



REQUEST FOR PROPOSALS FOR COMPREHENSIVE LOCATION INTELLIGENCE PLATFORM FOR REGIONAL BUSINESS DEVELOPMENT

Overview

The Fresno County Economic Development Corporation (EDC) is seeking proposals from qualified vendors to provide a comprehensive location intelligence platform to support the organization's business development objectives. The selected platform will aid in the completion of regional market studies and help inform decisions on site selection, workforce development, retail recruitment, and land use.

Background & Objectives

The Fresno County Economic Development Corporation (EDC) is a public-private nonprofit organization established in 1981 to market Fresno County as the premier location for business property. We specialize in business attraction, expansion, and retention, as well as workforce development, facilitating site selection for new and existing clients looking to expand operations in Fresno County, as well as administering a variety of workforce training programs locally.

The EDC conducts the bulk of its market research in-house and employs several full-time analysts to provide support on business and workforce development initiatives, leveraging a variety of paid software tools. The EDC is now seeking to procure a comprehensive location intelligence platform that will facilitate strategic planning efforts in the organization's business development scope of work.

Our work involves advising public and private stakeholders on development opportunities, and to strengthen our data-driven approach, we are seeking a platform that will provide actionable, reliable, location-based analytics. As such, the selected platform should enable the EDC in the long-term to scale its market research capabilities, strengthen stakeholder engagement, and improve conversion rates in business attraction campaigns.

Scope of Work

The selected vendor will be expected to provide the required components in one unified platform. Proposals that include additional components, as listed below, will be given preference in the evaluation process.

I. Foot Traffic Analysis (Required)

- Visitation patterns including the number of visits and unique visitors to a selected point of interest, with historical data going back at least seven (7) years.
- Visitation data should include insights such as average dwell time and actual panel size.
- Where applicable, visitation data should be pre-aggregated by day of week, time of day, as well as daily and annually. These aggregated datasets should be readily available for download in either CSV or Excel format.
- Ability to see visitor origin locations at the ZIP code level through trade area analysis, including heatmaps for visualization.
- Ability to identify locations with overlapping trade areas, as well as document the visitor journey (prior and post visits) where applicable.
- Integration of a consumer lifestyle segmentation system (such as Experian Mosaic) and/or demographic data to better understand the visitor profile.
 - OPTIONAL but not required: Ability to launch targeted ad campaigns to household groups identified by the integrated consumer segmentation system.
- Ability to geofence a custom point of interest.

II. Void Analysis (Required)

- For any location or point of interest, the platform should enable void analysis to be conducted, to simulate the filling of a vacancy.
- The void analysis should include parameters such as available square footage, minimum/maximum distance range, and filters for retail categories.
- The void analysis should output several scores indicating the suitability of each retail category or tenant, and the extent of market cannibalization that would occur.
- The void analysis model should account for metrics such as the number of existing locations, rate of expansion, average monthly foot traffic, and average drive time.
- The void analysis model should accurately identify and map out nearby locations that are at risk of cannibalization.

III. Retail Leakage (Preferred)

- The platform should be able to estimate retail leakage for major spending categories by measuring the gap between consumer demand and supply within a selected point of interest.
- The retail leakage model should be able to estimate the number of residents that visit a specific location or retail category, how frequently they visit, and measure the average distance from the home and workplace.

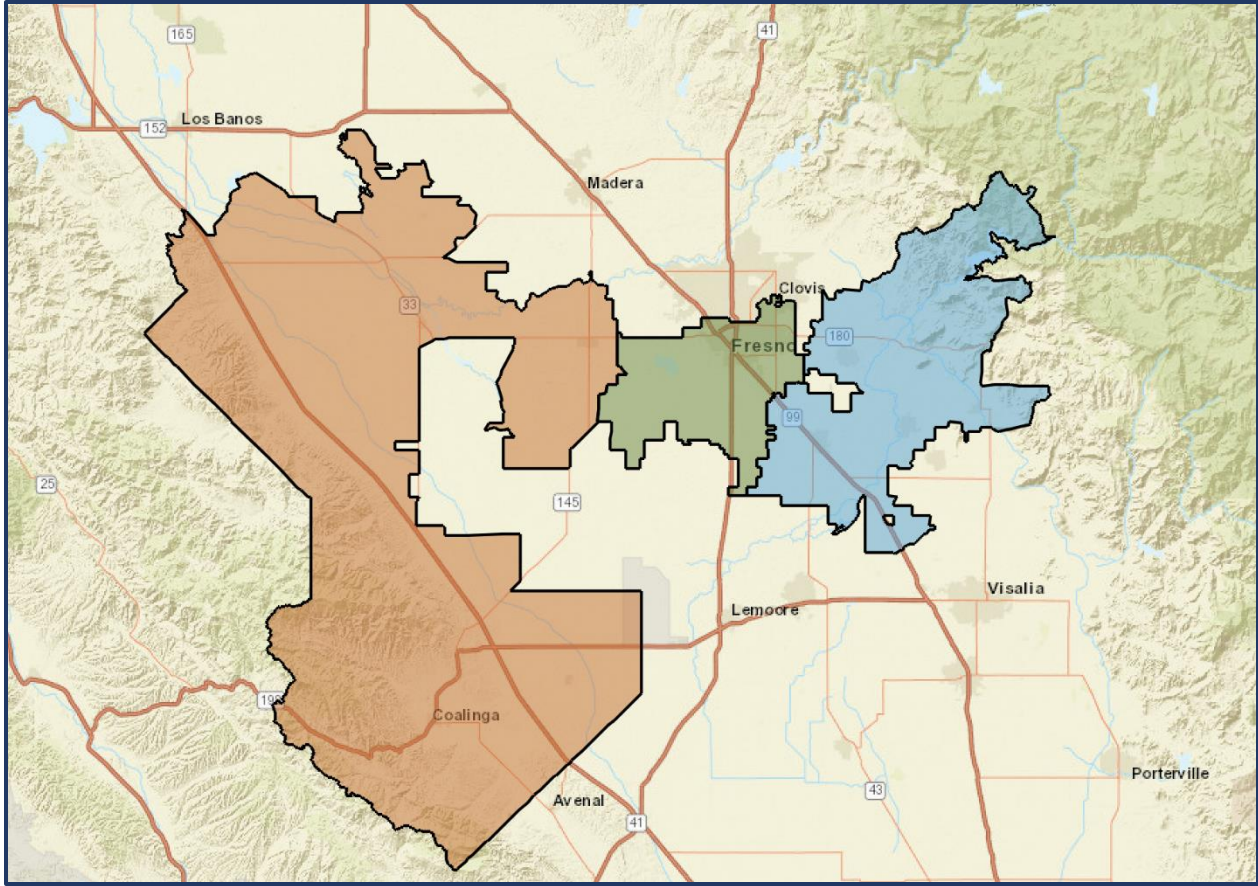
IV. Site Selection (Preferred)

