



Request for Proposals (RFP)
Workforce Demand Assessment
Issued by: Maine Outdoor Brands
Date: 12/17/24
Proposals Due: 1/17/25

Purpose

Maine Outdoor Brands (MOB) is seeking proposals from qualified firms to conduct an updated workforce demand assessment for Maine’s outdoor recreation sector. The goal of this project is to gather comprehensive, current data on workforce needs, skill demands, and employment trends among Maine’s outdoor recreation businesses to guide strategic planning and workforce development initiatives.

This assessment will build upon the original [2021 Workforce Needs Assessment](#) and similar national surveys, incorporating new data and insights to reflect changes in the industry.

Scope of Work

The selected firm will design, distribute, and analyze a survey of outdoor recreation businesses in Maine, ensuring robust participation and actionable results. The final deliverables should include a written report and a presentation summarizing key findings.

Tasks and Responsibilities

1. Survey Development

- Collaborate with MOB to refine the survey questions, building on the 2021 assessment and aligning with similar national efforts.
- Ensure the survey captures workforce needs, emerging skills, and key trends.
- Include questions addressing changes in workforce dynamics, such as remote work, diversity and inclusion, seasonality, and wages.

2. Data Collection

- Use MOB’s existing contact list of outdoor recreation businesses.
- Employ an online survey platform, ensuring personalized outreach with MOB branding.
- Conduct follow-ups to maximize response rates through email reminders and phone outreach. Our goal is at least 70 responses.

3. Optional In-Person or Virtual Focus Group

- Propose and, if agreed upon, facilitate a focus group session with key outdoor recreation business stakeholders to gain deeper qualitative insights.

- Collaborate with MOB to identify participants, location (if in-person), and discussion topics.
- 4. Analysis and Reporting**
 - Analyze survey results using descriptive and comparative statistics to identify key trends and insights.
 - Provide breakdowns by business size, sector, and geography where appropriate.
 - Highlight workforce challenges and opportunities, including skills gaps and recruitment barriers.
 - If a focus group is conducted, analyze and integrate qualitative insights into the overall assessment to provide context for the survey findings.
- 5. Final Deliverables**
 - A written report summarizing findings, trends, and actionable recommendations.
 - A PowerPoint presentation highlighting key findings, suitable for stakeholders.
 - In-person or virtual presentation to MOB leadership and stakeholders.

Timeline

The project timeline is anticipated as follows:

- **January:** Firm selection and contract in place.
- **February:** Develop and finalize survey instrument in collaboration with MOB.
- **February/March 2024:** Distribute survey, conduct follow-ups, and gather responses.
- **April 2025:** Analyze results and draft preliminary findings.
- **May 2025:** Deliver final report and presentation to MOB.

Proposal Requirements

Proposals should include the following:

- 1. Firm Overview**
 - Brief background on your organization, relevant experience, and key personnel.
 - Examples of similar projects conducted.
- 2. Project Approach**
 - Proposed methodology for survey design, outreach, and analysis.
 - Approach to maximizing survey participation.
 - Indicate whether your firm recommends incorporating a focus group as part of the methodology and how it could complement the survey findings. Include a proposed approach for planning and facilitating the session.
- 3. Deliverables**
 - Confirmation of ability to meet deliverables outlined in the scope of work.
- 4. Timeline**
 - Proposed timeline, aligned with the anticipated schedule.
- 5. Budget**

- Detailed cost estimate, including personnel, survey software, outreach, and reporting.

6. References

- Contact information for two clients for whom similar work has been performed.

Selection Criteria

Proposals will be evaluated based on:

- Experience and qualifications of the firm and key personnel.
- Understanding of the outdoor recreation sector and workforce challenges.
- Proposed methodology and approach.
- Cost-effectiveness of the proposal.
- References and past performance.

Submission Instructions

Proposals must be submitted electronically by **January 17, 2025** to:

Liz Duffy

Maine Outdoor Brands

liz@maineoutdoorbrands.com

For questions or further information, contact Liz. Any questions will be answered in writing by January 10 and published on Maine Outdoor Brands' website.