centers, corporate training and continuing education providers, and private vocational training providers; and, 4) the workforce development system represented by regional workforce boards. In all cases, the Industry Advisory Council must contain a majority of business representation. The breadth of

collaboration with other educational providers will be evaluated in this proposal to determine the baseline knowledge pool and industry credibility your proposal offers and the value they offer to a high quality and innovative product development process that is critical to the success of the Banner Center. This RFP requires respondents to provide a detailed description of that collaboration and further requires respondents to obtain and provide documentation of that collaboration through letters of commitment from its other partners. The specific details of the value your partners offer the Employ Florida Banner Center will be considered.

The contract resulting from this RFP will be "performance-based" meaning that payments will be predicated upon the delivery of specified products and services. Although there may be contract renewal options available based on the performance of the Banner Center, the needs of your industry, a sustainability plan and committed private sector funding support, **all proposals submitted in response to this RFP shall address outcomes that will be delivered during the first term of any ensuing contract.**

3.0 Definitions. For purposes of this RFP the following definitions will be used:

Deliverables. These are products or services that the Contractor must provide and for which the Contractor will be paid; they are the "product" so to speak of the contract. Products of the Banner Center are envisioned as customized courses and curricula deployed or developed meeting industry needs, and consulting services and industry knowledge or curriculum support for businesses, economic development organizations, the Department of Education, or the workforce system. In that sense, deliverables are not unlike issuing a contract for the purchase of 100 computers at \$1,000/ea. In this example, as the computers are delivered and accepted, payment can be made at the rate of \$1,000 per computer. If only 95 computers are delivered, only 95 are paid. The contract(s) resulting from this RFP will include, among other deliverables, training program completions as a service to be provided. [See definition for "performance-based" contract below.]

Eligible Industry Sector. This RFP is limited to the designation of Banner Centers in the industry sectors detailed in Section 1.0 above. Respondents MAY NOT target any industry sector other than those listed, as each Employ Florida Banner Center will be industry sector specific. WFI retains the sole authority to determine if a proposal addresses the appropriate industry sector and may withhold consideration and award of any proposal it feels does not address the appropriate sector or does not address the intent of this RFP.

Respondents will utilize available labor market statistics, industry surveys or studies to validate that the particular industry they wish to support are projected for sustained growth within the state. Given the current economic recession and Florida's job losses, respondents should address how best to respond to these factors within the particular industry, including retraining opportunities. There may be a tendency for a respondent to target an existing program it wants to expand. However such program expansion, if it is offered to meet the intent of this RFP, must be based on the documented current and projected needs of business in the industry sector. In other words, respondents will be required to justify to WFI, based on market projections and needs, why they selected the particular industry that is the target of their proposals.

Full-Time, Unsubsidized Employment (Placement). A placement into a job with a minimum of 30 hours per week. Such job must be 'unsubsidized' which means that the wages or salary must

be paid by the employer rather than being paid or subsidized in whole or in part with federal and/or state funds.

Industry cluster. Networks of compatible or competitive interrelated companies working together to strengthen the industry market.

In-kind leveraged funds. WFI requires that leveraged funds be identified in every proposal. Successful implementation and deployment of the Employ Florida Banner Center will create aligned “value” to the education partners involved, businesses in the targeted sector, economic development organizations, and regional workforce boards, therefore WFI expects leveraged funding commitments from Contractors who are committed to the success of the center, and have partners with strong commitments to success. These leveraged funds will increase the likelihood of a successful initiative. Leveraged funds can be cash and/or in-kind. In-kind leveraged funds or services are those that benefit the return on investment (make these dollars go farther) because they provide services or benefits that would normally have to be paid out of the award funds. In-kind leveraged funds are therefore services or products that are provided by the Contractor or some other local partner that are critical to the project but, because they are donated, they don’t have to be paid for by the Contractor or WFI. Examples of in-kind leveraged funds/services are – an employer providing facilities/hospitality for Industry Advisory Council meetings, an education partner offering their time or travel expenses to participate in curriculum development sessions, an industry member offering supplies/equipment to enable hands-on components in courses or curricula, a local partner willing to provide printing, phone service, equipment use so those expenses don’t have to be paid with these funds, a partner providing transportation free of charge, etc. In-kind leveraged funds must be specifically described and the “value” reasonable.

Leveraged Funds. Respondents shall solicit cash from industry partners, other stakeholders and/or make their own investment in the proposed project according to the tiered public/private funding strategy identified on page 2. WFI considers that these “leveraged funds” accomplish several things – a) they increase the return on investment for WFI and allow more projects to be funded; b) they increase the chances of success because partners have a vested investment in the project and, for that reason, would be more willing to ensure its success; and, c) they increase the chances that the project will be sustained and eventually become self-sustaining.

Ownership of Curricula. The curricula developed or modified under any ensuing contract shall be the property of WFI. The Contractor shall be granted a license during the time the Contractor is designated by WFI as the Employ Florida Banner Center in the targeted sector. In the event the Contractor is no longer designated as the Banner Center, either through WFI’s decision, the Contractor’s decision, or based on industry guidance, WFI agrees to offer the Contractor license options for curricula access enabling the continued delivery of the course(s) involved.

