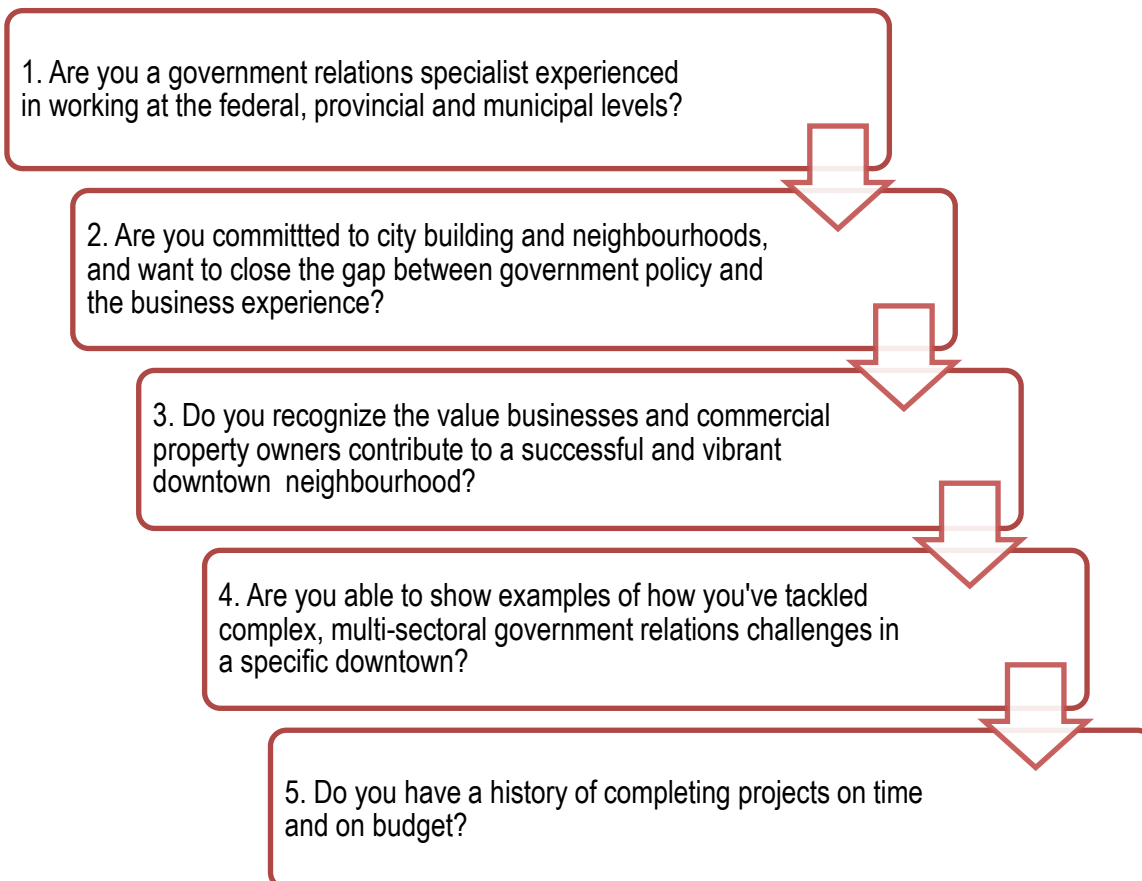


REQUEST FOR PROPOSALS (RFP) GOVERNMENT RELATIONS CONSULTANT

June 17, 2024

Downtown Yonge Business Improvement Area (DYBIA) represents some \$7.2 billion of commercial property and close to 2,000 businesses in the Yonge-Dundas neighborhood of Toronto. Bounded by Alexander/Grosvenor streets to the north and Richmond Street to the south; Bay Street to the west and Church/Victoria/Shuter Streets to the east, Downtown Yonge is home to top tourist destinations, landmark public and private spaces and a range of retail options, along with a vibrant residential population, many social agencies and Toronto Metropolitan University.

The goal of this RFP is to invite proposals for a government relations consultant. Please consider the following five (5) questions before submitting a proposal:



If your response to these five questions is “yes”, please continue reading and consider submitting.

