



Town of Carberry

Request for Proposal: Renewal of the Strategic Plan

Town of Carberry: Request for Proposal (RFP): Renewal of the Strategic Plan
[JANUARY 3, 2025](#)

Request for Proposal (RFP): Strategic Plan Development Consultant

Issued by: Town of Carberry

Date Issued: January 2, 2025

Proposal Due Date: February 3, 2025

I. Overview

The Town of Carberry is soliciting proposals from experienced consultants or consulting firms to renew the strategic plan for the town. This strategic plan will serve as a comprehensive roadmap for decision-making, resource allocation, and community development over the next five years (2025-2029). The plan will align with our vision, mission, and values, ensuring that Carberry remains a vibrant, inclusive community focused on sustainable growth and preserving its unique heritage.

II. Background

The Town of Carberry is a thriving community known for its rich history, agricultural roots, and a strong sense of community. Situated in a picturesque setting, Carberry combines small-town charm with progressive growth. Our strategic planning process seeks to build upon our strengths while addressing challenges such as infrastructure needs, economic development, and community engagement. The town has a strategic plan that was completed in 2021 and looks to involve the community in renewing the plan.

III. Scope of Work

The selected consultant will be responsible for:

1. Project Initiation
 - Conduct a kickoff meeting with town staff and Council to define objectives, scope, and timelines.
2. Environmental Scan
 - Analyze internal and external factors influencing the town's operations.
 - Conduct a SWOT analysis.
3. Stakeholder Engagement
 - Facilitate surveys, interviews, and focus groups with residents, business owners, Council members, and staff.
 - Summarize findings to identify key community priorities and concerns.
4. Strategic Plan Development
 - Define strategic priorities, goals, and actionable initiatives aligned with community feedback.

- Develop a framework for monitoring progress, including measurable outcomes and success indicators.
5. Report and Presentation
- Deliver a draft strategic plan for review and feedback.
 - Provide a finalized strategic plan, executive summary, and presentation materials.

IV. Deliverables

The consultant will provide the following deliverables:

1. Work Plan
 - A detailed project plan with defined timelines and milestones.
2. Engagement Summary Report
 - Insights and themes from stakeholder consultations.
3. Environmental Scan Report
 - Analysis of key factors and SWOT findings.
4. Draft Strategic Plan
 - Initial draft document for review.
5. Final Strategic Plan
 - Comprehensive document with strategic priorities, actionable initiatives, and metrics for success. Available in a printable format for publication.
 - Supporting presentation materials for Council and public dissemination.

V. Proposal Requirements

Proposals should include:

1. Cover Letter
 - Introduction and summary of qualifications.
2. Firm/Consultant Profile
 - Overview of relevant experience and expertise.
3. Proposed Approach
 - Methodology and strategies for completing the project.
4. Project Timeline
 - Schedule of key milestones and deliverables.

5. Cost Estimate
 - Detailed budget including fees, travel, and other expenses.
6. References
 - Contact information for three recent clients

VI. Evaluation Criteria

Proposals will be evaluated based on:

1. Relevant experience and expertise.
2. Quality and clarity of the proposed approach.
3. Cost-effectiveness and value.
4. Demonstrated understanding of the town's needs.
5. References and past performance.

VII. Submission Instructions

- Submission Deadline: February 3, 2024
- Submission Format: Via Email in PDF form.
- Submission Email/Address: cao@townofcarberry.ca

For questions, contact Grady Stephenson, CAO. cao@townofcarberry.ca.

VIII. Additional Information

- The Town of Carberry reserves the right to reject any or all proposals or request additional information.
- The selected consultant must sign a contract agreement.

We thank you for your interest and look forward to reviewing your proposal.



Grady Stephenson, CMMA
CAO, Town of Carberry
cao@townofcarberry.ca