

October 6, 2025

# **Request for Proposal**

## **2026 – 2028 Strategic Plan**

### **Regina Downtown Business Improvement District**

**Due October 31, 2025, 1:00pm**

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#### **INTRODUCTION**

Regina Downtown Business Improvement District (RDBID) seeks the services of a consulting team with broad experience in strategic planning, visioning and urban design. The team should also have an understanding of the challenges facing Regina's downtown, including but not limited to, parking and transportation, market trends, retail and residential development, community outreach, and implementation. The selected consulting team will be expected to use a multi-disciplinary approach that combines local knowledge and leadership with extensive expertise.

The RDBID Strategic Plan will be informed by the 2023 Regina Downtown Vision Plan (Attachment 1 – Vision Plan Excerpt).

#### **BACKGROUND**

Since 1981, the RDBID has served the downtown community. Offering a range of business and community services to promote and enhance downtown Regina, the organization plays a critical role in improving the quality of the community as a place to live, work, and play.

Despite its long-standing status as a major contributor to the city's economy and property tax base, the downtown community has long faced challenges attracting the necessary investment, development, and infrastructure renewal necessary to support its importance as a vibrant city centre. Significant emphasis has been placed on addressing these gaps in the past, and important progress has been made. Despite these efforts, however, RDBID's resources have been limited relative to the scope of the challenge represented by the greater macroeconomic forces affecting the downtown. A challenging office market, ongoing changes in the behaviour of retail consumers, policy-driven barriers to investment and development, and ongoing perceptions concerning access and safety, have all contributed to a perceived decline in the vitality of Downtown Regina.

While the downtown community continues to face major challenges, including work from home policies, ongoing construction impacts and both real and perceived safety challenges, the development of a new strategic plan is an opportunity to re-examine the role of the RDBID in the evolution of Downtown Regina and "right size" the resources dedicated to updated organization priorities.

The RDBID, City of Regina, partner organizations and community members have spent a great deal of time developing plans and strategies that include or are relevant to Downtown Regina. It is anticipated that the consultant team will review and incorporate these into the 2026-2028 Downtown Strategic Plan, where appropriate.

## PROJECT OVERVIEW

### Objective:

The 2026-2028 Regina Downtown Strategic Plan will serve as a “north star” for RDBID, reflecting the collective vision for Downtown Regina, guiding future decision-making and prioritizing actions to position RDBID for future success.

Positioning RDBID to realize our vision, ***“A place where people want to be and businesses want to invest”***, should be the primary focus of the Strategic Plan.

### Key Opportunities to Address:

- Ensure the plan is inclusive, aspirational and futuristic in thinking about preservation and elevation of existing assets and creating sustainability for the future.
- Build on existing plans, projects and initiatives already in motion, by identifying opportunities to strengthen cohesion and address any gaps that will position Downtown Regina for long term success and growth.
- Consider recommendations through a sustainability and environmentally conscious lens.
- Consider recommendations that recognizes Downtown Regina’s role in economic reconciliation.
- Consider recommendations through an inclusive lens that is respectful and acknowledges both cultural diversity and accessibility within our community.
- Tactical plan with key performance indicators outlining critical next steps to position RDBID for success.

### Budget:

The 2026 – 2028 Strategic Plan should be completed, in full, including all meetings, discussion groups, dedicated staff hours and resources, contract labour support, etc. for a total approximate cost of \$30,000. There is possibility to increase the budget if there is a demonstrated need for additional budget to meet goals and deliverables outlined in the scope of work.

### RDBID Boundary:

The study area is limited to the Regina Downtown BID boundaries (Attachment 2 – Regina Downtown Boundaries)

### Strategic Plan Scope of Work & Deliverables:

- Background review and current state analysis. Existing reports and publications, including, but not limited to, 2023 Downtown Vision Plan, 2022-2024 Strategic Plan, Annual Reports, and any other recent downtown studies, will be provided.
- Board of Director perspectives and analysis. Solicit individual board perspectives on Downtown Regina and RDBID. Identify desired goals/priorities for Downtown Regina and RDBID.
- Stakeholder engagement through one on one interviews with key stakeholders (up to 20 interviews) and small focus groups (up to six focus groups).
- Two Board Work Sessions to present findings and finalize the plan.
- Final Strategic Plan report, with an abridged one pager for use in future presentations.

## PROPOSAL SUBMISSION

### Proposal Content:

The proposal must contain the following:

- Proposed scope of work
- Proposed timeline including key milestone dates
- Proposed engagement plan
- Firm profiles for the lead consultant and any subconsultants
- Resumes for all staff assigned to the project
- Proposed budget with breakdown according to proposed scope of work
- Project profiles and references for at least two previous projects with similar project scopes

### Submission Deadline & Proposed Timeline:

- October 6, 2025 – RDBID to finalize and issue RFP
- October 31, 2025 – Proposals due in PDF format. Upon receipt, Regina Downtown administration prepares proposal summary and shares proposals with the Steering Committee (made up of 5-7 RDBID Board members)
- November 5 – 13, 2025: Steering Committee reviews proposals
- November 14, 2025: Steering Committee notifies consultant(s) of selection
- November 21, 2025: Finalize consultant contract and begin contract
- Week of November 24, 2025 – Project Kick off Meeting with Steering Committee
- December, 2025 – January, 2026: Consultant reviews existing plans and conducts stakeholder interviews, engagement sessions and surveys
- February 2026: Consultant reviews preliminary findings and recommendations with Steering Committee
- March 2026: Consultant prepares Strategic Plan draft
- April 2026: Consultant reviews results and findings with Steering Committee. Consultant makes adjustments to proposed next steps and action plan, as needed
- May 2026: Consultant delivers final report with recommendations to the Steering Committee
- June 2026: Strategic Plan adoption at the June RDBID Board Meeting

NOTE on timeline: Please include your suggested timeline, if expected to be different from the outline above, in your response.

### Proposal Submission:

Any proposal received after the October 31, 2025 (1:00pm) deadline will not be considered. The proposal should be submitted in PDF format via email to [jveresuk@reginadowntown.ca](mailto:jveresuk@reginadowntown.ca). Regina Downtown will also consider proposals via Dropbox link.

Regina Downtown reserves the right to cancel this request for proposal at any time. Any and all proposals may be rejected at Regina Downtown's sole discretion. This request is not to be misconstrued as a legal obligation on the part of the Regina Downtown Business Improvement District.

For more information, please contact Judith Veresuk, Executive Director, Regina Downtown Business Improvement District at [jveresuk@reginadowntown.ca](mailto:jveresuk@reginadowntown.ca).