Performance-Based Contract. Potential respondents may be familiar with grants of public funds where expenses to accomplish certain activities are reimbursed by the granting agency. The procurement instruments resulting from this RFP **will not** be “grants” with expenses reimbursed. WFI is required by law to utilize *performance-based contracts* in which the Contractor provides specified services or products for which WFI then issues a specified payment. In the context of this project those services or products may include such things as curriculum development for entry-level jobs within the industry, customized employed worker training curriculum developed in connection with the Employ Florida Banner Center; career awareness campaigns executed; or

other specific related performances. Individuals receiving training as a result of this project are actually the by-product of the Banner Center, as their training experience results from the creation of the Banner Center courses and curricula. While the trained individuals are considered a by-product of the Banner Center, they also serve as a performance measure to validate the successful development and deployment of the products created by the Banner Center, and placement into new employment or employment upgrades as a result of the training validate the value the center's products offer to the industry sector. These performance measures will be tracked in the Florida workforce data management system, the Employ Florida Marketplace (EFM). Efforts have been made to drastically limit the amount of trainee data needing to be input. **The Contractor** will be required to ensure data is captured and input in the data management system, and must partner with regional workforce boards to either obtain this service or receive training and permission from the Agency for Workforce Innovation (AWI) to do so independently.

The contract will not reimburse the Contractor for expenses. Any expenses the Contractor incurs to perform under a performance-based contract will be paid by the Contractor out of the income it receives from the payments for services rendered or whatever other sources of income it has, such as leveraged funds.

Establishing a close working relationship with your local and other regional workforce boards especially in areas of the state where there is a density of employers in the targeted industry sector is highly recommended, as they can assist you with data input of trainee information to the Employ Florida Marketplace and can serve as a source for individuals or businesses seeking training from the Banner Center.

Vendor relationship. WFI has determined that any contract that results from this RFP will establish a "vendor" relationship between WFI and the contractor as contemplated by state and federal law. WFI is neither providing "state financial assistance" to potential contractors as contemplated by the Florida Single Audit Act nor is it granting these federal funds and transferring federal program responsibilities to potential contractors as contemplated in the definition of "sub-recipient" in federal OMB Circular A-133. WFI has completed a project specific Subrecipient/Vendor Determination Checklist for this project confirming the vendor relationship being expressed by this RFP.

Trainee/Student Eligibility. The Employ Florida Banner Centers are designed as product development centers, therefore participant or student outcomes do not need to be WIA eligible. The trainees being served as a result of this project are a by-product of the Banner Center, as their training experience results from the creation of the Banner Center courses and curricula. While the trained individuals are considered a by-product of the Banner Center, they also serve to validate as a performance measure the successful development and deployment of the products created by the Banner Center, and new employment or employment upgrades as a result of the training validate the value the center's products offer to the industry sector.

4.0 Qualifications of Respondents. WFI will accept proposals from Florida public or licensed private educational or career and technical education training providers ONLY. The following organizations are therefore eligible to submit proposals:

- Florida private career and technical schools that have a current license issued by the Commission on Independent Education; or,

- Florida state colleges or community colleges; or,
- Florida public universities; or,
- Florida private colleges and universities; or
- Florida industry associations or education foundations.

A consortium of other organizations but headed by one of the above organizations may submit a proposal. However, no other organizations may be the lead organization submitting a proposal; WFI will contract with the lead organization. A consortium of organizations within the groups mentioned above may also submit a proposal but, again, one organization within these groups must be identified as the lead organization. WFI intends to enter into only one two-party contract for each industry sector. For a consortium that may form to submit a proposal, the “lead” organization (from one of the groups above) will be the Contractor for contract and financial management purposes. Non-Florida educational or career and technical education providers, associations, or foundations are NOT eligible. It should be noted, if an industry association, educational research organization or education foundation wishes to become a lead respondent, then they must detail how they plan to address the product development component of this RFP and how the respondent plans to integrate postsecondary credit delivery and articulation agreements. In evaluating the qualifications of respondents, WFI will be looking at those organizations that have *relative* and *significant* experience and capabilities in the following areas:

- 1) Developing or refining training curricula;
- 2) Working with industry to develop/validate/assess/update curricula and transitioning workers impacted by the economic downturn;
- 3) Outreach and business plan development to build long-term sustainability for the Banner Center including private sector funding acquisition;
- 4) Partnering with other educational partners to deploy Banner Center products and services; and
- 5) Partnering with regional workforce board(s) for trainee recruitment, referral, and placement assistance, as well as Employ Florida Marketplace data-entry services; or receiving training and permission from the Agency for Workforce Innovation to do data entry independently.

5.0 Funding. Funding for the Banner Centers comes to WFI from the U.S. Department of Labor through the Workforce Investment Act (WIA). The Code of Federal Domestic Assistance (or CFDA) for these projects will be 17.999. There will not be more than one award per industry sector resulting from this RFP and will be limited to not more than **\$300,000 in 2009/10 contingent on a private funding match of \$75,000 as stipulated on page 2.** The maximum amount that can be requested in any proposal, therefore, is \$300,000. All administrative costs should be included in this cap. Administrative costs cannot exceed 10% of the contract amount. As an example, if a contract is awarded for \$300,000 not more than \$30,000 of that award can be used for administrative costs leaving \$270,000 plus the amount of private funding required as noted on page 2 to be devoted to actual contract-related activities. There is no lower dollar limit on projects so proposals under \$300,000 are acceptable with corresponding lower private funding match requirements. Documentation or other proof of the private funding match must be submitted with the respondent’s proposal. WFI retains the right to make an award or to withhold an award based on what it determines to be in its best interest.

6.0 Scope of Project.

It is the intent of this solicitation to seek innovative project proposals that address the goals of WFI to establish an Employ Florida Banner Center for a specific targeted industry cluster. The selected respondent will gain WFI's designation as the Employ Florida Banner Center serving the targeted industry and become the home base of the center. WFI will serve as the "corporate headquarters" for the overall Employ Florida Banner Centers initiative.

The initial concept for Employ Florida Banner Centers surfaced formally in the 2004-2009 *Roadmap to Florida's Future*, referred to as Workforce Education Cluster Centers, and remains a world-class talent component of the latest economic development blueprint for Florida—the 2007-2010 plan. WFI, charged with serving as a catalyst for developing workforce talent in Florida, responded to the call with the creation of Employ Florida Banner Centers.

The first Banner Center was established in late 2006, with other industry sector Banner Centers competitively designated in 2007 and 2008. In October 2008, WFI held a series of strategic sessions focused on how best to create improved alignment with the customer and stakeholder groups impacted by the Employ Florida Banner Centers, achieve more statewide reach as envisioned in the Roadmap, governance and sustainability of the centers, and other business model refinements. These sessions included stakeholders from the targeted industry sectors, educational leaders, current Banner Center leadership, economic developers, industry associations, regional workforce boards, and WFI's Board of Directors.

Integrating the refinements and strategic linkages, the tenets of the Banner Centers initiative being funded through this contract and other targeted industry Banner Center contracts elsewhere throughout the state are in part recited here and made an integral part of this RFP to provide the Contractor with a clear understanding of the framework within which contract activities should be carried out. All respondents' proposals shall address one targeted industry sector which will comprise a single component of the more comprehensive effort guiding WFI's Employ Florida Banner Centers initiative. While recognizing the workforce needs of distinct industry sectors may be considerably different, the Contractor must understand that mission consistency and alignment of purpose are uniform and are common across industry sectors including baseline products and services, distribution channels and buyers. The principles guiding the development of Banner Centers are:

- Give Florida's businesses in the targeted industry sectors an opportunity to directly guide the workforce system and education to address their current and future need for workforce talent.
- Become a statewide nexus for industry knowledge related to creating a globally competitive workforce for the targeted industry sector and talent development to support job placement, retention and creation.
- Use industry leadership and guidance to deploy and refine workforce development products and services, such as cutting-edge curriculum, and ease of access to the products and services statewide that meet the needs of business today and in the future.
- Support pipeline development needs by working to align seamless educational pathways and marketing of career pathways for entry-level to advanced workers.
- Create collaborative delivery partnerships with industry, education and training providers; secondary and postsecondary, public and private; designed to impact all regions of the state.
- Provide support to delivery partners through curriculum support, faculty support, customized curriculum development, alignment with industry certification, and access to industry expertise.

- Promote economic development by serving as the leading resource and focal point to address the state’s economic priority of increasing talent in high-skill, high-wage targeted sectors and demonstrating ease of access to Banner Center products and services.
- Utilize the value of products and services developed to create sustainable revenue streams to enable the long-term viability of the Employ Florida Banner Centers.
- Agree to a comprehensive external performance and accountability outcome evaluation [formative (mid-contract) and summative (end of contract year) as directed by WFI, to ensure relevance of products and services to the industry sector and return on investment.]

WFI’s mission is to serve as a catalyst for developing globally competitive workforce talent in Florida. The Employ Florida Banner Centers’ align this mission with Florida’s targeted industry sectors, creating industry-driven training programs designed for deployment statewide. WFI’s role as Banner Center “corporate headquarters” includes the oversight, management and marketing of the Employ Florida Banner Centers, and may include opportunities for revenue generation. WFI will also be directly involved in the governance and oversight of the Industry Advisory Council. The Banner Center Industry Advisory Council will determine, based on their industry’s needs what curriculum, products and/or services are needed to create the current and future workforce talent demands of their industry.

