



# **Request for Proposal (RFP): Strategic Planning Facilitation and Strategic Documentation Plan for Downtown Saskatoon Business Improvement District (BID)**

**Issue Date: January 2nd, 2025**

**Proposal Due Date: February 7th, 2025**

## **OVERVIEW**

Downtown Saskatoon Business Improvement District (BID)] is seeking proposals from qualified facilitators to lead a comprehensive strategic planning process for our organization. Our mission is to enhance the vitality and attractiveness of the downtown area by supporting businesses, fostering economic growth, and improving the overall community experience. The selected facilitator will work closely with the BID Executive Director, Board of Directors, staff, and key business partners to create a strategic plan that guides our initiatives for the next 3-5 years. This strategic plan will provide a clear roadmap for our future actions, identify key priorities, and establish measurable goals for improving the downtown business environment.

## **SCOPE OF WORK**

The facilitator will be responsible for guiding the strategic planning process through the following stages:

### **1. Pre-Planning and Stakeholder Engagement:**

- Review existing documents and background materials related to the BID, including previous plans, surveys and reports.
- Conduct interviews, surveys, or focus groups with key stakeholders, including BID business partners (owners and tenants), city officials, and other community leaders.
- Assist the BID in identifying and engaging relevant stakeholders for the process.

### **2. Facilitation of Strategic Planning Sessions:**

- Organize and facilitate strategic planning workshops or meetings with the Executive Director, BID Board and staff.
- Assist the group in assessing the current state of the downtown area, identifying opportunities and challenges, and refining the organization's mission and vision.
- Facilitate brainstorming and discussion sessions to define goals, objectives, and strategies.
- Help prioritize strategic initiatives based on community needs, feasibility, and impact.

### **3. Development of a Strategic Plan:**

- Synthesize the input from the planning sessions and create a draft strategic plan that outlines key priorities, specific goals, actions, and performance metrics.
- Provide recommendations for monitoring progress and evaluating success.

- Ensure that the plan reflects the input from all stakeholders and aligns with the BID's mission, vision, and values. Revise MVVs if required.

#### 4. Finalization and Presentation:

- Present the draft plan to the BID Board and other key stakeholders for feedback.
- Revise and finalize the plan based on feedback and finalize deliverables.

## DELIVERABLES

The facilitator will be expected to deliver the following:

- A detailed work plan outlining the strategic planning process and timeline.
- A stakeholder engagement plan and summary of findings.
- A final strategic plan document that includes:
  - A mission and vision statements and values. (if necessary).
  - Strategic priorities, objectives, and goals.
  - Detailed action plans with timelines and responsible parties.
  - Performance metrics for tracking progress.
- Presentation materials (PowerPoint or similar) for final presentation to the Executive Director and BID Board.

## PROPOSAL SUBMISSION REQUIREMENTS

Proposals should include the following:

- **Cover Letter:** A brief letter of interest that includes the firm's qualifications and why they are interested in working with the BID.
- **Proposed Approach:** A detailed description of the methodology and process the facilitator will use to develop the strategic plan, including a timeline.
- **Qualifications and Experience:** A summary of the facilitator's experience with strategic planning, particularly within non-profits, business improvement districts, or similar organizations. Include relevant references or case studies.
- **Facilitator Profile:** Biographies of the primary facilitator(s) and other key team members, including relevant qualifications, experience, and roles.
- **Budget:** A detailed cost proposal, including the facilitator's hourly rates and estimated total costs for the entire strategic planning process. Include any expenses, such materials.
- **Timeline:** An estimated timeline for completing the strategic planning process, including key milestones and deadlines.
- **References:** Contact information for at least three references from similar projects.

## EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- **Business Partner of the Downtown Saskatoon BID:** Business Address, Location, is preferred to be in the Downtown Saskatoon Business Improvement District.
- **Relevant Experience:** Demonstrated experience working with non-profits, business improvement districts, or similar organizations in strategic planning.

- **Approach and Methodology:** The clarity and appropriateness of the proposed process, including stakeholder engagement and facilitation techniques.
- **Qualifications of the Facilitator:** The expertise and qualifications of the facilitator(s), including their track record in guiding successful strategic planning initiatives.
- **Cost:** The competitiveness and transparency of the proposed budget.
- **Timeline:** The proposed timeline's feasibility and ability to meet the BID's needs and deadlines.
- **References:** Positive feedback from prior clients regarding the facilitator's ability to manage complex strategic planning processes.

## SUBMISSION DETAILS

### Timeline

RFP Issuance Date: January 2nd, 2025  
Last Call for Questions: January 31st, 2025  
Proposal Submission Deadline: February 7th, 2025  
Agency Selection and Notification: February 28th, 2025  
Project Kickoff: March 7th, 2025  
Project Completion: TBD

### Terms and Conditions

The Downtown Saskatoon BID reserves the right to reject any or all proposals. The selected agency will be required to enter into a formal agreement that outlines the specific terms, scope of work, and deliverables for the project. All submitted proposals become the property of the Downtown Saskatoon BID and may be used for future reference.

Submit proposals by **February 7th, 2025** to:  
Shawna Nelson, Executive Director, Downtown Saskatoon Business Improvement District,  
shawna.nelson@dtntyxe.ca, 306-664-0709

We look forward to receiving your proposals and working together to create a vibrant and prosperous future for Downtown Saskatoon.

