

# Indy Chamber Strategic Plan

## Accelerate Indy Strategic Stakeholder Engagement

### Request for Proposals (RFP)

#### Overview

The Indy Chamber invites qualified firms and consultants to submit proposals to facilitate a comprehensive stakeholder engagement process as part of the Accelerate Indy 2025 Strategic Plan Update. This initiative aims to build upon previous successes, align priorities with regional and national best practices, and distill insights into a new collaborative strategy for the Indy region's economic future. The resulting strategy should also guide updates to the organization's structure and goals.

The engagement process is intended to take place in Q1 2025, with the results guiding a further process to align Indy Chamber goals and metrics, culminating in a strategic update launch in Q3 2025.

#### Background: About Accelerate Indy

Through collaborative stakeholder engagement, the Indy Chamber seeks to identify actionable strategies that align with its mission and regional vision.

**Mission: Accelerate the Indy region's economy for all.**

**Vision: The Indy region's economy leads the Midwest and competes globally, driven by the strength of its People, Place, and Business.**

The next phase of Accelerate Indy will serve as the Indy Chamber's strategy and organizational plan, designed to foster regional growth, innovation, and opportunity. Since its launch, Accelerate Indy has guided Central Indiana through two successful phases of strategic priorities and projects, addressing key challenges and seizing opportunities to strengthen the region's economy.

#### Anticipated Scope of Work

##### *Phase 1: Stakeholder Engagement*

- A. Review historical documents and data provided by Indy Chamber.
- B. Recommend meeting schedule and cadence with Advisory Group.
- C. Kickoff and regular checkpoints with smaller 8–10-person Advisory Group to ensure objectives are being met.
- D. Conduct focus groups and one-on-one interviews of civic leaders, partners and those we serve to surface what is known, unknown and needed from the Indy Chamber and Accelerate Indy, collectively, in the future.

##### **Potential Focus Groups/Interviewees:**

1. Major Civic Partners
2. Public Officials/Endorsed Candidates

3. Indy Partnership Investors/Economic Development Partners
  4. Major Investors and Sponsors
  5. Indy Chamber Member Companies (representative of regional target industries, diverse owners and company size)
  6. Key Prospective Members
  7. Higher Education Investors
  8. Indy Chamber Staff
- Recommend key diversity and equity goals for participant representation in the Collaboratory and focus groups and work with lead staff to develop agendas.
  - Indy Chamber will provide venues, technology, and logistical support for focus groups, interviews, and Collaboratory meetings, including identification of participants and attendee-tracking.
- E. Support engagement of the Indy Chamber's Accelerate Indy Council of 30-40 key leaders throughout the process, ideally conducting three facilitated stakeholder meetings, ensuring broad representation from civic partners, public officials, investors, members, higher education leaders, and community representatives.

Sample meeting goals and objectives as follows:

- **Collaboratory Meeting 1: Love Indy**
  - Provide historical context on Accelerate Indy (CEDS, previous pillars, successes, shortcomings).
  - Discuss what has worked, what makes the Indy Chamber unique, and test revised mission/vision language.
  - Validate and refine 2025 priorities, focusing on stakeholder input.
- **Collaboratory Meeting 2: Working Together**
  - Recap stakeholder feedback on mission, vision, and measures.
  - Facilitate prioritization and the development of a draft plan.
  - Allow stakeholders to "Accept/Reject/Modify" key elements for refinement.
- **Collaboratory Meeting 3: Dream Big & Move Fast**
  - Present the refined plan for final feedback.
  - Develop strategies for celebration and public rollout.
  - Foster discussions around investment opportunities.

## ***Phase 2: Plan Development***

- A. Partner with Indy Chamber staff and existing consultants to analyze session outputs and compare against national best practice from business and economic development peers.
- B. Lead process with Indy Chamber staff and existing consultants to distill insights from stakeholder engagement sessions into actionable organizational goals and fundraising strategies.
- C. Lead process with Indy Chamber staff and existing consultants to draft a detailed strategic plan that reflects stakeholder priorities, aligned with the mission and vision of Accelerate Indy.
- D. Partner with Indy Chamber staff and existing consultants to refine the structure and narrative of the plan.
- E. Make recommendations for how the new strategic plan must impact organizational structure and goals.

### **Phase 3: Plan Rollout**

- A. Possible design and facilitation of a rollout event (e.g., “We Accelerate Indy” celebration).
- B. Partner with Indy Chamber staff and existing consultants to create a communications strategy for unveiling the plan to the public and stakeholders.
- C. Include recommendations for integrating the strategic plan into ongoing Indy Chamber and regional initiatives.

### **Deliverables**

- 3 Advisory Group status meetings
- 2 Accelerate Indy Council large group facilitations
- 3 internal Plan Development meetings with Indy Chamber staff and existing consultants
- Check-ins with Indy Chamber staff as needed
- Facilitation of multiple stakeholder engagement sessions, including agenda development and summary reports – ranging from personal interviews to focus groups.
- Comprehensive synthesis of stakeholder feedback and recommendations to be utilized in the formation of goal and metric-setting, and fundraising strategy.
- Draft and finalized strategic plan, including visuals and an executive summary.
- Plan rollout strategy, including possible event facilitation and investment messaging.

### **Targeted Respondents**

The Indy Chamber anticipates proposals from firms and consultants with expertise in strategic planning, stakeholder engagement, and public-private partnerships.

### **Key Considerations**

- Facilitation capacity and expertise your team will provide
- Innovative or industry recognized facilitation techniques
- Familiarity with Central Indiana organizations
- Integration of national best practices and fundraising strategies into the process
- Approach to distilling diverse insights into a cohesive and actionable plan

### **Project Milestones**

- **Project Kickoff:** Early March 2025
- **Facilitation Completed:** End of Q2
- **Distillation of Insights:** Mid Q3
- **Strategic Plan Launch:** End of Q3

## Submission Requirements

Interested parties should submit a PDF proposal including the following:

1. Approach and methodology for facilitation, stakeholder engagement, and plan development.
2. Detailed timeline and anticipated deliverables aligned with the scope of work.
3. Key personnel and qualifications.
4. Relevant experience, including similar projects.
5. Itemized costs and fee structure, including a breakout of hourly fees for additional needs.

Submit proposals in PDF form by COB Wednesday, February 7<sup>th</sup>, 2025, to [jgillum@indychamber.com](mailto:jgillum@indychamber.com).

## Target Dates

- **Questions Due:** Friday, January 24<sup>th</sup>
- **Submissions Due:** Friday, February 7<sup>th</sup>
- **Finalists Notified:** Wednesday, February 12<sup>th</sup>
- **Finalist Presentations:** Monday, February 17<sup>th</sup> (Please hold time between 10am-2:00pm)
- **Final Selection:** Friday, February 21<sup>st</sup>

**Contact Information** - For questions or additional details, contact Jess Gillum at [jgillum@indychamber.com](mailto:jgillum@indychamber.com).

## Reference Documents

[2015 Comprehensive Economic Development Strategy](#)

[Accelerate Indy 1.0](#)

[Accelerate Indy 2.0](#)