The Contractor will have a strategic role critical to the success of the Banner Center. The Contractor’s responsibilities include, but are not limited to, the following critical roles:

1. Support the Industry Advisory Council fully, with active preparation and participation in all calls and meetings by the Principal Investigator and/or Director and staff. Each industry advisory council should have a mission statement and purpose with clearly articulated job descriptions of members. Ideally, council members should have expertise in product/service distribution and sales.
2. Lead, manage and engage a collaboration of education partners statewide integrating the guidance of the Industry Advisory Council and WFI.
3. Become the conduit and clearinghouse for industry knowledge, technological improvements, and emerging industry strategies, trends, or segments.
4. Conduct research and consultation as needed by the Industry Advisory Council, WFI and other stakeholder groups.
5. Assist the Industry Advisory Council and WFI in planning for course and curriculum development, pipeline development, needs prioritization, and cost analysis.
6. Conduct statewide Focus Groups and/or Developing a Curriculum (DACUM) processes as required by the Industry Advisory Council and WFI contract deliverables, when needed, to ensure cross-industry relevance of product or curriculum improvements, validating the product’s value to industry prior to development.
7. Ensure workforce development products and services, such as cutting-edge curriculum, meet the needs of business statewide today and in the future, and make maximum use of technology.
8. Ensure ongoing relevance of curriculum and products through consistent review and updates integrating the industry’s continual technological improvements and emerging industry trends.
9. Provide support to delivery partners through articulation agreements, curriculum support, faculty support, customized curriculum refinement, alignment with industry certification(s), alignment with career and technical education academies in the industry sector as well as university-level Centers of Excellence to facilitate outreach and awareness, and access to industry expertise.

10. Work closely with WFI and all other industry sector Banner Center contractors to support a multi-discipline and/or multi-industry program alignment focused on skilled workforce development and best practices.
11. Represent Florida's educational efforts as the Employ Florida Banner Center for the targeted industry at relevant state and national conferences and venues, being an advocate for program enhancements, articulation, industry certification, and seamless educational pathways.
12. Support the sustainability of the Banner Center by communicating every business development opportunity to WFI, supplying assistance in securing and delivering the requirements of all agreements reached.

The critical and primary foundation of the Banner Center mission is the direct and active involvement from leaders of businesses and industry associations within the targeted industry to identify the specific needs of their industry. WFI and the selected respondent, working jointly, with recommendations from WFI's Board of Directors, will agree on the industry membership of the Industry Advisory Council, and shall include select workforce and economic development leaders as resources to the Council. The Industry Advisory Council shall be designed to offer a market driven focus, and their leadership will provide guidance and direction to the Banner Center, ensuring the industry's current and projected business needs for a globally competitive workforce are addressed.

The selected respondents ensuing contract will delineate many of the expectations WFI intends of the Banner Center Contractor to support the sustainability of the center. WFI, acting as Banner Center "corporate headquarters," agrees to communicate with the Contractor prior to finalizing any business development agreements to serve the targeted sector that contain expectations not previously contained within an existing contract. If the business development opportunity is aligned with the Contractor's, then WFI agrees at the request of the Contractor, to negotiate a specific payment schedule to support the business opportunity.

The selected respondent will also assist WFI with conducting a press conference or other public announcement event promoting the funding for the Banner Center. The Contractor will coordinate with the WFI to arrange a site, preferably at a participating industry partner site, to arrange for high-level guest speakers from the institution, from the business community and local governmental agencies as appropriate. Coordination shall also include assisting in the preparation and dissemination of press releases. The parties agree to conduct the press conference or public announcement event as soon as possible after the selected respondent's contract is executed.

During the course of operating the Banner Center or delivering Banner Center courses there shall be opportunities for media coverage and press releases. WFI, as Banner Center "corporate headquarters," shall be informed of all opportunities to maximize media coverage, prior to events if possible, and the Contractor will work with WFI to achieve mutual media relations goals.

Banner Centers have a proven track record for successfully obtaining additional federal grant funding as a result of the industry-driven collaborative foundation created by the initiative. Examples of the types of grants obtained to date by Banner Centers include United States Department of Labor (USDOL) grants such as Community Job Based Training Grants (CBJTG), Technology Based Learning grants (TBL), National Science Foundation grants (NSF), and United States Department of Education grants. The selected respondents will agree to actively research and submit grant applications as the Banner Center for grant opportunities that are aligned with the

targeted industry mission of the Employ Florida Banner Center. WFI commits to support our Banner Center Contractor's proposal(s) for grant funding. This additional grant funding can expand the success and strengthen the Banner Center's status as Florida's statewide resource for the targeted industry sector.

7.0 Required Performances/Deliverables. As mentioned above, the contract(s) that result from this RFP will be *performance-based*, i.e. payments will be based on the delivery of specified services. The list below shows *some* of the types of services that may be included in the payment schedule of the contract(s) contingent on the needs of the industry sector. Industry sector input on the specific deliverables and services is highly recommended:

- 7.1 Documentation (source, amount or value and use) of the receipt of leveraged funds that are specified in the proposal. Since leveraged funds are a requirement of this RFP, WFI may require documentation that those funds have been received as either a paid or unpaid but required deliverable in the contract.
- 7.2 Documentation of the involvement of industry (businesses and business groups) in the process. This could mean working with Industry Advisory Councils, or specific efforts aimed at improving products and services. WFI may establish Industry Advisory Council meetings and other activities as pay-points in the contract.
- 7.3 Documentation of the development and deployment of industry-driven curricula meeting the needs for entry and advanced occupations for new hires and skills upgrade training for existing workers as well as continuous updating to ensure relevancy to industry. Articulation agreements or memorandum of understanding with other educational institutions, secondary to university-level, to facilitate the seamless uptake and statewide delivery of the Banner Center products and services will also be a pay-point in the contract.
- 7.4 Documentation of performance tracking information tied to skilled talent development will also be a pay-point in the contract.
- 7.5 Documentation and delivery of a sustainability plan that includes where best to market products and services with the end goal of a self-sustaining center supported by the industry sector will also be a pay-point in the contract.