- Inclusion of site comparison tools for evaluating two or more sites for specific retail categories or tenants.
- Category-level and tenant-level insights for benchmarking purposes.
- Ability to view and compare tenants within a shopping center.
- Ability to identify suitable shopping centers for a retail tenant, based on trade area and customer-level insights.
- GIS integration that allows users to look up parcel information including zoning code, congressional/legislative districts, and ownership.

Technical Requirements

The platform should have a compact user interface, offering a comprehensive overview of location analytics while minimizing the need to frequently navigate away from the page. Each component listed above may be accessible from separate pages, though preference will be given to platforms that embed these tools and features within single reports.

- Compatibility with standard web browsers.
- All reports should be downloadable in both Excel/CSV and PDF format.
- Clear documentation of data sources and methodologies, approximate panel sizes, and definitions of terminology frequently used.
- Foot traffic data should be updated monthly, though weekly updates are strongly preferred.
- Geographic coverage: data access should be granted for all (non-sensitive) locations within the ZIP codes listed below, which includes 13 rural cities in outlying Fresno County as well as parts of the City of Fresno, for a total population shed of approximately 465,000.



Desired Geographic Coverage (20 ZIP Codes)

- West-Side Communities (Orange): 93210, 93234, 93622, 93630, 93640, 93660
- City of Fresno (Green): 93701, 93702, 93706, 93721, 93725, 93727, 93728
- East-Side Communities (Blue): 93625, 93631, 93646, 93648, 93654, 93657, 93662

Submission Requirements

Interested parties should submit their proposals by May 15th, 2026. Proposals should include the following to be considered for this contract:

- Company profile including relevant experience working with economic development organizations and providing solutions for location intelligence data access.
- Overview of platform features, and the proposed approach to each of the project components outlined in the scope of work.
- References from current or past clients, preferably from those based in California.

Cost Proposal

- Vendors must provide a complete cost proposal for each applicable component based on the scope of work set forth in this RFP.
- Additional expenses will not be allowed unless specified in the proposal; the total cost shall be stated as not-to-exceed price for one year of access.

- Cost proposals for multi-year agreements are encouraged and will also be accepted.
- Ability to co-license and cost-share with another entity, such as a local jurisdiction, is not required but strongly preferred.

Evaluation Criteria

Proposals will be evaluated based on a combination of the following criteria:

- Vendor's relevant experience in supporting business development initiatives and providing location intelligence solutions for economic developers.
- Overall clarity in describing how platform features will meet and exceed the requirements outlined in the project scope of work.
- Innovation and continuity in platform design.
- Cost-effectiveness and transparency in pricing structure.
- Conformity with technical requirements, including geographic coverage.
- Quality of references.
- **Data Validation: The EDC may request sample data for validation purposes.** This data shall include the number of visits/visitors to a specified shopping center within the coverage area over a specified timeframe. While not required, the quality of sample data will be heavily considered in the evaluation process. More details will be shared upon request.

Please note that the EDC intends to award the contract to the proposing firm whose proposal is determined to be the most advantageous to the EDC's business development objectives and those of its stakeholders, after considering both technical merit and cost-effectiveness. Proposals that deviate substantially from the scope of work outlined in this RFP will not be considered.

Contract Terms

The EDC anticipates entering into a contract with the selected vendor for this project. The contract will outline terms and conditions, project deliverables, payment schedule, and other relevant details. Interested parties should provide a sample contract or licensing agreement in their proposal for a preliminary review.

Submission Deadline

As stated earlier, proposals for this project should be submitted no later than May 15th, 2026. All responses should be submitted via email to Spencer Bremer, Research Analyst at sbremer@fresnoedc.com. Proposals will be accepted in Microsoft Word or PDF format. No corrections or modifications to the submitted proposal will be accepted after the due date.

While the EDC shall endeavor to keep any confidential information private, it reserves the right to release the name of all vendors, as well as a summary of their proposals, to funding providers by request or to aid in the selection process.

For all inquiries pertaining to this RFP, please contact Spencer Bremer at (559) 476-2509 or at sbremer@fresnoedc.com.