

# VILLAGE OF ELLSWORTH



## REQUEST FOR PROPOSALS

Strategic Plan

Publishing of RFP: August 14, 2024  
RFP Due Date: September 30, 2024

## **Introduction & Background Information**

The Village of Ellsworth (Village) is seeking proposals from qualified firms or teams of firms with the appropriate expertise and experience to serve as a consultant to coordinate the development of a strategic plan ("the Plan") for the village. The Plan will be the primary vision-setting and policy-directing strategy to lead the on-going evolution of Ellsworth for the next several years to help guide the Village's policy priorities and budget allocations moving forward. The Plan should include measurable objectives to help improve the Village's responsiveness to the public and their needs, to adapt to changes in the economy, and to create a unified vision that serves all residents.

The following activities are anticipated to be a part of the plan:

- Creation of Mission Statement
- Vision Statement
- Define Organizational Values
- A Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
- Identification of short-term and long-term goals and objectives
- Identification of fiscal constraints and opportunities to achieve strategic goals and objectives
- Discussion of linking strategic plan to budget priorities and operational plans

## **Community and Organizational Information**

Located in Pierce County, Ellsworth boasts a population of approximately 3,300 and enjoys convenient access to the Twin Cities market. The community is situated along four major highways— US 10, US 63, WIS 72, and WIS 65. With 193 businesses employing 2,204 individuals, Ellsworth's economic landscape thrives, with notable sectors including public administration, educational services, healthcare, and retail. The village's two business parks further foster business growth and development.

The Village Board has seven members who are elected at large on a nonpartisan basis. The Board acts as the legislative body and sets policy, approves the budget, and provides general direction on Village policies and issues. The Board appoints the Village Administrator/Clerk-Treasurer, who administers make day-to-day operational decisions subject to general policy determinations by the Village President and/or Village Board, and will provide policy guidance and direction to Village employees.

The Village of Ellsworth provides a wide variety of public services to our residents, businesses, and visitors, including police protection, parks and recreation amenities, water supply, wastewater treatment, and infrastructure maintenance. The Village is on a calendar year budget cycle, January 1 through December 31, with a General Fund operating budget of \$3.65 million in 2024.

## **Proposal Requirements**

Each proposal should contain the following information and be organized in a manner that allows for complete review of each project element.

1. Letter of Interest
2. Summarize qualifications, relevant experience, and availability to participate in the RFP process, including interviews, and provide services to the Village.
3. Method and approach to providing consulting services to the Village.
4. Proposed Budget. Include detailed project costs by task, and estimated hours. Actual compensation is subject to contract negotiation.
5. List of Professional References. Provide three listing most recent relevant professional references and their contact information.
6. Relevant Written Work. A minimum of two examples, with at least one of which represents work related to a strategic plan prepared on behalf of a Village or comparable entity.

## **Evaluation Criteria**

The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements
- Experience with similar projects
- Creativity of approach
- Demonstrated facilitation skills in successfully working with village boards/city councils, committees and commissions, elected officials, municipal staff, community organizations, businesses, and citizens
- Demonstrated knowledge/experience with actual development of strategic plans and implementation of possible strategies
- References
- Cost
- Other such criteria as deemed necessary

The Village reserves the right to reject any or all proposals at any time for any reason.

## Submission Procedures and Information for Prospective Developers

- Submit an electronic proposal via email to Brad Roy at [brad.roy@villageofellsworth.org](mailto:brad.roy@villageofellsworth.org) no later than **September 30, 2024**. Submissions received after this date will not be considered. All proposals become the property of the Village of Ellsworth. The Village of Ellsworth reserves the right to reject any or all submissions, to waive irregularities, or to accept such submissions, as in the opinion of the Village, will be in its best interests.
- Proposals are prepared and submitted at the sole cost and expense of the respondent and shall become the property of the Village of Ellsworth; documents will not be returned.
- The Village of Ellsworth will review the submissions and select the most highly qualified firm(s) to contact for an interview.
- The Village reserves the right to negotiate with any and all respondents on the scope of the project, fees, timelines, and all other components of the project.
- Questions regarding this RFP shall be directed to Brad Roy, Administrator/Clerk-Treasurer for the Village of Ellsworth, 715-273-4742 or [brad.roy@villageofellsworth.org](mailto:brad.roy@villageofellsworth.org).

### Timeline

Publishing of RFP: August 14, 2024

RFP Due Date: September 30, 2024

Village Board Review: October 7, 2024

Village Board Review may include interviews.

Timeline is tentative and subject to change.