8.0 Letters of Support. Respondents shall attach to their proposals letters of support from the following organizations:

- **Businesses or business groups**, such as employers within the targeted industry, chambers of commerce, business associations and business policy organizations. These letters should indicate that the training being proposed is needed by businesses and a willingness to serve on the Industry Advisory Council, work with other sector Industry Advisory Council members and WFI, and a desire to employ completers or send members of their current workforce for the training developed by the Banner Center. Each letter should also indicate if the organization is contributing funding to the Banner Center (specifically leveraged funds and the amount) and the specific role the organization will play in the project. The letter should also articulate that the business clearly understands the Employ

Florida Banner Centers initiative and its role in building skilled talent for Florida. At least three (3) industry letters of support are required.

- **Economic Development Organizations**. This letter should indicate that the targeted industry sector that was selected is a long-term growth industry and of economic value to the state. The letter should also indicate if the organization is contributing (leveraged funds) to the Banner Center and their interest in serving as an economic development resource for the Industry Advisory Council. The letter should also convey a strong knowledge of the products and services available from the Banner Center and how these products/services lead to skilled talent development. Letters from economic development organizations in areas with heavy concentrations of businesses within the targeted industry sector of choice is important.
- **Educational Partner(s)**. These letters should indicate that the training being proposed is needed by businesses and a willingness to work with the Banner Center to facilitate deployment of the products and services from the Banner Center in their delivery area, to encourage students to pursue training developed by the Banner Center, and the specific role the educational partner will play in the Banner Center. The letter should also articulate that the educational partner clearly understands the Employ Florida Banner Center initiative and its role in building skilled talent for Florida and its commitment to the initiative.
- **Regional Workforce Board(s)**. These letters should confirm that the regional workforce board(s) will cooperate by referring job seekers for training and assisting with job placements. The letter should also indicate if the regional workforce board is contributing (leveraged funds) to the project. The letter from the regional workforce board shall detail the respondent's plans with the regional workforce board(s) to provide student data entry, either through the regional board contracting with the Banner Center for these services, the regional board offering these services as leveraged support, or offering access and training for the Banner Center to complete data input into the workforce system's data management and job matching tool, the Employ Florida Marketplace. Respondents are advised to contact regional workforce boards early on in preparation of their proposals to come to agreement with the regional workforce boards to discuss agreements regarding referrals, the mutual benefits involving dual enrollment of students, and data entry services.

NOTE: These letters DO NOT count toward the 20-page limit on proposals.

9.0 Proposal Submittal Requirements. Respondents must utilize the proposal documents provided in this RFP—Proposal Submission Transmittal Document and Project Proposal Summary—for submitting their proposals. Respondents shall also submit a one-page budget document. The proposal documents contain sections that must be completed in full. If a respondent fails to complete all sections, the proposal may be rejected.

WFI has used “tables” for requesting certain information. There is adjacent to each request for information a ‘box’ for a response. These boxes will expand as information is inserted. Respondents should use as much space as required to fully answer each question or request for information.

The proposed Employ Florida Banner Centers as described in this RFP are a *comprehensive* collaboration intended to address the workforce needs of businesses within the industry sector identified. It is understood that, since these Employ Florida Banner Centers will be set up to create training programs for entry and advanced occupations and provide skills upgrade training for existing employees, the scope of the project will necessarily be limited to one specific industry sector. In other words, WFI understands that these Employ Florida Banner Centers cannot address all entry level occupations in an industry nor all advanced occupations in an industry nor even all employed worker skills upgrade needs at the center's inception. Respondents, therefore, will need to research the industry needs and limit their responses to addressing the most pervasive or urgent needs. Respondents are encouraged to research the current statewide and regional targeted occupations listings at www.workforceflorida.com to specifically identify those critical occupations of focus that are currently on the lists or, if not on the lists, justification on why they should be on the lists.

Respondents must include with their proposals (Proposal Submission Transmittal Document and Project Proposal Summary), a one-page budget document that shows overall cost of the project, the *source* of all project funds along with sufficient detail regarding how those funds will be *utilized* (major cost categories).

Respondents MAY NOT create their own tables or use their own format to submit their proposal. Enter the required information on the electronic form (Proposal Submission Transmittal Document and Project Proposal Summary) and then print them out, sign where indicated and submit them as your proposal. Proposals that do not utilize the format provided by Workforce Florida, Inc. may be rejected.

