



## **BALLSTON**

### **RFP for Strategic Plan**

#### Summary

The Ballston Business Improvement District is seeking a consultant to support the board of directors through the process of creating a new strategic plan to direct the future operations of the organization. The consultant will report to the board's strategic planning committee and will work with the 23-member board of directors as well as Government representatives and other close stakeholders from our community. Our target is to have the new strategic plan completed by June 2022 for implementation beginning July 2022.

#### Background

The Ballston Business Improvement District (BID) began operations in 2011 and provides a range of services, events and activities that are supplemental to those already provided to the neighborhood by Arlington County. The BID is currently funded by a portion of the commercial properties in Ballston that are classified as office/retail.

The BID is a 501(c)(6) organization and is governed by a 23-member Board of Directors who are elected or County-appointed to represent commercial property owners; tenants; cultural and recreational interests; educational, community and science/technology interests.

In January 2016, the BID created a 501(c)(3) charitable subsidiary, BallstonGives, which serves to support and partner with our local charitable organizations so that together we can have a greater positive impact on our neighborhood and further enrich the lives of the people who live and work here.

The BID has completed 3 strategic plans since its inception. To view those plans and for more background and information about the BID, please visit our website:

<https://www.ballstonva.org/ballston-bid/>

#### Items Required in Scope of Work

The Ballston BID seeks a consultant who will lead the board of directors in developing with the board an actionable strategic plan. Some required tasks to include in your proposal:

- Kick off meeting with BID Executive Committee to set the stage and develop the parameters for the plan- length of time (3, 5, 10 years?), what we need (vision/mission/goals); shape interview questions, etc.
- Research & Discovery Phase

- Conduct research on Office/Retail Market, DC Region/Geography, Competitors, Trends, SWOT analysis, etc.
- Interview BID stakeholders individually – approx. 30 interviews
  - BID board members - 23
  - Arlington County Board Liaison
  - Arlington Economic Development Director
  - Commercial Real Estate Brokers – (knowledgeable with the DC Market and Ballston- BID Executive Committee to provide list)
- Summarize interview results and discuss possible focus areas with board of directors
- Meet with executive committee to narrow down focus areas
- Strategic Plan Development
  - Synthesize ideas and focus areas to formulate points for more detailed exploration
  - Workshop and explore focus points with Executive Committee and develop new vision/mission (if needed) and overall goals
  - Craft the strategic plan and finalize with the Executive Committee
  - Present strategic plan to the board

#### Proposal Process

Submit proposals to Tina Leone, CEO of the Ballston BID via email [tina@ballstonbid.com](mailto:tina@ballstonbid.com) by December 20, 2021. Proposals will be reviewed by the Board of Directors' Strategic Planning Committee and finalists will be notified by December 31, 2021. Finalist interviews will be scheduled for early January 2022. Final selection will be completed by January 31, 2022. Work will begin as soon as necessary to meet completion deadline of June 2022.