BACKGROUND AND CONTEXT

Established in 2001 along Toronto's iconic Yonge St., the Downtown Yonge Business Improvement Area (DYBIA) is a non-profit organization committed to strengthening the culture and economy of our world-leading downtown neighbourhood through programs, partnerships, advocacy and outreach.

A champion for the mixed-use community of 2,000+ businesses and property owners in the heart of downtown Toronto, DYBIA is responsive, inclusive and collaborative, reaching beyond its boundaries to create innovative programs that help drive consistent growth in the community.

Representing more than \$7 billion in commercial real estate, this vibrant downtown district is home to exceptional retail such as CF Toronto Eaton Centre, entertainment mainstays including the Ed Mirvish Theatre, the Elgin and Wintergarden Theatres and Massey Hall, and a bustling post-secondary community at Toronto Metropolitan University and Toronto Film School, as well as over 100,000 residents within a 10-minute walk. All of which contribute to some of the highest pedestrian flows in Canada with over 60 million pedestrians annually.

A critical piece of our ongoing work is to engage in advocacy with the different levels of government: municipal, provincial and federal. While our primary focus in the past has been on advocacy at the municipal level, the combination of challenges and issues in our neighbourhood increasingly require us to engage more broadly at the provincial and federal levels too.

The main objective of this RFP is to invite proposals from experienced and qualified Government Relations consultants to appoint for a 12-month contract to guide and support our ongoing advocacy efforts at all three levels of government.

CORE SCOPE OF WORK

The core scope of work in this RFP includes:

- Identify, in partnership with DYBIA, the two or three key topics that will be the focus of 2025;
- Identify, track and report on key topics at all three levels of government;
- Identifying federal, provincial and municipal contacts for targeted advocacy on key topics;
- Schedule introductory meetings with those identified contacts; and
- Help present Downtown Yonge BIA as an authentic, objective and informed advocate on matters relating to the economic recovery, health and wellness of downtown neighbourhoods.

ADDITIONAL CONSIDERATIONS

In considering the proposals, DYBIA will be looking for evidence and examples that consultants are able to demonstrate:

- A **dedication to city-building** in previous work experience;
- A proven record of **execution and delivery**; and
- A **track record** of working closely with a business association, BIA, or similar community and its sponsors.

TIMELINE & BUDGET

Any questions or clarifications should be directed to the email listed in “submission details”. Answers to all queries will be sent to all applicants within 24-48 business hours of the “deadline for questions”.

| | |
|--|------------------------|
| Call for Expressions of Interest released | June 10, 2024 |
| RFP distributed | June 17, 2024 |
| Deadline for questions via email | July 16, 2024 at 4pm |
| Responses to questions sent to all applicants (if applicable) | July 19, 2024 |
| Submission deadline | August 19, 2024 at 4pm |
| Final decision reached | September 30, 2024 |
| Contract start date | January 1, 2025 |
| Budget for entire process | CAD \$35,000 |

BACKGROUND READING

A consideration in the selection of a proposal will be a demonstrated understanding of the DYBIA and its political environment. To this end, consultants are expected to review and reference the following key documents:

- [Strategic Plan 2023-2028](#)
- [Annual Report 2023](#)
- [End of Year AGM video 2023](#)

Further information can also be found at: www.downtownyonge.com

PROPOSAL SUBMISSION CHECKLIST AND TIMELINES

Respondents are requested to include the following components in their submissions.

1. A clear **outline** of the approach to the project.
2. Detailed **timelines and budget** for the project.
3. Any response to the **Additional Considerations** listed on page 3.
4. Outlines of the firm's **experience on similar projects** and **dealing with BIAs** or other associations.
5. A company **prospectus**.
6. **Identification of team leader(s)** who will oversee this project – including their *Curriculum Vitae*.
7. Fill out **Schedule B** (p.6) and attach to the proposal.

SUBMISSION DETAILS

Please submit one (1) electronic copy of your proposal by 16h00 on August 19, 2024.

