



REQUEST FOR PROPOSALS HUNTINGTON REGIONAL CHAMBER OF COMMERCE STRATEGIC PLAN 2023-2028

Issue Date: April 26, 2022

Closing Date: May 26, 2022

1. Purpose

The Huntington (West Virginia) Regional Chamber of Commerce has initiated a Request for Proposal (RFP) process to identify qualified consultants to guide and execute a strategic planning process and write a five-year strategic plan (2023-2028) for the organization.

2. About the Organization

The Huntington Regional Chamber of Commerce was founded in 1890 and is one of four founding members of the United States Chamber of Commerce. The Huntington Regional Chamber of Commerce is a non-profit association of 600 businesses working together to make the Cabell and Wayne County area a better place to live, work, and do business. Our Chamber actively promotes area member businesses, works on community and regional issues, and advocates for business on governmental and legislative issues.

More information can be found at www.huntingtonchamber.org.

3. Eligibility

The Huntington Regional Chamber of Commerce seeks consultants who demonstrate a strong overall understanding of the structure and purpose of non-profit organizations (especially those that are membership-based), have strong information gathering and facilitation skills and have proven experience with non-profit strategic planning. In addition, consultants should have knowledge of the Chamber of Commerce world, along with membership-based organizations. An emphasis and experience with design thinking is preferred.

4. Scope of Work and Deliverables

We expect the Strategic Planning project to include:

- Project management and facilitation
- Design and execution of a strategic planning process, including, but not limited to:
 - SWOT analysis
 - Benchmarking against peer Chambers of Commerce
 - Interviews, surveys, and focus groups to receive member, partner, and community stakeholder input
- Development of a five-year actionable strategic plan (2023-2028), including, but not limited to:
 - A refined vision and mission
 - Identification of goals, objectives, strategies, tactics, outcomes, and measurables
 - Additional items for consideration:
 - Resource development strategies
 - Recommendations for enhancement of current financial, technological, and human capital
 - Communication strategies

5. Evaluation Criteria

Consultant submissions will be assessed on the following criteria:

- Background and experience
- Methodology and approach
- Samples of work and references
- Financial proposal/costs

6. Terms

The consultant shall agree to keep information related to this process in strict confidence, including, but not limited to, the terms of the contract and any confidential business information or proprietary information that has been gathered on this project.

The Huntington Regional Chamber of Commerce reserves the right to:

- Request or negotiate changes in a proposal, to accept all or part of a proposal, or to reject any or all proposals.
- Select no provider for these services if, in its determination, no applicant is sufficiently responsive to the need
- Accept a bid which may not necessarily be the lowest bid
- Retain all responses to this RFP
- Modify the specifications and terms outlined in this RFP

7. RFP Inquiries and Submissions

7.1. Inquiries

Requests for additional information or clarification can be directed to Tricia Ball, President and CEO, at tricia@huntingtonchamber.org.

7.2. Proposal Requirements

Proposals should include:

- Your approach to strategic planning
- A summary of your strategic planning experience
- Client references
- Sample project timeline with major tasks and milestones
- Detailed project budget
- Identification of those on your team who will be involved with the project, including their qualifications, experience, and what their role in the project will be. Some key qualifications that will be considered:
 - Experience in successfully developing strategic plans
 - Strong facilitation skills
 - Experience in inspiring others to think innovatively
 - Experience in creating a neutral environment for obtaining input
 - Experience in gathering and utilizing data to drive the strategic process
 - Ability to constructively challenge key stakeholders
 - Knowledge of the Chamber of Commerce world

7.3. Submission Procedures

Consultants are asked to submit their responses via email to tricia@huntingtonchamber.org. Responses can be submitted as a PDF or a link to a file on OneDrive, Dropbox, etc.

Please clearly label the submission "<Consultant Name> Proposal for HRCC Strategic Plan" in the file name and the email subject line.

Responses are due by Thursday, May 26, 2022 at 11:59 PM.

7.4. Timeline

- Tuesday, April 26, 2022: RFP Release Date
- Thursday, May 26, 2022: Deadline for receipt of proposals
- Friday, May 27, 2022 to Friday, June 3, 2022: Evaluation of proposals
- Week of June 6: Virtual interviews with highest-ranking applicants, if applicable
- Week of June 13: Notice of selection e-mailed to applicants

- Week of June 20: Negotiation of agreement and contract signed
- Week of June 27: Project commences