



The Vancouver Island Economic Alliance - Strategic Planning Project 2023 - 2024

Introduction

VIEA is the only non-governmental organization that focuses on economic vitality and sustainability for Vancouver Island and the rural Islands. While there may be other organizations or initiatives that focus on specific areas or sectors within the region, VIEA's unique position allows it to take a comprehensive approach to economic development and sustainability for the region.

VIEA is a membership-based organization that is committed to delivering significant value and benefits to the Vancouver Island and rural island region. The organization has supported projects and ideas throughout the region. Our current initiatives include the Island Good brand, Foreign Trade Zone, the State of the Island Economic Report, and annual Summit.

VIEA resources need to be aligned with a strategy that is based on awareness of who else is operating in this space, and where we are positioned to make the most valuable contributions.

Background

As a key collaborative partner, VIEA provides opportunities for communities, First Nations, businesses, and other stakeholders for broad-based economic activities that improve the region's capacity and vitality. The region and the approaches to economic development are undergoing significant change. The global challenges that were compounded by the pandemic, shifting government priorities, changes to resource sector operations, ongoing economic reconciliation, population shifts, housing accessibility and increasing risks for SMEs are rapidly shaping our future.

VIEA has played an important role in economic growth in the region over the past 18 years. As VIEA has evolved, the number, size and complexity of potential initiatives have as well. The Island region has numerous actors involved in creating the conditions for economic development to emerge. It is important to ensure that VIEA, now led by a new CEO, is aligning its resources to a strategy where it can make the most impact. Additionally, it is important that this strategy evolves based on an understanding of the key priorities for other actors in the ecosystem to ensure a coordinated approach.

At this critical juncture, the VIEA Board has committed to engaging in a consultative process to develop an **informed strategic plan** to guide its next 3 years.

Scope of Work

VIEA has been a regional connector and collaborator since inception. Its ability to create space for discussion and grow opportunities for the region will be amplified through the strategic planning process. The organization will better support the region's goals and build further interconnected solutions towards sustainable development.

VIEA is seeking a contractor to engage members and external stakeholders in the development of a strategic plan. The work will involve the development of a process to create awareness, gather input and various engagement activities with regional players, members and the VIEA Board over three months. Findings of the consultation process will be shared with the VIEA Board in February 2024 to aid them in developing priorities and strategies for the plan prior to its development and finalization and approval in March/April.

The contractor will work closely with VIEA's strategic planning working group, composed of two Board Members and the CEO. Contractors with experience guiding strategic plans in the not for profit sector and within economic development and primary industries are encouraged to submit a proposal.

Proposals should include:

- The background and expertise of the contractor with specific reference to work related to strategic planning;
- The proposed process that they would use to guide the development of VIEA's plan including examples of engagement activities that they might use;
- A statement of principles that guide their approach to strategic planning;
- A detailed work plan that aligns with the timeline provided below;
- 3 references
- Detailed budget breakdown (see below for more info).

Timeline

- Announcement of project October 25th, 2023.
- RFP process Nov 10 - 20th, 2023.
- Start date November 27th, 2023.
- VIEA Board Retreat - discussion Jan 12/13, 2024.
- Regional player and member engagement December 1st, 2023 thru February 15th, 2024
- Board re-engagement and 'what we heard' presentation/report. February 2024.
- Draft Report development March 2024.
- Final Report by April 1st, 2024.

Budget

There is a total of \$15,000 for the project. This includes consultant fees, and any travel, meeting/tool expenses and communication designs. VIEA will provide funding for Indigenous honorariums.

Application Process

Deadline for proposals is Monday November 20th at 5pm. Please submit with subject line: VIEA Strategic Plan Proposal to julie@viea.ca

Selection Process

Each proposal will be evaluated against the following criteria:

- 30% Background and experience guiding strategic planning processes
- 50% Proposed engagement process and workplan
- 20% supporting references

Thank you for your interest in working with and supporting our organization.