
REQUEST FOR PROPOSAL – September 3, 2024

Strategic Planning
ASSOCIATED GOVERNMENTS OF NORTHWEST COLORADO

PURPOSE

Associated Governments of Northwest Colorado (AGNC) seeks to engage the services of an experienced strategic planning professional or firm to assist with the development and implementation of a comprehensive strategic plan. This plan will include strategic positioning, organizational development, brand enhancement, campaign strategies, and other disciplines associated with AGNC's mission.

ABOUT

For over 50 years, the mission of AGNC has been to communicate, inform, and advocate for the resilience of Northwest Colorado by promoting the values, industries, economies, and spirit that define our region.

As the representative for the council of governments of Northwest Colorado, AGNC empowers opportunities for our communities and those who wish to make Northwest Colorado their home. Trusted to represent our members, we **advocate** for resources that advance the stability, **growth**, and resilience of our region, **navigate** government relations, and **communicate** our collective vision.

BRAND

Pillars

Advocacy

Growth

Navigation

Communications

Position

We champion new pioneers in the American West

OUTCOME

The goal of this RFP is to engage a strategic planning partner with the skills, vision, creativity, and experience to elevate the collective impact, influence, and resilience of our organization. The selected partner will use strategic planning methodologies and tools to:

- **Develop a clear and actionable strategic vision and roadmap:** Craft a comprehensive strategic plan that outlines AGNC's long-term goals, priorities, and the steps needed to achieve them. This plan should be developed *in close collaboration with AGNC's Board of Directors* to ensure it reflects the organization's core values and strategic direction.
- **Deliver a Value Proposition:** Clearly define AGNC's unique value proposition, highlighting how the organization serves its members and the broader Northwest Colorado region. This should include identifying key benefits, differentiators, and the overall impact of AGNC's work.
- **Enhance organizational alignment and effectiveness:** Ensure that AGNC's internal structures, processes, and resources are fully aligned with its strategic objectives, promoting efficiency and cohesion across the organization. The involvement of the Board of Directors and staff in this process will be critical to ensuring that the strategic plan is fully integrated into AGNC's governance and operational frameworks.
- **Strengthen stakeholder engagement and collaboration:** Create strategies to foster stronger relationships with key stakeholders, including member organizations, community leaders, and external partners, ensuring their active involvement in AGNC's initiatives. AGNC's members will play a vital role in endorsing and championing these engagement strategies, leveraging their leadership to build trust and collaboration.
- **Clearly Stated Implementation Plan:** Develop a detailed implementation plan that translates the strategic vision into actionable steps. This plan should include specific timelines, responsibilities, and resources needed to achieve AGNC's goals. The Board of Directors will be involved in reviewing and approving the implementation plan, ensuring it aligns with AGNC's strategic priorities and operational capabilities.
- **Foster adaptability and innovation:** Develop mechanisms for AGNC to remain agile and responsive to changing circumstances, ensuring that the organization can continuously adapt its strategies to meet emerging challenges and opportunities. The strategic plan should include provisions for regular reviews and updates, with the Board of Directors actively participating in these evaluations to guide the organization's adaptive strategies.
- **Build a sustainable framework for monitoring and evaluation:** Establish a system for regularly assessing the progress and impact of the strategic plan, allowing for ongoing adjustments and

improvements to keep AGNC on track toward its goals. The Board of Directors will oversee this framework, ensuring that it provides clear, actionable insights into the organization's performance and strategic progress.

SCOPE OF SERVICES

The successful candidate must demonstrate:

- **Expertise in Strategic Planning:** Proven experience in developing and implementing strategic plans for public organizations, with a focus on economic development and regional resilience.
- **Experience in Public Policy and Economic Development:** A deep understanding of public policy, economic development, and the specific challenges and opportunities in Northwest Colorado.
- **Local Market Knowledge:** Direct experience working in or with communities in Northwest Colorado.
- **Creativity and Innovation:** The ability to craft innovative strategies that align with AGNC's mission and vision.
- **Team Involvement:** An experienced team that will be directly involved in the project, with a preference for local Northwest Colorado vendors.
- **Demonstrated Success:** Examples of successful strategic plans developed for similar organizations, along with references.

Please include a fee structure, material cost policy, and a description of your billing practices and terms. Additionally, provide examples of previous work, particularly in the areas of strategic planning, economic development, and public sector consulting.

QUALIFICATIONS and EVALUATION

The successful candidate must possess the required skills, and be flexible to the organization's needs, on an as-needed, hourly basis. Please include fee structure, material cost policy, and a description of your billing practices and terms. Examples of your work are required. Demonstrating any of the following may enhance your candidacy:

- Depth of experience and background in strategic planning services relating to economic development and/or public organizations
- Clear outline of phases of work
- Public policy and economic development experience
- Direct experience in Northwest Colorado
- Distinctions, awards, recognitions, and other notables
- Team that will be involved and project approach – preference given to local, Colorado vendors
- References required.

DEADLINES AND TIMING

AGNC may be following guidelines established by funding providers for this RFP, which may alter the timing and deadlines. Proposals must be received by 12:00 pm MST on Monday, September 16, 2024. Candidates are responsible for all expenses associated with preparing their proposal. Finalists may be required to make a virtual presentation.

Action	Deadline	
RFP posted	09/02/2024	
Questions *not required*	-	
Written (email) Open Office Hours (email for Zoom link)	09/02/24 – 09/12/24 09/6/2024, 2:00 pm MT	Contact Mistalynn Meyeraan: mistalynn@agnc.org
Proposal Submission	09/16/2024	
Winner Announced	5:00 pm MT, 09/20/2024	Via email

SUBMISSIONS

Send electronic proposals no later than 12:00 pm MT Time, Monday, September 16, 2024.

Mistalynn Meyeraan
mistalynn@agnc.org

If you wish to submit a hard copy, it may be sent to:

*Please note: hard copies must be received no later than 12 pm on Monday, September 16.

Associated Governments of Northwest Colorado
195 14th Street, Building D
Rifle, Colorado 81650

AGNC_Strategic Planning Services_RFP.1 was published on September 3, 2024. *subject to change* If versions are updated – it will be noted here.

AGNC will adhere to all guidelines in its Procurement & Purchasing Policies available at:
<https://agnc.org/wp-content/uploads/AGNC-Procurement-Policies-and-Procedures.pdf>.

Consult the policy for detailed procedural information, ethical standards, and definitions of terms used in the RFP. By submitting a proposal, the bidder agrees to comply with these guidelines.