

RFI Quickstart

Jumping into your first RFI

CONTENT

- **Always include a cover letter** – The cover letter is a tool to open a line of communication with the prospect.
- **Provide only the information that is requested** – Usually we will ask you for a combination of the following: Local Incentives, Available Buildings, Available Land, Transportation Infrastructure (Highway, Air, Rail), and Utilities. Have this information on hand and current so that you can turn around an RFI quickly if necessary.
- **Address all information needs** – For instance, if we ask for information on rail and you don't have rail in your community, please make note of that in the submission, don't just ignore it.
- **Keep your responses brief but informative** – Usually one page should be enough to address each topic (of course, there are always exceptions depending on just how much detail the prospect is seeking).

You will want to be more detailed when it comes to addressing a building or land. To help with that process, we do have online listings so you can list the properties on our site and then utilize the reports generated on site. I would still give a brief summary in your document of the available property options, but then note that additional information is attached.

- **Address the letter to the lead rep** – When submitting an RFI response through GOED, please address your cover letter to the lead rep of the project. However, write the letter as though you are addressing the company. Avoid using terms like “To Whom It May Concern” or “Dear Sir or Madam.”

PRESENTATION

- All RFI submissions need to be submitted electronically.
- The best formats for submitting your RFI response are Microsoft Word or PDF.
- Your submission can be presented in either an extended cover letter or as separate sections within a document – depends on your preference.
- Make your document easy to read. Keep paragraphs brief (3-4 lines) and utilize headings, sections, tables, bullets or numbering, and graphs or images to communicate your message. Goal: don't make the prospect search for the key data.
- Keep the combined file size of everything you email us at around 500kb (very important!). Graphics are the main contributor to the size of your document so be sure your photos are at a smaller resolution or consider using fewer graphics.
- Brand your information. Use consistent coloring and logo's/graphics that will help distinguish your submission from other communities.



Economic Development Site Selection Factors

Topic	Source	Website
Labor	LMIC	http://dlr.sd.gov/lmic
Transportation	DOT	http://www.sddot.com/transportation
Utilities/Telecom	You	
Available Properties/ Construction Costs	You	
Taxes	DOR	http://dor.sd.gov/Taxes/Business Taxes
Incentives	You	
Major Employers / Local Industry Mix	LMIC	http://dlr.sd.gov/lmic
Education	DOE	http://doe.sd.gov/ofm/statdigest.aspx
Demographics	Census	http://www.census.gov
Housing	You	
Healthcare	DOH	http://doh.sd.gov/providers
Culture & Recreation	Tourism	http://www.travelsd.com http://www.sdvisit.com

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