

REQUEST FOR PROPOSALS (RFP): STRATEGIC PLANNING CONSULTANT

Downtown Partnership of Baltimore (DPOB)

Background and Overview

[Downtown Partnership of Baltimore](#) (DPOB) is the catalyst for investment and innovation in Downtown Baltimore, providing essential services to the Downtown Management Authority benefits district. We work to enhance the quality of life for the growing number of residents, businesses, and visitors through economic development, public space management, marketing initiatives, and a range of year-round programming aimed at increasing vitality.

In recent years, Downtown Baltimore has experienced significant momentum, fueled by nearly \$7 billion in new investment between 2018 and 2028, as well as the Mayor's strategic action plan - [Downtown Rise](#) - in addition to public space projects, strategic partnerships, and initiatives such as the [BOOST](#) program and large-format signage activation. Yet, we acknowledge Downtown is in a continued period of transition, and this is a pivotal moment to align our priorities, strengthen partnerships, and build on the momentum underway.

Our current strategic plan, developed during the COVID-19 pandemic, sunsets in 2025. While it provided a roadmap to navigate the challenges of the pandemic, we are now focused on reimagining Downtown Baltimore for its next chapter. DPOB seeks a qualified firm to help us craft a **forward-thinking strategic plan** that will guide the next 3–5 years of Downtown Partnership's priorities to accelerate Downtown Baltimore's transformation.

Purpose of the RFP

DPOB is seeking proposals from qualified firms or consultants to develop a comprehensive strategic plan that engages key stakeholders to:

- 1. Defines Key Focus Areas:**
Identifies priority areas for the organization, such as addressing ground-level vacancies, enhancing public spaces, and expanding economic development programs.
- 2. Optimizes Resources:**
Evaluates the alignment of our budget, staffing, and organizational structure with strategic goals.
- 3. Guides Long-Term Growth:**
Outlines a clear direction for our work over the next 3–5 years, including recommendations for expanding or adjusting focus areas and initiatives.
- 4. Builds on Downtown Expertise and Momentum**
Recognize ongoing initiatives, partnerships, and programs already driving Downtown's revitalization and Incorporates insights and best practices from firms

with experience in urban planning, downtown revitalization, and economic development.

5. Provide Actionable Recommendations:

Develop a clear, actionable roadmap for the next phase of Downtown’s transformation, including measurable success metrics.

Tentative Timeline

| Milestone | Target Date |
|---------------------------------------|--------------------|
| Finalize RFP Document | December 30, 2024 |
| RFP Released | January 2, 2025 |
| Q&A Submission Deadline | January 22, 2025 |
| Q&A Answer Deadline | January 29, 2025 |
| Proposal Submission Deadline | February 6, 2025 |
| Consultant Selected | February 15, 2025 |
| Strategic Planning Kickoff | March 1, 2025 |
| Stakeholder Engagement and Assessment | March–April 2025 |
| Planning Sessions and Drafting | May–June 2025 |
| Presentation of Draft Plan | July 2025 |
| Final Strategic Plan Delivered | August 31, 2025 |

Overall Goal: Complete the strategic plan within **6–9 months** to maintain momentum and align with operational cycles.