Proposals **must** adhere to the following:

- 1) Proposals must not exceed **twenty (20) pages**. This includes the completed Attachment I and Attachment II proposal documents and any additional information the respondent wishes to submit. This 20-page limit DOES NOT include the letters of support or the one-page budget. Any additional information that is provided should be pertinent to the intent of this RFP and the respondent's proposal. Respondents should avoid long, drawn out narrative in any additional materials they wish to include because such narrative is difficult for raters to read and absorb.
- 2) Respondents must submit **twelve (12) copies** of the proposal, one of which must contain an original signature of an official authorized to commit the contractor organization to the representations made in the proposal.
- 3) The proposal documents (Proposal Submission Transmittal Document and Project Proposal Summary) are embedded with **Times New Roman font with a 11 pt font size**. DO NOT use a different font, particularly a smaller one. Also, do not make the document "legal sized." Proposals that fail to follow the format prescribed in this RFP may be rejected.
- 4) DO NOT use **covers or bindings**. Complete the proposal using the tables included herein, print and sign it and submit 12 copies, including the original. A transmittal letter is not needed.
- 5) Electronic copies and facsimile copies are not permitted.
- 6) As stipulated in Section 14.0, proposals are to be addressed to the Agency for Workforce Innovation (AWI).

- 7) It is the respondent’s responsibility to ensure that proposals are received by the deadline. Proposals that are postmarked on the deadline date but not *received* on that date may be rejected.
- 8) Attachment I, Equal Opportunity Assurance Statement, **MUST** be completed, signed and submitted with the proposal. Failure to submit this executed document may result in the proposal being rejected. Refusal to submit this executed document will result in the proposal being rejected.

10.0 Rating Proposals and Award. Proposals will be rated by a committee of industry representatives and other subject matter experts. AWI shall tabulate the scores of raters and submit its findings to WFI. After a review of the findings from AWI, WFI will make an award decision(s) and direct AWI to issue award notices via email to all respondents. There will be a maximum of one (1) award to each targeted industry sector resulting from this RFP. WFI may utilize factors other than ratings scores when making its award decision. WFI retains the authority to make an award it determines to be in its best interests or to reject any and all proposals. Further, WFI, in making its award decision, retains the authority to waive what it considers to be minor irregularities in the proposal or to seek clarification on certain issues from any or all respondents. In addition to the email award notice to all respondents, the notice of award will be posted on the AWI web site <http://www2.myflorida.awi/> and will be posted on the WFI web site www.workforceflorida.com.

The rights of parties that may be adversely affected by WFI’s award decision(s) are covered in Section 15.0, Disputes, below.

The following items will be rated based on the points assigned as indicated below for each item:

<p><i>Experience</i> (see 4.0)</p> <ol style="list-style-type: none"> 1. Does the respondent have experience in developing curricula related to the <u>identified</u> industry? (0-5 points) 2. Does the respondent have experience in working with the identified industry to develop/validate/assess curricula? (0-5 points) 3. Does the respondent have experience partnering with other educational institutions, economic development organizations and regional workforce board(s)? What was the nature of that partnership – did it relate to recruitment/referral/placement assistance? (0-5 points) <p>SPECIAL NOTE: Organizations previously designated as an Employ Florida Banner Center will receive 10 bonus points in addition to the 15 point maximum.</p>	<p>0 – 15 Points</p>
<p><i>Leveraged Funds</i> (see 3.0)</p> <ol style="list-style-type: none"> 1. What level of in-kind contributions is being offered to support the Contractor’s proposal? (0-5 points) 2. What level of leveraged cash commitments are being offered to support the Contractor’s proposal? (0-15 Points) 3. Is that additional funding sustainable after the expiration of this project? (0-5 points) <p>Letters of support should confirm leveraged funds.</p>	<p>0 – 25 Points</p>

<p>Project Description (see 1.0, 2.0; 3.0; 6.0;7.0; & 8.0)</p> <p>This will be the critical portion of the evaluation of the respondent’s proposal. Raters will be looking at each of the following areas:</p> <ul style="list-style-type: none"> ▪ How is the Contractor going to expand the reach of its products and services and/or modify and enhance what it is currently providing to meet the innovative intent of the Employ Florida Banner Center concept? How will the Contractor specifically support Workforce Florida, Inc.’s efforts for the statewide expansion of products and services? (0-15 points) ▪ How is the Contractor going to leverage an existing or create a collaboration of industry and educational partners to develop the innovative curriculum development environment intended by the Banner Centers initiative, and what specific value will the collaborative partners offer? (0-10 points) ▪ How is the Contractor ensuring strong industry partners are included and committed to success as members of their collaboration? (0-10 points) ▪ How will the Contractor ensure all products and services meet the workforce needs and create tangible value for businesses in the targeted industry sector? (0-10 points) ▪ How will the Contractor be flexible enough to meet those needs on an ongoing basis as technological advancements are made and market conditions change? (0-10 points) ▪ How will the Contractor format products and services to meet multiple delivery objectives and achieve seamless career pathway options such as the needs of corporate training providers, continuing education providers, the unemployed and incumbent workers, preferred providers for training to jobseekers referred from regional workforce boards, postsecondary education credit programs, and secondary school outreach to approved academies under the Career and Professional Education Act? (0-10 points) ▪ How will the Contractor align courses and curriculum developed to enable students to obtain industry certifications valued by the industry sector? (0-10 points) ▪ Is the Contractor’s sustainability plan solid enough to eventually enable increasing private sector investment toward self-sustainability? (0-10 points) 	<p>0 – 85 Points</p>
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<p>Budget (see 9.0)</p> <p>Respondents will submit a one-page projected operating budget. Since the contract will NOT be a reimbursable contract (payments won’t be made for actual expenses incurred), this budget document will provide raters with an idea of how the respondent has determined its costs and whether those costs are realistic and reasonable. This budget will also define how the respondent intends to devote its resources (leveraged funds and WFI funds obtained through this RFP) through proposed activities to meet the intent and objectives of this initiative – i.e., is the budget heavy into “management” or other costs that don’t have a direct bearing on the services to be provided?</p>	<p>0 – 25 Points</p>
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11.0 Schedule of Events. To the extent possible, WFI will adhere to the following timelines:

March 9, 2009	Release (issuance) of RFP
March 16, 2009	Respondents to notify WFI by letter of their intent to submit a proposal to this RFP (attn: Andra Cornelius)

April 10, 2009 5:00 PM, Eastern	DEADLINE for receipt of proposals
May 1, 2009* (on or about)	Projected Date for Awards

*All respondents will receive a notice of award via email when the award decision is made. In addition, awards will be posted to the AWI & WFI web site. This award date is a *tentative* date; if a respondent has not received an email award notice, that means that the award decision has not been made – please do not call and request information regarding the timing of the award.

12.0 Point of Contact. All questions regarding this solicitation must be directed **via email** to the following person on or before **March 23, 2009**.

Andra Cornelius
E-mail
Workforce Florida, Inc.
acornelius@workforceflorida.com

NOTE: Email questions are requested to avoid any confusion or misunderstanding so please avoid “call-in” questions regarding this RFP. Questions and answers (Q&A’s), if necessary, will be distributed to known recipients of this RFP and will be posted on the WFI web site at - www.workforceflorida.com/RFP/index.html#requests

It is important for organizations that may have received this RFP from a third party or may have downloaded it from the WFI web site to periodically check the address above for updates regarding this solicitation.

13.0 Contract. Once an award(s) is made, WFI will negotiate a formal, two-party contract with the organization selected as a result of this RFP. WFI will not be a party to any subcontracts the Contractor may employ to accomplish the contract terms and the institution with which WFI contracts will be solely responsible for contract compliance and performance. The contract will be a *performance-based* contract with specific deliverables, the provision and acceptance of which must be accomplished prior to the payment of funds to the Contractor. WFI will develop the contract document to include, at a minimum, the terms and conditions stipulated herein along with a Schedule of Deliverables and Payments. The Contractor will be required to provide a detailed scope of services which will be approved or amended by WFI and incorporated into the contract. The Contractor shall have the opportunity to accept the terms and conditions as offered by executing the contract or may offer counter terms and conditions for consideration by WFI. There are terms and conditions that WFI is required by law to include in its contracts and those terms and conditions cannot be negotiated.

The contract document will, at a minimum, contain terms and conditions that address the following issues (specific contract language may expand upon these issues):

13.1 Term. The contract will be for a period of one year. It will contain renewal options. Renewal options generally will not be at the same funding level and will require additional deliverables to be negotiated for the renewal year.

13.2 Parties. The parties to the proposed contract will be WFI and the organization selected as a result of this RFP. WFI shall not be a party to any subcontract or third-party contract that the Contractor requires to meet the contract deliverables. The Contractor shall be solely responsible for satisfying the deliverables and performance standards.

13.3 Records. The Contractor will be required to maintain books, records and documents that properly and sufficiently represent expenditures of funds provided by WFI under the proposed contract and shall also maintain performance records and any and all records relative to the contract for a period of five (5) years after receipt of the final payment. The Contractor shall provide access to any and all such records, developed by or in the possession of the Contractor relative to the proposed contract, to AWI, the Department of Financial Services of the State of Florida, to the Auditor General of the State of Florida or to the Executive Office of the Governor of the State of Florida or their duly authorized representatives. Records relative to the contract shall be maintained for five (5) years after contract close-out or from the date of receipt of the final payment.

13.4 Nondiscrimination. The Contractor may not discriminate against any client, employee or applicant for employment based on race, color, religion, sex, handicap, age or national origin and the Contractor will take affirmative action to preclude such discrimination.

13.5 Cancellation. WFI will retain the authority to cancel the proposed contract, in whole or in part, upon thirty (30) days notice to the Contractor by certified mail. WFI may cancel the contract upon 24 hours notice if a breach of the contract occurs. Any contract that goes beyond June 30 of any year is subject to the availability of funds and WFI will retain authority to cancel the contract if funds become unavailable.

13.6 Governance. The proposed contract will be governed by and construed in accordance with the laws of the State of Florida within the jurisdiction of Leon County.

13.7 Indemnification. WFI will include language in the proposed contract that indemnifies and holds it harmless from all claims, suits, judgments or other actions for damages arising from the intentional acts of negligence by the Contractor in its performance under the contract. (required)

13.8 Reporting. The Contractor will be required to collect and submit personally identifiable data for each person that is enrolled in Banner Center training. This data is needed to create a record in the State's management information system for validating the successful delivery and impact of the Banner center's courses. Additional student data validating completers, placements, employment upgrades, and certifications earned shall also be tracked. The Contractor will be obliged to partner with the regional workforce board(s) as envisioned in Section 3.0 and Section 8.0 for agreements regarding the entry of the trainee data into the state MIS or arrange for permission and training from AWI to accomplish this data entry independently.

