

Request for Proposals (RFP)

Strategic Planning Services

Ohio Economic Development Association (OEDA)

1. Background

The Ohio Economic Development Association (OEDA) is the professional association for economic developers in Ohio, with a mission to advance the practice of economic development to foster growth, prosperity, and opportunity for all Ohioans. With a membership of over 700 professionals representing public, private, nonprofit, and academic institutions, OEDA provides education, advocacy, information, and networking to strengthen economic development in Ohio.

OEDA seeks to develop a strategic plan that will guide the organization's priorities, programs, and resource allocation for the next 3–5 years.

2. Purpose of the RFP

OEDA is soliciting proposals from qualified consulting firms or institutions with experience in strategic planning, particularly for professional associations, nonprofit organizations, or economic development entities.

This plan will help the association:

- Clarify its mission, vision, and values
- Identify key goals and measurable objectives
- Prioritize member and stakeholder needs
- Guide programming, partnerships, and internal operations

3. Scope of Work

The strategic planning process should include the following elements:

3.1 Environmental Scan & Organizational Assessment

- Review of key internal documents (bylaws, past plans, survey results, financials, etc.)
- Interviews or focus groups with key stakeholders (board, members, staff, partners)
- Assessment of strengths, weaknesses, opportunities, and threats (SWOT)

3.2 Stakeholder Engagement

- Collaborate with OEDA staff to align strategic planning input with the association's annual member survey (typically conducted in the fall), using it to inform the planning process and reduce redundancy.
- Facilitation of 1–2 board and/or member planning sessions (virtual or in-person)

3.3 Strategic Plan Development

- Drafting of strategic priorities, goals, and objectives
- Clear, actionable implementation framework
- Metrics for tracking success and accountability

3.4 Presentation and Final Deliverables

- Presentation to the OEDA Board of Directors
- Final strategic plan in both PDF and editable formats

4. Budget

The maximum budget for this engagement is \$25,000 - \$50,000, inclusive of all expenses.

5. Timeline

OEDA intends to finalize the selection of a partner by (Date to be determined) and launch the planning process shortly thereafter.

Milestone	Target Date
RFP Released	Monday, June 2, 2025
Proposals Due	Monday, July 1, 2025
Interviews (if needed)	July 8-12, 2025
Partner Selected	Tuesday, August 26, 2025 (Executive Committee)
Project Launch	Week of September 2, 2025
Strategic Planning Session with Board	Tuesday, October 14, 2025 (at Summit)
Final Stakeholder Engagement & Plan Refinement	November – Early December 2025
Final Plan Approval	January 2026 (Board Meeting TBD)

6. Proposal Requirements

Interested firms or institutions should submit a proposal that includes:

- A statement of interest and understanding of the work
- Summary of qualifications and relevant experience
- Overview of proposed approach and timeline
- Bios of key personnel
- Examples of similar work
- Budget breakdown
- Three references (preferably from similar organizations)

7. Evaluation Criteria

Proposals will be evaluated based on the following:

- Experience with strategic planning for associations or EDOs
- Quality and clarity of proposed approach
- Qualifications and composition of the proposed team, including the inclusion of a university partner to support research, analysis, and stakeholder engagement
- Demonstrated understanding of OEDA's mission and context
- Cost-effectiveness and fit with budget

8. Submission Instructions

Please submit your proposal via email (PDF preferred) by **Monday, July 1, 2025** to:

Amanda Miller
Marketing & Engagement Manager
Ohio Economic Development Association
amiller@ohioeda.com

For questions prior to submission, please email Amanda Miller at the address above. OEDA reserves the right to request additional information, conduct interviews, or reject any and all proposals.