



LINDSAY DOWNTOWN  
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**REQUEST FOR PROPOSAL**

# **STRATEGIC PLAN DEVELOPMENT**

**LINDSAY DOWNTOWN  
BUSINESS IMPROVEMENT ASSOCIATION**

## Introduction

The Lindsay Downtown Business Improvement Association (BIA) is seeking proposals from a qualified consultant to facilitate a strategic planning process and develop a comprehensive strategic plan that will enhance the vitality and sustainability of Downtown Lindsay, as well as improve the operations of its Board of Directors and Staff. The selected consultant will work collaboratively with the BIA's Board of Directors, Committee Members, Staff, and Key Stakeholders to guide discussions, gather input, and draft and present a final strategic plan that aligns with the BIA's vision, goals, and priorities. This plan will serve as a clear roadmap for the organization's future actions and initiatives.

## About Us

**Mission** | To foster and instill a vibrant, vital and resilient downtown to be an indispensable keystone sector of the Kawarthas.

**Our Structure** | The Lindsay Downtown Business Improvement Association (LDBIA) operates as a Municipal Board of the City of Kawartha Lakes Council under By-Law 2008-212. The organization is governed by a Board of Directors, which is composed of business and property owners within the BIA's boundary, as well as key community liaisons who provide invaluable expertise, support, and insight. The Board of Directors oversees the BIA's Executive Director, who leads the organization's operations and manages a dedicated team, including a full-time Marketing Coordinator and a roster of part-time Parking Control Officers. The Board is supported by four sub-committees that focus on specific initiatives and priorities to achieve the BIA's goals.

**Location & Demographics** | Located in the heart of the City of Kawartha Lakes, Lindsay is a growing town with a population of approximately 22,000, serving as the economic hub for a broader municipal population of 79,000. Lindsay is experiencing a significant population boom, bringing increased diversity and new opportunities to the area. The LDBIA represents Lindsay's Downtown, which is designated as a Heritage Conservation District. Our geographical boundary (By-Law 2008-011) encompasses 169 commercial spaces of various sizes and uses, making it a dynamic and diverse area for shopping, business, culture, and community engagement.

## Key Strategic Objectives

**Strengthening Governance** | Ensure that each sub-committee and the organization's hired staff operate with clear mandates and responsibilities, while enhancing their collaboration and communication. As part of this effort, review required and recommended policies to ensure compliance and best practices, and streamline procedures to improve efficiency, transparency, and accountability across all levels of the organization.

**Community Engagement** | Foster deeper connections with local businesses, residents, community and business organizations, and stakeholders to gather input and insights that will inform and inspire future initiatives and priorities.

**Vision for the Future** | Develop a forward-looking vision that addresses emerging trends, opportunities, and challenges in Downtown Lindsay. This vision will focus on creating a vibrant, sustainable, and economically resilient downtown by prioritizing key initiatives, including improving parking infrastructure and the visitor experience, fostering a walkable and pedestrian-friendly environment, and enhancing the public realm through beautification and placemaking. It will also emphasize financially sustainable practices, support for local business growth and diversification, and the exploration of innovative programs and partnerships to attract visitors, enrich the shopping experience, and strengthen community life.

**Execution** | Create and present an actionable plan, following the organization's desire to see a 4 year short-term / 10 year long-term strategy, with the intention to renew the approved strategy after the first 4 year term.

## Project Deliverables

- Conduct initial meetings with BIA representatives to understand goals and expectations
- Review existing documents and data related to the downtown area
- Design and facilitate workshops and focus groups with BIA members, local businesses, community partners, and other stakeholders



- Ensure diverse voices are heard and incorporated into the planning process
- Lead strategic planning sessions to identify key themes, priorities, and actionable strategies
- Utilize effective facilitation techniques to foster collaboration and consensus
- Deliver a comprehensive strategic plan document, including an executive summary, vision statement, strategic priorities, and an implementation timeline
- Present the strategic plan to the BIA Board of Directors and Stakeholders, including our business membership and municipal Council.

## Qualifications

The ideal facilitator will have:

- Proven experience in strategic planning facilitation and development, preferably with similar organizations
- Strong knowledge of downtown revitalization and business improvement strategies
- Excellent communication and interpersonal skills
- Ability to engage diverse stakeholders effectively

## Proposal Submission Requirements

Interested facilitators should submit the following:

- A cover letter expressing interest in the project
- A detailed proposal including:
  - approach and methodology for the strategic planning process
  - timeline for completion
  - budget and fee structure
- 2-3 examples of similar plans completed
- Contact information for 2-3 prior clients who are willing to act as a reference
- Resumes or profiles of the facilitator(s) involved
- Submissions are to be sent electronically to Melissa McFarland, Executive Director at [hello@lindsaydowntown.ca](mailto:hello@lindsaydowntown.ca)

## Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Proposed methodology and approach
- Budget and overall cost-effectiveness
- Examples of similar projects completed in the past

## Timeline

RFP Issued: Friday, April 11<sup>th</sup>, 2025

Deadline for Questions: Thursday, May 8<sup>th</sup>, 2025

Proposal Due Date: Monday, May 12<sup>th</sup>, 2025

Selected Facilitator Notified: Friday, May 30<sup>th</sup>, 2025

Target Project Start Date: Summer 2025

## Notes

- *Proposals received after the above due date and time will not be considered and will be returned unopened to the proponent.*
- *All documents, including background information, will be provided at no cost.*
- *All expenses incurred in the preparation and submission of proposals shall be borne by the proponent. No payment will be made for any proposals received, or for any other effort required of or made by the proponent prior to the commencement of work defined by the proposal approved by the LDBIA.*
- *All those who submit a proposal represent that they have read, completely understand, and accept the terms and conditions of this Request for Proposal in full.*
- *After notification of award and receipt of any necessary documents, completion of work described in this RFP and subsequent contract along with final approval, the LDBIA's terms of payment are thirty (30) days from receipt of final invoice.*
- *Proposals shall remain valid and open for acceptance by the LDBIA for a period of up to sixty days (60) calendar days following the deadline for receipt of proposals.*

**Thank you for considering this opportunity to contribute to the strategic planning process for the Lindsay Downtown BIA.  
We look forward to your proposal!**

