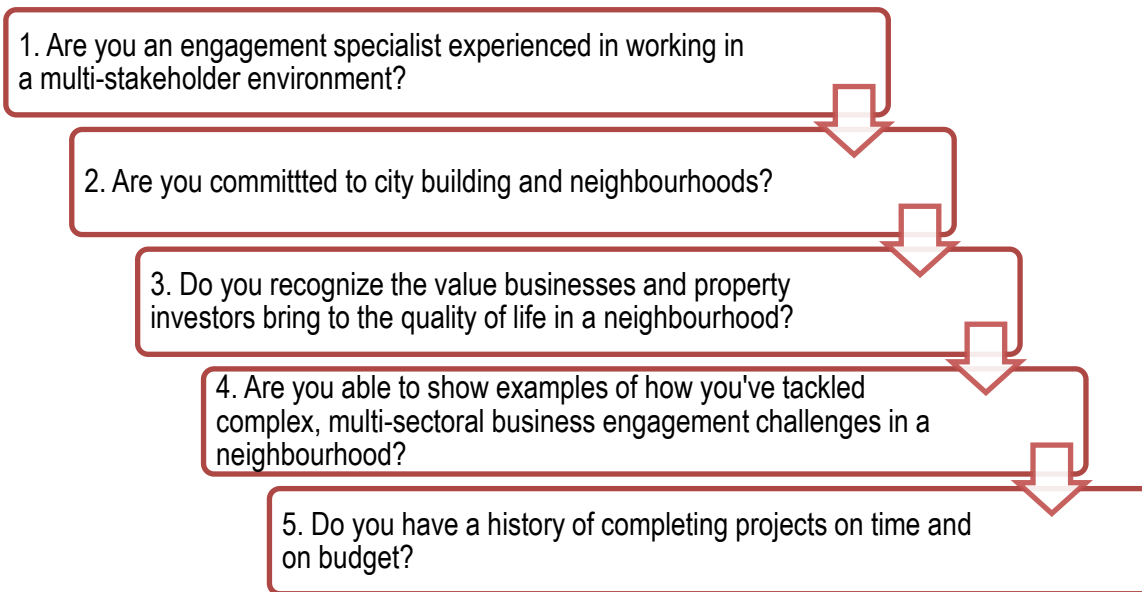


**REQUEST FOR PROPOSALS (RFP)
NEIGHBOURHOOD BUSINESS AUDIT
FEBRUARY 21, 2024**

Downtown Yonge Business Improvement Area (DYBIA) represents some \$7.2 billion of commercial property and close to 2,000 businesses in the Yonge-Dundas neighborhood of Toronto. Bounded by Alexander/Grosvenor streets to the north and Richmond Street to the south; Bay Street to the west and Church/Victoria/Shuter Streets to the east, Downtown Yonge is home to top tourist destinations, landmark public and private spaces and a range of retail options, along with a vibrant residential population, many social agencies and Toronto Metropolitan University.

The goal of this RFP is to invite proposals for our neighbourhood business audit. Please consider the following five (5) questions before submitting a proposal:



If your response to these five questions is “yes”, please continue reading and consider submitting.

BACKGROUND AND CONTEXT

DYBIA is located in the heart of downtown Toronto and has seen significant changes in business mix since the COVID-19 pandemic began. With a large member-base of over 2,000 businesses, the DYBIA has always had a challenge in properly cataloguing its member businesses and their needs. In the first six months of 2023 alone, DYBIA saw 46 new business openings.

With the DYBIA's new strategic plan launched in November 2023 came a new member engagement strategy. As part of this strategy, the DYBIA is looking to conduct an extensive member business audit to not only understand the sectors and types of businesses that now call Downtown Yonge home, but also take stock of the diverse new businesses now represented in the neighbourhood.

The main objective of this RFP is to invite proposals from experienced and qualified consultants with a passion for city-building to perform an extensive business audit of the Downtown Yonge neighbourhood along with a matrix for categorizing and detailing BIA members.

We are looking for a proposal that will generate fresh, bold solutions that match the energy and diversity of Downtown Yonge.

CORE SCOPE OF WORK

The core scope of work in this RFP includes:

- Perform a comprehensive audit of the businesses located within the neighbourhood
- Categorize businesses based on pre-determined factors such as sector, business type, contact details
- Create a matrix for cataloguing businesses that can be used moving forward

ADDITIONAL CONSIDERATIONS

In considering the proposals, DYBIA will be looking for evidence and examples that consultants are able to demonstrate:

- A **dedication to city-building** in previous work experience;
- A proven record of **execution and delivery**; and
- A **track record** of working closely with a business association, BIA, or similar community and its sponsors.

TIMELINE & BUDGET

Any questions or clarifications should be directed to the email listed in “submission details”. Answers to all queries will be sent to all applicants within 24-48 business hours of the “deadline for questions”.

RFP distributed	February 21, 2024
Deadline for questions via email	February 29, 2024, 12:00pm EST
Responses to questions sent to all applicants (if applicable)	March 04, 2024
Submission deadline	March 11, 2024, 4:00pm EST
Final decision reached	March 27, 2024
Budget for entire process	\$20,000 CAD

BACKGROUND READING

A consideration in the selection of a proposal will be the understanding of the DYBIA. To this end, consultants are expected to review and reference the following key documents:

- [Strategic Plan 2023-2028](#)
- [Economic Newsletter \(Q2 2023\)](#)
- [Economic Newsletter \(Q4 2023\)](#)
- [Annual Report 2023](#)
- [End of Year AGM video 2023](#)
- [Online Business Directory](#)

PROPOSAL SUBMISSION CHECKLIST AND TIMELINES

Respondents are requested to include the following components in their submissions.

