



College Promenade BIA Request for Proposals (RFP) – Strategic Plan 2026 - 2031

Issued by: College Promenade BIA

RFP Release Date: March 25th, 2026

Proposal Submission Deadline: April 20th, 2026

Final Decision: May 12th, 2026

Strategic Plan Completion Deadline: September 8th, 2026

1. Background & BIA context

The **College Promenade BIA** represents a collection of businesses along College Street, stretching from Shaw Street in the East to Havelock Street in the West. College Promenade is host to a great variety of businesses, from professional services like lawyers and accountants to retailers and high-end restaurants. These businesses have a strong commitment to the neighborhood and the customers they serve on a daily basis.

The **College Promenade BIA** works with local business leaders to enhance the neighbourhood through community placemaking, destination marketing, streetscape enhancements, and other initiatives designed to support local businesses.

The **goal of this RFP** is to recruit a consultant to **develop a strategic plan, based on member and board feedback**, that will guide the BIA's priorities and initiatives **over the next 5 years**. The strategic plan will ensure the continuation of institutional knowledge and priorities, and that the BIA continues to and expands efforts to engage with and support its member businesses.



2. Scope of work

The successful proposal will encompass the following phases:

1st phase: Neighborhood research & stakeholder engagement

- Engaging with local business owners, property owners and board members at large through surveys, interviews and other means in order gather relevant information;
- Identifying broader trends in relation to the neighborhood on the local, provincial level, and federal levels;
- Reviewing existing BIA operations and practices;
- Identifying areas of priority for BIA members based upon member feedback.

2nd phase: Strategic Plan Development & Execution

- Working with **the board** to develop the BIA's **vision, mission and strategic objectives**;
- Developing key initiatives to prioritize for the **next 5 years**;
- Creation of a **workback schedule and implementation calendar** for all suggested priorities, including relevant milestones and success metrics.

3rd phase: Final delivery and presentation

- **Creating and finalizing the strategic plan** with Administrative Coordinator, board members and BIA members at large;
 - Creating a **progress management tool** to assess progress and implementation;
 - Developing and presenting the **finalized strategic plan** to the BIA's Board of Management.
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3. Timeline of deliverables

- **RFP release date:** March 25th, 2026
 - **Submission deadline:** April 20th, 2026
 - **Final decision:** May 12th, 2026
 - **First phase completion:** June 26th, 2026
 - **Second phase completion:** July 26th, 2026
 - **Third phase completion:** September 8th, 2026
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4. Submission requirements

Successful proposals will include the following:

- **Project approach and comprehensive workback plan**
- **Case studies and relevant experience, ie. previous BIA collaboration & projects**
- **Team composition and relevant qualifications**
- **Project timeline and cost breakdown, ie. budget**

5. Criteria for evaluation

Submitted proposals will be evaluated based on the following:

- **Experience working with, and within BIAs and related organizations;**
 - **Understanding of the neighborhood and its challenges and opportunities;**
 - **Quality of methodology and proposed approach;**
 - **Experience with strategic plan creation and implementation;**
 - **Proven track record of meeting deadlines and working within a budget;**
 - **Realistic and actionable recommendations.**
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6. Submission details

Proposals must be submitted via email to biacollegepromenade@gmail.com no later than **April 20th, 2026, at 11:59 PM EST**. Late submissions will not be considered.

For questions regarding this RFP, please contact the Administrative Coordinator of College Promenade BIA, Harlan Hutt at biacollegepromenade@gmail.com.