13.9 Ownership of Brands. WFI reserves the all rights of ownership to the Employ Florida Banner Center brand, and serves as "corporate headquarters" for all Employ Florida Banner Center activities. To identify WFI's leadership in the statewide effort to establish, market, and manage the Employ Florida Banner Centers, the Contractor will include the following in all its public announcements, press releases, marketing, media coverage and recruiting efforts: "The Employ Florida Banner Center represents a partnership of Florida's (targeted industry) businesses with Workforce Florida, Inc., (Contractor's name), and the *Employ Florida* network." Workforce Florida, Inc.'s logo, the *Employ Florida Marketplace* logo, and the

Employ Florida Banner Center logo shall be included in all printed publications, press releases, announcements, or other communications related marketing, public relations, sales, recruitment or outreach by the Contractor.

In addition, *Employ Florida* is the state affiliate brand that WFI has developed to assist both employers and jobseekers in locating one-stop centers and other workforce services throughout the state. It allows for one point of access via a toll-free number and www.EmployFlorida.com for the purpose of locating the one-stop closest to the customer without having to know the 24 different regional names and brands or the individual service brands of their one-stops. It also provides access to Florida's online labor market exchange tool, the Employ Florida Marketplace. The "*Member: Employ Florida*" affiliate brand logo is visibly displayed at all one-stops and local collateral in all twenty-four regions of the state. As a Contractor of WFI and a state-level project, the *Employ Florida* brand will be linked for all activities of the Employ Florida Banner Center, and the *Employ Florida Marketplace* logo must be used as appropriate to incorporate the statewide affiliate brand, *Employ Florida*.

As a part of this Contract, WFI will provide the Contractor with the camera ready logos, if needed, and instructions governing the use of the WFI, Employ Florida Marketplace, and the Employ Florida Banner Center logos. Contractor agrees to adhere to the guidelines for use of all logos, and if any situation arises needing the use of the logo(s) not specifically addressed by the "Guidelines for Logo Use", then the Contractor must obtain prior approval for the use of the logo(s).

14.0 Submittal of Proposals. Proposals shall be submitted to the Agency for Workforce Innovation for receipt NO LATER THAN **5:00 PM, Eastern, April 24, 2009**. Clearly label the outside of the envelope with the title of this RFP and send 12 copies, one with an original signature, to:

**Agency for Workforce Innovation ATTN: Jackie Phillips
MSC G229, Caldwell Building
107 East Madison Street
Tallahassee, Florida 32399-4137**

Facsimiles and e-mail proposals are not allowed. NOTE: To make sure the proposal is received timely, persons that intend to hand-deliver their proposal to the Caldwell Building in Tallahassee are encouraged to get there before 5:00 PM on April 24, 2009 or deliver the proposal before the deadline date.

15.0 Disputes. WFI is a public/private corporation with specific statutory authority to enter into contracts and therefore its procurement policies and procedures are not subject to the requirements for state agencies contained in Chapter 287, Florida Statutes. Decisions by the WFI Board of Directors or the WFI Executive Committee or duly authorized WFI officials regarding the awarding of Invitations to Bids, Requests for Proposals, grant solicitations and all other procurement actions, either through a competitive process or a non-competitive process, are final.

Potentially adversely affected parties may file a written dispute of a procurement decision within the following parameters:

1. Such disputes must be in writing, signed by the official who signed the original bid/proposal, and must state with specificity the nature of the dispute and the requested disposition. The President of WFI retains the authority to determine if the written

dispute meets the criterion of specificity. Any dispute that does not meet this requirement may be dismissed without further consideration.

2. Such disputes must be received by the President of WFI at 1580 Waldo Palmer Lane, Suite 1, Tallahassee, FL 32308, not later than seventy-two (72) working hours from the date of the notice of award. "Working hours" as used here does not include weekends (Saturdays & Sundays) or official State of Florida holidays or days the State of Florida or WFI may close its offices due to Acts of God. "Date of award" as used here means the date the email award notices are sent to respondents. Parties filing a written dispute are required to ensure timely delivery. Facsimiles that have the appropriate signature and meet all other requirements stated herein may be accepted. Any dispute that is not received by the President within this timeframe will be rejected without further consideration.
3. Parties filing a dispute are not allowed to provide additional information unless, at his discretion, the President requests clarification of submitted materials. The President may, solely at his discretion, invite the disputing party to make a personal presentation to augment the written dispute.
4. Within five (5) business days after receipt of any such valid dispute, the President will issue a final decision regarding the outcome of the disputed award notifying the party that filed the dispute and the Chair of the WFI Executive Committee. The Chairman of WFI or its Board of Directors may direct the President to present disputes to the Executive Committee. No disputes of procurement actions will be presented to the Board of Directors unless, at the discretion of the Chairman, such full board review is deemed to be necessary.
5. Nothing in this dispute process is intended to imply nor should it be construed to mean such filing of a dispute places any constraint on the ability of WFI to proceed with its disputed procurement action, either in whole or in part.