



**REQUEST FOR PROPOSALS  
FOR STRATEGIC PLANNING SERVICES**

**ISSUE DATE: July 21, 2025**

**PROPOSALS DUE: August 8, 2025 by 5:00 PM Central Time**

*(Late proposals will not be accepted)*

**Point of Contact:**

Direct all questions in writing to Build Baton Rouge's

Point of Contact for this RFP:

Deidre Deculus Robert, President and CEO

Build Baton Rouge

[info@buildbatonrouge.org](mailto:info@buildbatonrouge.org)

## ***Request For Proposals Strategic Planning Consultant***

### **Introduction**

Build Baton Rouge (BBR) is seeking proposals from qualified strategic planning consultants to facilitate a strategic planning process that will inform the development of a comprehensive, organization-wide strategic plan to guide the organization's direction and priorities over the next five (5) years.

The selected consultant will be responsible for assisting the BBR Board of Directors and President and CEO with the full scope of developing a strategic plan. BBR is soliciting proposals for these services in accordance with the terms and conditions set forth in this RFP. BBR anticipates completing the process no later than six (6) months after commencement of the signed contract.

### **Organizational Background**

Build Baton Rouge ("BBR"), officially known as the East Baton Rouge Redevelopment Authority, was created in 2007 by the Louisiana Legislature, pursuant to Louisiana Revised Statute 33:4720.151 ("Enabling Statute"), as a separate political subdivision of the state of Louisiana with East Baton Rouge Parish as its jurisdiction. BBR is granted powers to prevent and eliminate slum, blighted and distressed properties for public uses, purposes, welfare, and utility for which public money may be expended as necessary and in the public's interest ("BBR Mission"). Build Baton Rouge is governed by a five-member Board of Commissioners appointed by the Mayor-President of East Baton Rouge, the Baton Rouge Area Foundation (BRAf), and the Baton Rouge Area Chamber (BRAC).

BBR began operations in 2009. Through its various programmatic and funding mechanisms, the agency has been able to provide attainable housing, gap financing, home and small business rehabilitation, brownfields redevelopment, and neighborhood planning opportunities to communities, developers, and residents throughout East Baton Rouge Parish. BBR has deployed and leveraged approximately \$80 million to create \$300 million worth of projects across the parish, including the creation of 863 units of affordable housing, and the support of 3,400 jobs. Through support of the City-Parish and other partners, BBR has awarded over \$5.6 million in below market rate financing leading to the development and construction or rehabilitation of 564 affordable residential units; provided over \$250,000 in reimbursable façade grants to improve 69 storefronts in low income areas; worked with communities and developers to return over 200 adjudicated properties to productive use; and further accomplished its mission of addressing blight elimination in East Baton Rouge Parish.

## **Project Scope of Work**

To support the development of a comprehensive and actionable strategic plan, the selected consultant will lead a collaborative planning process that engages the board, staff, and key stakeholders. This process should be informed by internal and external data and align with the organization's mission, values, and long-term vision.

The consultant will be responsible for:

1. Reviewing Organization Documents
  - a. Analyze existing plans, annual reports, financials and other documents to understand the organization and its quasi-governmental context
2. Facilitating a SWOT analysis (or similar exercise) September 18-19, 2025
  - a. Plan and lead a session with the board of directors and staff to assess the organization's strengths, weaknesses, opportunities and threats
  - b. Identify opportunities and challenges to inform strategic direction
  - c. Provide a written summary of findings
3. Stakeholder Engagement
  - a. Coordinate additional meetings or interviews with identified partners and other stakeholders
  - b. Incorporate feedback gathered to ensure a wide range of perspectives are included
4. Drafting Strategic Plan
  - a. Connect information gathered from document reviews, meetings, SWOT analysis, and interviews
  - b. Create a draft based on findings and include mission/vision alignment, priorities, goals and actionable objectives
5. Facilitating review and feedback session
  - a. Present the draft plan to Board of Directors
  - b. Gather feedback and identify revisions, corrections or updates needed
6. Delivery of Final Plan
  - a. Present final plan to Board of Directors for formal approval

## **Submittal Requirements**

Proposals must include the following components:

- Cover letter summarizing the firm's interest and qualifications
- Firm's background and experience including relevant project history and resumes of primary consultant and team members assigned to the project
- Cost estimate for the project scope, and any other project-related costs
- Estimated time of completion, including the date set for SWOT analysis
- List of three (3) references and examples of similar projects completed for governmental, public sector or nonprofit organizations

Proposals must be submitted no later than 5:00 p.m. central time on **Friday, August 8, 2025**. Questions concerning this RFP should be directed to Deidre Deculus Robert via email only at [info@buildbatonrouge.org](mailto:info@buildbatonrouge.org) no later than Friday, August 1, 2025, at 12:00 p.m. central time. All questions submitted will be answered and posted on our website <https://buildbatonrouge.org/>

Proposals should be submitted electronically to the following email address: [info@buildbatonrouge.org](mailto:info@buildbatonrouge.org) by the closing submission date noted above. It is the responsibility of the proposer to ensure that the proposal is received by Deidre Deculus Robert by the date and time specified above. Late proposals will not be considered. BBR reserves the right to reject any and all proposals received in response to this RFP. At the discretion of BBR, proposers submitting proposals may be requested to make a presentation as part of the evaluation process. Presentations may be delivered in person or via teleconference. Advance notice will be provided to selected proposers. Not all proposers will be asked to participate.

Proposers responding to this RFP do so at their own expense and BBR will not reimburse any expenses incurred by proposers in the preparation or submission of a proposal to this RFP; including costs associated with any meeting, demonstration, or interview that may be requested or required.

### Evaluation Criteria

Proposals will be evaluated based on the following criteria, with a total of 50 possible points:

Criteria	Point Value
<b>Understanding of Project Scope</b> <i>Demonstrates a clear understanding of project goals, activities, and deliverables. Reflects alignment with BBR's mission and strategic planning needs</i>	15
<b>Relevant Experience and Qualifications</b> <i>Proposer has demonstrated experience leading strategic planning processes with similar organizations. Includes examples of past work</i>	10
<b>Approach and Methodology</b> <i>Presents a clear and realistic plan for completion of tasks including facilitation methods, stakeholder engagement strategy, and data collection and integration</i>	15
<b>Quality of Deliverables</b> <i>Samples of prior strategic plans or similar deliverables are well-structured and actionable</i>	5
<b>Cost</b> <i>Budget is reasonable and justified in relation to project scope.</i>	5
<b>Total</b>	<b>50</b>

## Timeline

<b>Award Event</b>	<b>Date</b>
Request for Proposals Issued	July 21, 2025
Deadline for Questions	August 1, 2025, 12:00 CST
Proposal due Date and Time (no later than)	August 8, 2025, 5:00 pm CST
Finalist Interviews/Presentations	Week of August 18, 2025
Contract Effective Date	September 1, 2025