1. A clear **outline** of the approach to the project.
2. Detailed **timelines and budget** for the project.
3. Any response to the **Additional Considerations** listed in Section 4.0.
4. Outlines of the firm’s **experience on similar projects** and **dealing with BIAs** or other associations.
5. A company **prospectus**.
6. **Identification of team leader(s)** who will oversee this project – including their *Curriculum Vitae*.
7. Fill out **Schedule B** (p.6) and attach to the proposal.

SUBMISSION DETAILS

Proposals must be received in the Downtown Yonge office no later than Monday, March 11, 2024 at 4:00pm EST.

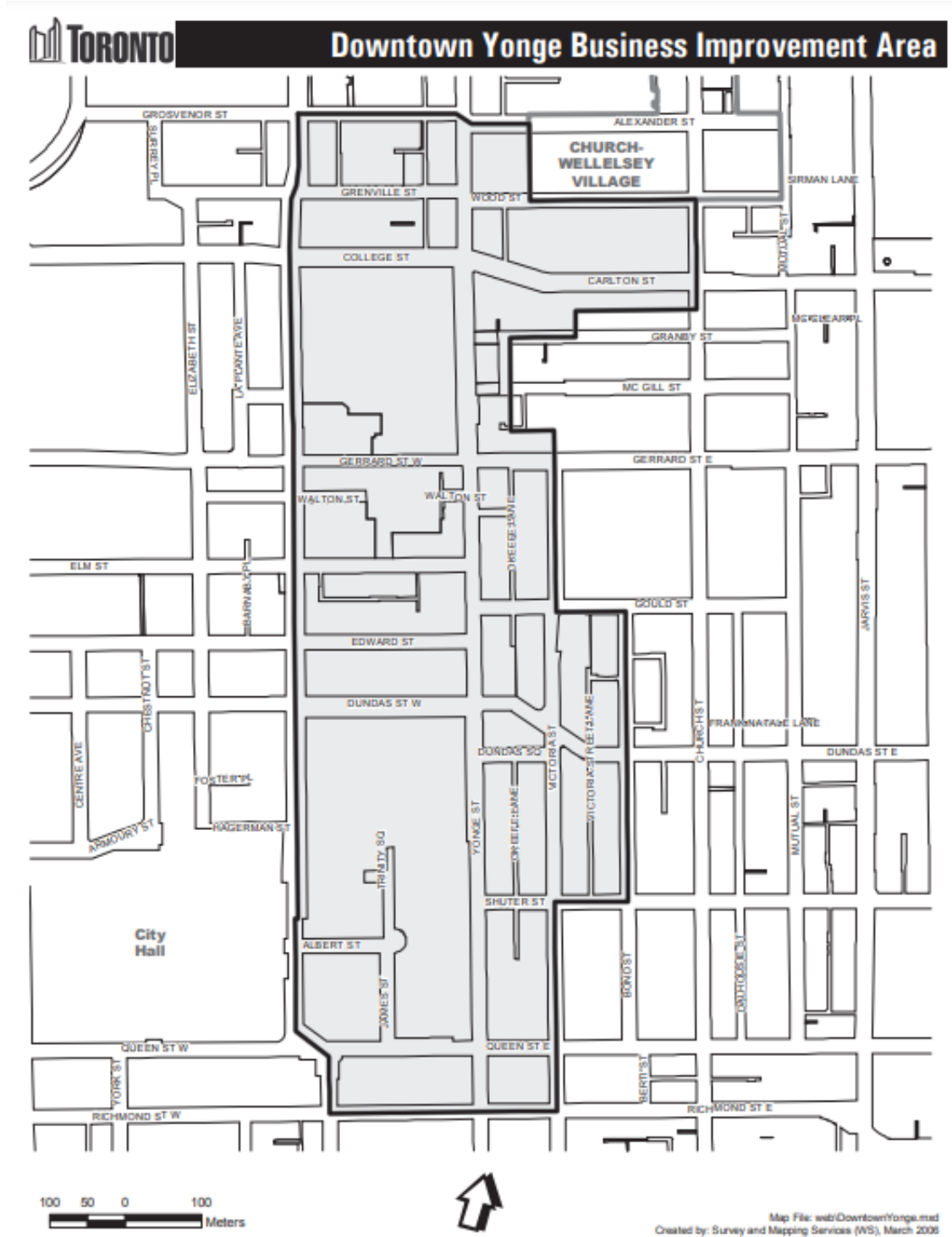
Please submit one (1) electronic copy of your proposal to:

Attention: Susie Barbosa-Pizzirusso, Manager, Economic and Community Development,
sbarbosa@downtownyonge.com

Please note that proposals will not be considered unless:

- Received by the date and time specified; and
- Received at the address specified.

Schedule A- Downtown Yonge BIA Map



SCHEDULE B: DISCLOSURE OF SUBCONTRACTORS

Please check and fill out appropriate statement below.

No subcontractors or suppliers will be used in connection to delivering this service

Subcontractors or suppliers will be used to deliver the service

Subcontractor or Suppliers list

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

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