



Request for Proposals- Leslieville BIA Business Plan

The Leslieville Business Improvement Area seeks a consultant to work alongside the Board of Directors and Manager to complete a business plan for the BIA, following consultations with stakeholders and using the recently-completed strategic plan as a guide.

About the Leslieville BIA

Representing over 200 businesses and property owners along Queen Street East from Empire to Vancouver Avenues, the Leslieville BIA strives to create and sustain an enabling local economic environment through the creation and maintenance of a vibrant commercial main street. We do so by promoting the area as a preferred main street to shop, dine and visit. We work with businesses, the city and other stakeholders to animate spaces, craft policies, host events, among other things. Our proximity to Toronto's studio district makes us an ideal location for the film industry to grow and flourish. Some of Canada's most beloved television productions, such as Kim's Convenience are filmed here. Many film industry players also call Leslieville home.

Scope of Work

The consultant will craft a 5-year plan to guide the BIA's operations, identifying its biggest assets and providing a road map to achieve the following:

- Evaluate our brand as "small town within a city" and analyze its effectiveness, identifying (where necessary) any need for improvement or change. How best can we capitalize on that brand? Consideration should be given to the multiple large development projects set to get under way around Leslieville in the coming few years.
- Building a strategic relationship with the film industry. Their presence in Leslieville is an asset. Is there an opportunity to further build on this relationship?
- Completion of a streetscape plan based on an existing framework that emphasises the growth of an active neighbourhood with dynamic public spaces. The plan should reflect the brand of Leslieville and increase the neighbourhood appeal in accordance with intelligent, modern, city-building practices.
- Driving visitors to Leslieville to increase main street business and traffic. Visitors are defined as those living in Toronto, outside Leslieville, and those living outside of Toronto all together.
- Where applicable, the report should make suggestions for meaningful updates or changes to city municipal policy. The BIA has the capacity to simply advocate for policy



changes. But when clearly supported by case studies, modeling, etc. the BIA should feel confident to publicly and forcefully advocate for beneficial, progressive policy changes.

- Possible strategies to increase BIA member buy-in.

In addition to meeting with the Manager and Board of Directors, the consultant will be informed by the strategic plan, the interim streetscape master plan, the Leslieville Urban Design Study Guide and notes from post-strategic plan visioning exercises of the board.

Deliverables

- A marketing plan must be contained in the document
- A list of feasible projects that will help us achieve the goals outlined including ones that can be completed by individual businesses
- Highlighted Targets and timelines to achieve goals
- Policy suggestions

Timeline

12-16 weeks, with work commencing in May 2021

Evaluation Criteria

Proposals will be evaluated on the following bases:

- familiarity with the challenges faced by BIAs in general and Leslieville in particular (add tourism)
- the presence of a clear and logical process
- the experience and credentials of the candidate
- the clarity and relevance of the deliverables
- the ability of the deliverable to be actioned
- the cost for the plan/project and the perceived value

To Apply

Interested candidates are urged to submit proposals via email. In addition to the themes in the evaluation, candidates are being asked to submit a statement of intent and interest.

The application period will end on April 23, 2021.

For more information, or to submit proposals, please forward all emails to leslievillebia@gmail.com with the subject line “**Leslieville Business Plan Proposal**”.