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2020-2022 Strategic Plan plus option for Downtown Winnipeg BIZ Rebrand Request for Proposal (RFP)

Issued Date: January 30, 2019

Due Date: 9am CST on February 26, 2019

Email: Tineke@downtownwinnipegbiz.com

Intent of Service:

The following Request for Proposal (RFP) is being issued by the Downtown Winnipeg BIZ to find a provider to develop a 2020-2022 strategic plan and rebrand for downtown Winnipeg.

The object of this proposal is to select the most suitably qualified Contractor(s) to develop and execute the research and planning process to create the 2020-2022 strategic plan, along with brand guidelines for an updated brand and visual identity.

Background:

Established in 1989 by the City of Winnipeg, the Downtown Winnipeg BIZ is the oldest of Winnipeg's 16 business improvement zones. Directed by a Board of 15 business owners/leaders and a representative from city hall, the Downtown Winnipeg BIZ markets the city centre on behalf of 1,300 businesses and runs programs and provides services that target downtown image, cleanliness, safety, transportation, and parking. We also host events and promote downtown as a great place to work, shop, and live. In addition, the BIZ is the voice of the downtown business community and advocates for continued downtown revitalization, economic development and enhanced services on behalf of our Members. Every retail, commercial and professional business in the zone is a BIZ Member.

The Downtown Winnipeg BIZ 2017-2019 Strategic Plan, “Good to Great”, is currently being executed. A continued vision and strategic plan for the organization and the area is needed to set the direction for the years 2020-2022.

The current Downtown Winnipeg BIZ brand and visual identity has been in place for approximately ten years and needs a refresh. It’s important the brand aligns with the future vision for downtown Winnipeg. Based on the research discovered through the strategic planning process, an updated brand and visual identity will propel the Downtown Winnipeg BIZ forward.

Goals:

Develop and execute an engaging strategic planning process that will:

- Lead to the creation of a future-orientated and inclusive vision of downtown Winnipeg.
- Help guide and inform the Downtown Winnipeg BIZ services, programs, partnerships and advocacy efforts over the next three years with specific metrics for success.
- Guide a rebrand for the Downtown Winnipeg BIZ.
- Compliment the strategic plans of community partners with similar priorities.

Objectives:

1. Develop and execute a planning process that provides an opportunity various audience to provide input by August 2019.
 - a. Audiences include:
 - i. Downtown Winnipeg BIZ Members and employees
 - ii. Stakeholders/Partners
 - iii. Residents
 - iv. Public
2. Complete a 2020-2022 strategic plan that is approved by the Downtown Winnipeg BIZ Board of Directors by October 2019.
3. Optional: Develop and execute a Downtown Winnipeg BIZ rebrand including new visual identity by the end of November 2019.

Scope of Work:

Contractor(s) will be responsible to facilitate the process of the work as it pertains to the event(s) above including:

- Identify and execute tactics over the spring/summer 2019 to engage audiences.
- Analyze results and determine strategic priorities.
- Develop the 2020-2022 Downtown Winnipeg BIZ strategic plan, working closely with the Downtown Winnipeg BIZ team.
 - Note: the design of the physical plan will be done internally at the Downtown Winnipeg BIZ.

- Present findings/results and strategic plan to the Board.
- Optional: Develop the new Downtown Winnipeg BIZ brand and visual identity.
 - Provide brand guidelines to the Downtown Winnipeg BIZ.

Principles:

- Engage those who work, live, play and do business in downtown Winnipeg.
- Engage Downtown Winnipeg BIZ Members.
- Engage the Downtown Winnipeg BIZ Board and Marketing, Events & Communications Committee Members.
- Collaborate with partners.
- Showcase Downtown Winnipeg BIZ Members when possible.
- Leverage existing events/programs/staff as opportunities for engagement.
- Utilize innovative, collaborative, inclusive and effective engagement opportunities.
- Ensure a holistic and creative visioning process.

Proposed Project Schedule

RFP issued	January 30, 2019
Deadline for proposal	February 26, 2019
Project assigned	March 8, 2019
Project initiation	March 15, 2019
Final delivery of strategic plan	October 15, 2019
Final delivery of rebrand	November 15, 2019

Budget:

Up to \$25,000 for strategic plan development and execution.
 Optional: An additional \$25,000 for rebrand and visual identity.

Eligibility:

Any interested party, or parties, may submit a response to this RFP.

Please note: The Contractor(s) may sub-contract specific areas of the plan (eg: rebrand) but would be required to take responsibility and manage those relationships.

Proposal Submission:

Please forward your quote, along with a summary of your approach and details as to how you would reach the various audiences, to Tineke Buiskool-Leeuwma, Director of Marketing, Events and Communications at the Downtown Winnipeg BIZ:

Email: Tineke@downtownwinnipegbiz.com

or drop off to:

Downtown Winnipeg BIZ

Attn: Tineke Buiskool-Leeuwma

426 Portage Avenue

Winnipeg, Manitoba R3C 0C9

Proposals must be received by **Tuesday, February 26, 2019 at 9am CST.**

Proposals will be evaluated on the following criteria:

- Downtown Winnipeg BIZ Member
- Approach to developing the strategic planning process and engagement
- Price
- Quality of service
- Background, experience and reputation
- Resources, availability and ability to complete the project on time
- Provision of service methods
- Key personnel

The Downtown Winnipeg BIZ reserves the right to withdraw, at its discretion and at any time, this Request for Proposals.

Late submissions will not be accepted. The Downtown Winnipeg BIZ assumes no responsibility for late proposals.

If you have any questions, please contact Tineke Buiskool-Leeuwma at Tineke@downtownwinnipegbiz.com or 204-806-2506.

Appendix:

Boundaries of the Downtown Winnipeg BIZ:

