

Danforth Mosaic BIA Request for Proposals (RFP) – Strategic Plan 2025 - 2030

Issued by: Danforth Mosaic BIA

RFP Release Date: April 7, 2025

Proposal Submission Deadline: April 21, 2025

Final Decision: May 5, 2025

Strategic Plan Completion Deadline: August 10, 2025

1. Background & Context

The **Danforth Mosaic BIA (The Danny BIA)** represents a diverse and vibrant commercial district stretching nearly three kilometers along **Danforth Avenue, from Jones Avenue to Westlake Avenue**. Home to **over 500 businesses**, the area offers a mix of restaurants, retailers, markets, and service providers, many of whom are independent entrepreneurs deeply invested in the local community.

Known for its **multicultural identity, strong entrepreneurial spirit, and dynamic public environment**, the BIA works to enhance the area through marketing, economic development, streetscape improvements, events and business support initiatives. The **Danforth Mosaic BIA's strategic priorities** have included:

- Strengthening **business engagement and support** through improved communication and resources
- Enhancing **public spaces and placemaking**
- Supporting **economic vitality and community events**
- Addressing **neighbourhood safety and advocacy** in coordination with local businesses and city partners

The **goal of this RFP** is to engage a consultant to **develop a strategic plan, based on member and board insights**, that will guide the BIA's priorities and initiatives over the next 3–5 years, ensuring that the organization continues to support local businesses and enhance the district's economic and social vibrancy.

2. Scope of Work

The consultant will be responsible for:

Phase 1: Research & Stakeholder Engagement

- Conducting surveys, interviews, and focus groups with **business members, commercial property owners, board members, and community stakeholders**
- Reviewing existing BIA initiatives and operations
- Identifying economic, social, and environmental factors affecting the business district

- Review and as necessary, **update mission, vision, values**
- Identify priority areas to best serve members based on inputs received

Phase 2: Strategic Plan Development

- Defining the **BIA’s vision, mission, and strategic objectives**
- Prioritizing key initiatives for **the next 3–5 years**
- Creating an **implementation roadmap** with milestones, responsibilities, and success metrics

Phase 3: Delivery & Presentation

- Drafting and finalizing the **Strategic Plan** with board, staff, and stakeholder input
- Providing a **monitoring and tracking framework** for progress assessment
- Presenting the final plan to the **BIA Board of Directors**

3. Deliverables & Timeline

The timeline below is based on the AGM deadlines prescribed by the City to Toronto. The ability to meet the deadlines below is a key criterion in the selection process.

Any questions or clarifications should be directed to the email listed in “submission details”.

Milestone	Target Date
RFP Released	April 7, 2025
Submission Deadline	April 21, 2025
Consultant Selection	May 5, 2025
Research & Engagement Phase	June 6, 2025
Draft Strategic Plan	July 4, 2025
Final Strategic Plan Submission	August 10, 2025

4. Proposal Submission Requirements

Interested consultants should include the following in their proposals:

1. **Project Approach & Work Plan** (methodology, engagement strategy).
 2. **Relevant Experience & Case Studies** (previous work with BIAs, economic development projects)
 3. **Team Composition & Qualifications**
 4. **Project Timeline & Budget** (estimated cost breakdown)
 5. **References from Similar Projects**
-

5. Evaluation Criteria

Proposals will be evaluated based on:

- Experience working with BIAs, small business districts, or economic development organizations
 - Understanding of the BIA model and local business challenges
 - Quality of proposed approach and methodology
 - Ability to meet deadlines and work within budget
 - Innovative and actionable recommendations
-

6. Submission Details

Proposals must be submitted via email to **manager@danforthmosaic.com** no later than **April 21, 2025, at 5:00 PM EST**. Late submissions will not be considered.

For questions regarding this RFP, please contact the Manager of Danforth Mosaic BIA, **Stephanie McCracken** at **manager@danforthmosaic.com**.