



Request for Proposal (RFP): 5-Year Strategic Plan

Butte Local Development Corporation (BLDC)

Butte, MT 59701

October 15, 2024

1. Introduction

The BLDC is seeking proposals from qualified consultants or firms to develop a comprehensive 5-year strategic plan. This plan will guide our organization's efforts to foster economic growth, support local businesses, and enhance community development. The strategic plan should encompass key functional areas, including Human Resources, Business Development and Growth, Loans, Business Recruitment, Marketing, and Membership.

2. Background

The BLDC, an economic development organization, incorporated in the early '70s, is dedicated to improving the economic vitality of Butte-Silver Bow City-County by supporting local businesses, attracting new enterprises, creating jobs, and enhancing community infrastructure. The BLDC is looking to engage a consultant to assist us in developing a forward-looking strategic plan that will position us for continued success and ensure our operations are aligned with best practices. The BLDC has operated for the past 5 years in a joint venture with Headwaters RC&D (the region's economic development organization, serving seven counties in Southwest Montana), leading to increased capacity and economic success.

3. Scope of Work

The selected consultant will be responsible for helping us plan in the following areas:

3.1. Human Resources

- Evaluate current HR policies and procedures.
- Develop recommendations for staffing, talent management, and professional development, including remote worker strategies.
- Propose strategies for improving employee retention and engagement.

3.2. Loans

- Review current loan programs and services offered to businesses.
- Recommendations for updates to policies and procedures.
- Identify opportunities to enhance or expand loan offerings to better support local businesses.
- Propose strategies for managing loan portfolios and improving loan performance.
- Recommendations for building better bank relationships.
- Identify training opportunities for loan team members.
- Propose other forms of financing instruments and financing networks.

3.3. Business Recruitment

- Analyze current business recruitment strategies and outreach efforts.
- Develop recommendations for attracting and retaining businesses.
- Propose a targeted approach to business recruitment that aligns with regional economic goals.
- Meet with key community stakeholders (including county government representatives, Chamber of Commerce, and member businesses) to develop a cohesive, community-wide business recruitment and retention strategy.

3.4. Marketing

- Review current marketing and communication strategies.
- Guide the BLDC in exploring new avenues for successful marketing to attract new and expanding businesses and to strengthen the BLDC brand.
- Propose strategies for leveraging digital and traditional media to reach target audiences.
- Propose strategies for automation and streamlining of marketing efforts.

3.5. Business Development / Growth Areas

- Develop a path to growth / capacity building.
- Explore the possibility of a business incubator; development of owned land and/or other real estate; increased county support.
- Explore potential diversification of business products.
- Identify Headwaters Tech Hub Opportunities.

3.6 Membership

- Assess current membership programs and benefits, including the BLDC annual dinner.
- Develop recommendations for increasing membership engagement and recruitment.
- Propose strategies for delivering value to members and enhancing membership retention.

4. Budget

- Not to exceed \$60,000.

5. Deliverables

The consultant will be expected to deliver the following:

1. **Assessment Report:** A comprehensive analysis of the current state of HR, accounting/finance, loans, business recruitment, business development, marketing and membership functions.
2. **Strategic Plan Document:** A detailed 5-year strategic plan outlining goals, objectives, action plans, and performance metrics.
3. **Implementation Roadmap:** A phased approach for implementing the strategic plan, including timelines and resource requirements.
4. **Final Presentation:** A presentation of findings and recommendations to BLDC's full board, and potentially, key stakeholders.
5. **Proposal Requirements:** Interested consultants or firms should submit a proposal that includes the following:
 - a. **Company Profile:** Overview of the firm, including relevant experience and qualifications.
 - b. **Project Approach:** Detailed description of how the consultant plans to approach the project, including methodologies and tools.
 - c. **Team Qualifications:** Information on the project team members, including their qualifications and relevant experience.
 - d. **Work Plan and Timeline:** Outline of the work plan, including key milestones and a timeline for completion.

- e. **Budget:** Detailed cost proposal, including a breakdown of fees and any additional expenses.
- f. **References:** Contact information for at least three references from previous clients with similar projects.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of the project and approach (25%)
- Relevant experience and qualifications of the team (25%)
- Quality of the proposed work plan and timeline (25%)
- Cost-effectiveness and budget (15%)
- References and past performance (10%)

7. Submission Instructions

Please submit your proposal electronically to Kelly Sullivan at ksullivan@bldc.net by November 15, 2024. Late submissions will not be considered.

8. Contact Information

For any questions or further information, please contact:

Kelly Sullivan, Executive Director
Butte Local Development Corporation
406/533-6765
ksullivan@bldc.net

We look forward to receiving your proposal and working together to promote ongoing economic prosperity for Butte-Silver Bow.

Sincerely,

Kelly Sullivan, Executive Director
Butte Local Development Corporation