

## **Economic Development Plan Request for Qualifications**

Contact Kyle Kinateder, Midlothian Economic Development (972) 723-3800  
RFQ Deadline: Thursday, May 15, 2026, at 2:00 PM CST

### **1. OVERVIEW**

Midlothian Economic Development ("MED") is seeking an experienced consultant to partner with the MED Board of Directors and the Midlothian City Council to shape the next phase of Midlothian's economic growth. MED's Board and the City Council are both aligned on advancing long-term economic opportunities that directly benefit Midlothian residents.

MED is experiencing rapid sales tax growth that represents a significant opportunity for a consultant to help define and guide the investment distribution of hundreds of millions of dollars over the coming decades. We are seeking a consultant who will help us think bigger, push us to consider what is possible, and turn that direction into a clear actionable investment strategy.

This Request for Qualifications ("RFQ") is not intended to produce a traditional economic development plan. MED is seeking an investment strategy that reflects the priorities of the Midlothian community. One that is practical, actionable, and clearly defines a vision for long-term economic growth, with specific actions MED is prepared to implement.

### **2. BACKGROUND**

The MED Board previously adopted the "Five-Year Focus on Projects" strategic plan and framework to guide the use of Type A funds. This approach established a system in which the community identifies its key priorities, which are regularly updated and supported through a five-year funding model that allocates MED resources.

Since the plan was adopted, MED's financial position has changed significantly. When the previous plan was developed, the focus was on ensuring funds were available and allocated appropriately. Today, the focus has shifted to maximizing the return and direct benefit for the residents of Midlothian.

At the same time, Midlothian's development landscape is changing. While greenfield development has driven recent growth, available land is becoming more limited. Midlothian's future growth will require a more intentional and selective approach, with an increased focus on redevelopment and reinvestment within existing industrial and commercial areas.

MED and the City Council have remained aligned and strong partners in advancing economic development efforts for the community. Maintaining that alignment is important, and this plan is intended to continue that partnership while providing a clear path forward for investing MED resources in a way that supports long-term economic growth and prepares the community for future redevelopment opportunities.

### **3. PLANNING PROCESS**

MED will engage a consultant to design and facilitate a strategic planning process involving the MED Board and the Midlothian City Council. MED prioritizes a facilitator who can structure a process that challenges the organization, aligns differing viewpoints, and ensures all participants have an opportunity to contribute.

The consultant will design the overall process, guide discussions, and ensure the effort results in a clear, actionable strategy for MED. This includes managing productive conflict, drawing out minority viewpoints, and helping the Board and Council determine what is most important for Midlothian's long-term economic future.

The planning process should be interactive and is expected to include the following components:

- Conduct meetings with MED staff to understand current conditions, existing initiatives, available resources, and local assets.
- Coordinate and lead presentations and working sessions with subject matter experts, selected in coordination with MED staff and conducted with the MED Board and City Council, in areas such as real estate, site selection, land planning, investment strategy, placemaking, and other relevant fields.
- Develop a questionnaire or similar tool to capture consistent feedback for site visits. As part of the process, small groups consisting of the MED President, two board members, a council member, and staff will visit three developments and locations that will inspire, encourage, and help cast a vision for future development opportunities in Midlothian.
- Facilitate strategic planning sessions with the MED Board and Council to define priorities and determine short and long-term economic opportunities.
- Facilitate a joint meeting discussion with the Midlothian Community Development Corporation to explore areas of collaboration, alignment, and potential overlap in economic development efforts.
- Provide a formalized economic development plan that articulates the MEDs investment strategy and outlines specific objects that can be utilized to evaluate the organizations progress over a short- and long-term period.

## **4. EXPECTED DELIVERABLES**

The consultant will be expected to provide the following deliverables:

### **1. Vision and Mission for MED**

A clear, concise vision and mission that define MED's purpose and desired outcomes, building on and formalizing the organization's existing foundation through this process.

### **2. Guiding Principles for MED Investments**

A refined and formalized set of principles the Board can use when evaluating future projects and funding requests, building on MED's existing baseline and aligning with the City's recently adopted guiding principles.

### **3. Investment Strategy and Priorities**

A comprehensive investment strategy that builds on MED's existing priorities, which are revisited annually, promoted, and integrated into the five-year funding model. The purpose of this effort is to translate those priorities into a clear investment strategy with both long-term (10–20 years) and short-term (within five years) goals and objectives.

The strategy should move beyond broad category-based priorities and focus on Midlothian's unique local opportunities by identifying specific, actionable projects. These projects should be defined with enough clarity to support multi-year work plans and implementation.

Examples of projects may include, but are not limited to, strategic land acquisition, targeted infrastructure improvements, redevelopment initiatives, and the attraction or expansion of specific industries.

### **4. MCD Collaboration**

Facilitate a joint meeting with the Midlothian Community Development Corporation and City Council to create alignment and collaboration for future projects.

### **5. Formalized Economic Development Plan**

Develop a formalized strategic plan that outlines clear, executable action items and milestones for the MED Board and City Council to track progress over time.

The plan will serve as a tool to guide decision-making, evaluate organizational performance, and establish accountability. It will be adopted as a public document and shared with residents and stakeholders.

The final deliverable must include defined, measurable actions for MED to undertake, along with a clear framework for tracking progress and evaluating the success of those investments.

## **5. RFQ Process & Evaluation Criteria**

### **Phase 1 – Qualifications Submission (Due May 15)**

Interested consultants should submit the following:

- Statement of qualifications and relevant experience
- Brief statement of interest in this project
- Examples of similar work completed for economic development organizations

MED will review submissions and select a short list of two to three firms.

### **Phase 2 – Subcommittee Meetings (May 18 – May 29)**

Shortlisted firms will meet with a MED Board subcommittee to better understand MED's expectations, planning approach, and desired outcomes. This meeting is intended to allow both MED and the consultant to align on the scope prior to submission of a full proposal. The meeting will be no more than one hour and may be conducted in person or remotely.

### **Phase 3 – Final Proposal Submission (Due June 12)**

Shortlisted firms will be invited to submit a final proposal that includes:

- Detailed planning process and approach to facilitation and engagement
- Proposed timeline and key milestones
- Description of how the consultant will deliver the expected deliverables
- Identification of key personnel who will be directly involved in the project
- Proposed fee structure

## **Evaluation Criteria**

MED will evaluate proposals based on the following:

- Relevant experience and qualifications
- Demonstrated ability to develop actionable strategies
- Approach to facilitation and engagement
- Proposed planning process
- Project team experience
- Cost and overall value

The MED Board of Directors will make a final selection on June 15, or at the next scheduled Board meeting. MED reserves the right to reject any or all proposals.

## **6. GENERAL CONDITIONS**

- MED reserves the right to reject any or all proposals and to waive informalities in the proposal process.
- MED may request additional information or clarification from respondents.
- The selected consultant will be required to enter a contract with MED and submit appropriate vendor information for payment.
- MED reserves the right to modify the scope of work or timeline as needed.
- All costs associated with the preparation of a proposal are the responsibility of the respondent.

## **SUBMISSION INFORMATION**

Proposals should be submitted to:  
Midlothian Economic Development  
Info@midlothian-tx.org  
Qualifications must be received by May 15, 2026.