



# **NEWMARKET MAIN STREET BIA REQUEST FOR QUOTE**

## **Strategic Planning Consultant**

**Terms of Reference:** Consultant for the Development of a Strategic Plan for the Newmarket Main Street BIA

### **1. History and Context**

Main Street is the unique, historic, vibrant heart of Newmarket! It is rooted in deep history and the BIA is looking to build a strategic plan and vision to honour the history - but that is forward-thinking. We are also looking to build on the vibrancy and opportunities a corridor such as Main Street offers to the town as a social and community hub, an economic engine and a place for small business owners to grow and shine.

The Newmarket Main Street District Business Improvement Area (BIA) is a Mayoral subcommittee that represents the voice of the Town of Newmarket's downtown business community.

The BIA is committed to improving and promoting the Main Street District area through investment and advocacy to maintain its position as Newmarket's premier shopping, business, and entertainment destination. We strive to enhance the continued success of current members while seeking to attract more customers, merchants, businesses and commercial property owners.

The BIA was established in July 2006 with the assistance of the Town of Newmarket. It is comprised of more than 75 business and property owners in the Main Street District. Our goal is to create unique programs/events that promote Main Street as a distinct and progressive area.

### **BIA MANDATE**

TO DEVELOP, encourage and promote business in the Main St. Newmarket Business Improvement Area

TO MAKE studies of, and advance any project, plan, or improvement designed to benefit the Main St. Newmarket Business Improvement Area

TO COOPERATE with and aid any person, body, group, or association in projects designed to benefit the Main St. Newmarket Improvement

TO PROMOTE matters of common concern and interest to businesses and property owners in the Main St. Newmarket Business Improvement Area

## **2. Purpose and Objective of the assignment**

The Newmarket Main Street BIA is looking for a consultant, who will closely work with the Newmarket Main Street BIA Board of Directors, and any other identified stakeholders, to lead the process and the development of a transformational strategic plan and redefined mission and vision for the Newmarket Main Street BIA. This project will take place in the Fall and Winter 2019.

### *Specific Objectives:*

To provide a technical and strategic consultation approach to enable the creation of a Strategic Plan for the Newmarket Main Street BIA that revisits the mission and to identify strategic goals/focus to direct a high-level strategic plan for 3 years looking at themes/activities such as:

- Where we are?
- Where do we want to be?
- How will we get there?
- A board based on a skills matrix
- Communication
- Strategic barriers
- Opportunities

## **2. Roles & Deliverables:**

### *Roles:*

- Consultant's role is to lead the development of a strategic plan for BIA
- BIA Board Executive and/or the BIA strategic planning committee will be available to collaborate and inform the process

### *Deliverables:*

- Reconfirmed and/or redefined mission/vision
- A Strategic Plan for the next 3 years

## **3. Project Timelines:**

The process will begin, November 2019. The Draft Strategic plan will be due by December 30th, 2020 and the final documents presented to the Newmarket Main Street BIA, the DSC and Town by January 15th, 2019.

#### **4. Proposals**

The proposal should clearly define a work plan stating how the consultant will meet the above objectives. This document should include:

- Background and experience of the consultant
- Proposed project schedule including key dates
- A work plan and description of the approach
- References and description of similar project experiences
- A detailed budget

#### **5. Selection criteria**

- Understanding of project requirements
- Experience in developing strategic projects related to BIA or related areas in the community, small business, economic development
- Demonstrated ability to engage with stakeholders towards strategic outcomes
- Ability to work collaboratively with a volunteer board and committee
- Flexibility to work with tight timelines towards impactful deliverables

#### **6. Submissions**

- Submit your proposal either by mail to: **[Insert Address]**
- and electronically to [info@newmarketmainstreet.ca](mailto:info@newmarketmainstreet.ca)
- All proposals must be received by October 30, 2019, at 4:00 pm