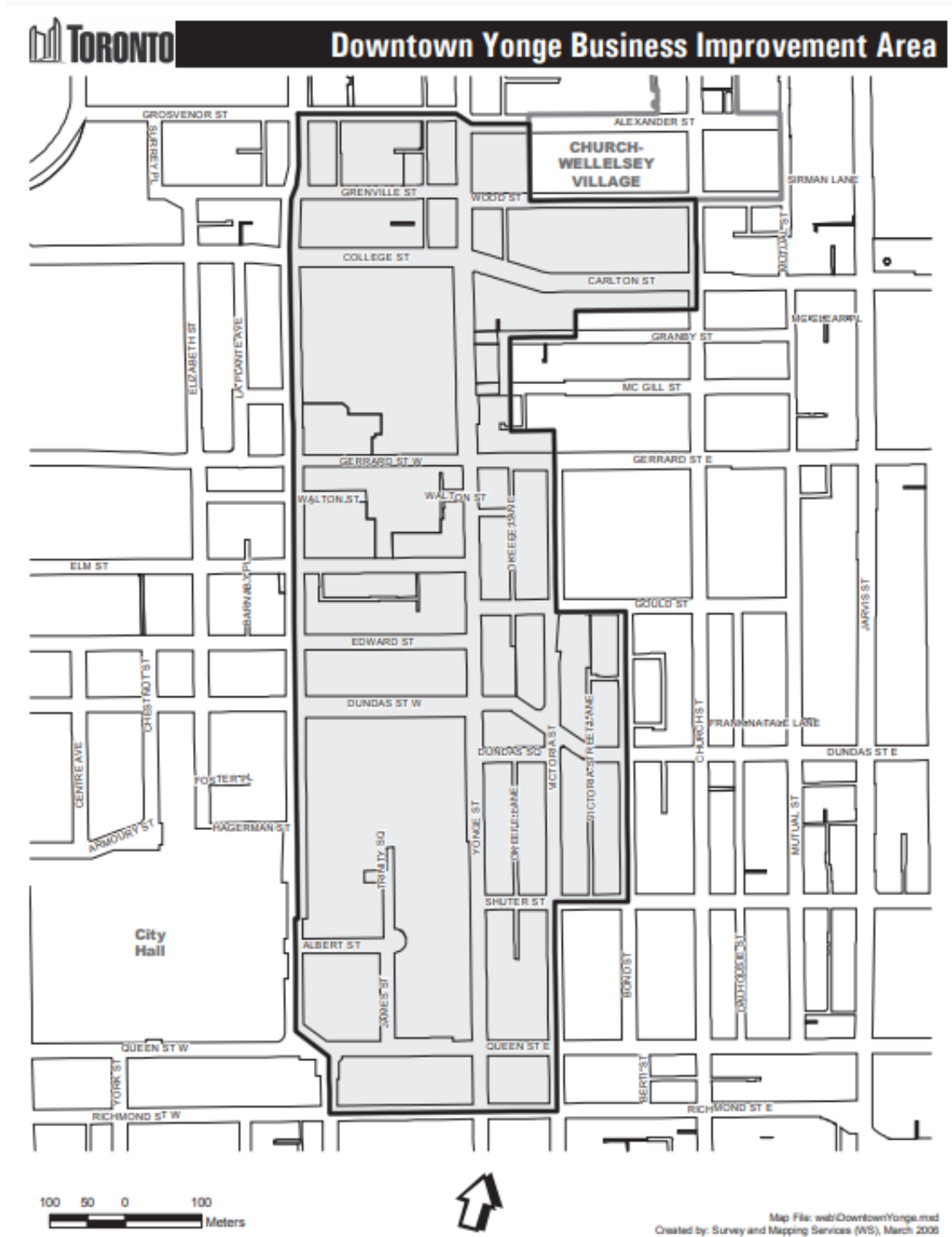
Attention: Pauline Larsen, Executive Director & Chief Operating Officer: plarsen@downtownyonge.com

Please note that proposals will not be considered unless:

- Received by the date and time specified; and
- Received at the address specified.

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Schedule A- Downtown Yonge BIA Map



SCHEDULE B: DISCLOSURE OF SUBCONTRACTORS

Please check and fill out appropriate statement below.

No subcontractors or suppliers will be used in connection to delivering this service

Subcontractors or suppliers will be used to deliver the service

Subcontractor or Suppliers list

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

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