



EDANL

ECONOMIC DEVELOPERS ASSOCIATION
OF NEWFOUNDLAND AND LABRADOR

Request For Proposals

Development of a Five-Year Strategic Plan for the Economic Developers Association of
Newfoundland and Labrador

April 15, 2025

BACKGROUND

The mission of the Economic Developers Association of Newfoundland and Labrador (EDANL) is to build the professional capacity of economic development officers, advance economic development as a distinct and recognized profession, and to contribute to the economic well-being of the province. EDANL's mandate is to enhance the profession by providing an active network for communication, information sharing, support, and professional development.

The objective of EDANL is to be a proactive organization through its activities and partnerships, providing a valuable service to economic development practitioners throughout Newfoundland and Labrador. EDANL provides services that support the activities, profile and development of its members and their economic development goals.

The new Board of Directors was elected in January for the 2025-2027 term, providing an opportunity to develop an updated strategic plan that reflects the evolving needs of our members and emerging economic trends. The previous 2017-2019 Strategic Plan is outdated and no longer addresses the current challenges and opportunities facing the organization. An updated plan is critical to ensuring EDANL's continued relevance and effectiveness in driving economic development across Newfoundland and Labrador.

SCOPE OF WORK

EDANL is seeking proposals from qualified individuals/firms with proven experience in strategic planning, stakeholder engagement, and a strong understanding of economic development in rural and urban contexts. The selected proponent will collaborate closely with the organization's board of directors, members, and key stakeholders to deliver a five-year Strategic Plan.

OBJECTIVES

- Strengthening the organization's mission and values, with achievable objectives
- Grow the membership base province-wide while providing value to its members
- Provide professional Economic Development training opportunities to its members
- Improve communication and marketing to support its goals and objectives
- Advocate for the profession of Economic Development
- Build capacity, resources, tools, and a network of economic development professionals
- Establish networking opportunities, events, and deliver an annual conference
- Determine funding opportunities to help support initiatives and increase organization revenue

DELIVERABLES

EDANL will work with the selected proponent to deliver the five-year Strategic Plan which should demonstrate short-, medium-, and long-term goals. To achieve these goals and objectives, the successful proponent must work with the board of directors to deliver the following:

- Conduct engagement activities and research to understand the needs, concerns, and opportunities from all relevant stakeholders to inform the development of the strategic plan, including the following tasks:
 - Facilitate an engagement session with the Board of Directors on May 13th, from 12:00-2:00 pm
 - Distribute a survey to EDANL members
 - Plan a stakeholder engagement session with identified groups
- Provide realistic, actionable recommendations that can be implemented in the next five (5) years, including timelines, cost estimates, and measurable outcomes
- Outline any funding avenues or opportunities to help support each initiative and provide other revenue streams for the organization.
- Provide a clear implementation plan along with timelines and prioritization.
- Provide any other associated risk analysis or assessment along with financial and cost estimates for all actionable items and recommendations.

SUBMISSION REQUIREMENTS

Proposals must be submitted via email to info@edanl.ca by Tuesday, April 29, noon. Submissions should be clearly marked in the subject line as "EDANL Strategic Plan RFP Submission." Each proposal must include the following:

Contact Information: Full name, organization (if applicable), mailing address, phone number, and email address of the primary contact.

Detailed Budget: A comprehensive breakdown of all costs, including professional fees, administrative expenses, and any anticipated disbursements.

Proposed Timeline: A recommended project timeline outlining major milestones and deliverables.

Relevant Experience and Qualifications: A brief overview of the proponent's experience and qualifications related to strategic planning, stakeholder engagement, and economic development. A company profile and CVs (resumes) should be provided.

Approach and Methodology: A concise description of the approach, methodology, and tools the proponent intends to use to develop the Strategic Plan.

References or Samples of Past Work: At least one example of a similar strategic planning project completed, including references or links to past work.

EVALUATION CRITERIA

In responding to this proposal, each proponent shall include at a minimum each of the listed submission requirements. Failure to do so may result in disqualification from the evaluation procedure.

| CRITERIA | POINTS |
|---|------------|
| Scope of Work | 15 |
| <ul style="list-style-type: none"> Overall quality of the proposal | 5 |
| <ul style="list-style-type: none"> The extent the vendor fully understands the scope of work including the organization's expectations and requirements | 10 |
| Vendor Background | 20 |
| <ul style="list-style-type: none"> Identification of project team including qualifications and experiences with similar projects | 10 |
| <ul style="list-style-type: none"> Sector experience including three references | 10 |
| Methodology | 40 |
| <ul style="list-style-type: none"> Proposed methodology and processes to achieve goals as presented in this RFP, including clear identification of services with any optional services or non-compliance noted | 15 |
| <ul style="list-style-type: none"> Identification of major issues, challenges, and risks associated with the deliverables | 10 |
| <ul style="list-style-type: none"> Description of the vendor's approach to project management as it relates to this project | 10 |
| <ul style="list-style-type: none"> Schedule (key milestones, decision dates, progress meetings, delivery) | 5 |
| Innovation | 10 |
| <ul style="list-style-type: none"> Innovative approaches to project execution, community engagement, general research, etc. | |
| Cost | 15 |
| <ul style="list-style-type: none"> Vendors must fully describe how the overall cost is calculated. | |
| Total | 100 |