



Request for Proposal (RFP) for Community SWOT Analysis & Industry Cluster Development Strategy

Issued by: Weyburn Regional Economic Development

Date Issued: February 27, 2025

Submission Deadline: March 31, 2025

Introduction

Weyburn Regional Economic Development (WRED) is seeking proposals from qualified consultants to conduct a comprehensive SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of our community. The analysis will help identify industry clusters that are best suited for development in our region. Following the completion of the SWOT analysis, the consultant will develop a strategic plan for industry cluster development and attraction.

WRED's goal is to leverage this study to enhance economic growth, attract investment, and diversify the local economy.

Scope of Work

The successful consultant will be responsible for the following:

Phase 1: Community SWOT Analysis

- Conduct a comprehensive assessment of Weyburn's economic landscape.
- Identify key strengths, weaknesses, opportunities, and threats relevant to business development and investment.
- Engage local stakeholders, including businesses, government officials, and community organizations, through surveys, interviews or focus groups.
- Analyze demographic, workforce, infrastructure and market trends.
- Deliver a detailed SWOT report with key findings and insights.

Phase 2: Industry Cluster Development Strategy

- Based on SWOT findings, identify priority industry clusters for development.
- Assess economic viability and competitive advantages of each recommended cluster.
- Develop a strategic action plan to attract and grow targeted industry sectors.
- Provide recommendations for marketing, infrastructure, workforce development, and policy support needed for cluster growth.
- Identify potential funding sources and investment attraction strategies.
- Present final recommendations to WRED and key stakeholders.

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Proposal Requirements

Interested consultants must include the following information in their proposals:

Company Information

- Name, address, and contact details.
- Brief history and relevant experience.
- Key personnel and their qualifications.

Project Approach and Methodology

- Detailed approach to conducting the SWOT analysis and cluster development strategy.
- Stakeholder engagement strategy.
- Data collection and analysis methods.

Project Timeline

- Proposed schedule with major milestones and deliverables.

Budget Breakdown

- Itemized costs.
- Any additional expenses or contingencies.

Experience and References

- Examples of similar projects completed.
- At least three client references with contact information.

Deliverables

- Description of final reports, presentations, and materials to be provided.

Submission Format.

- Proposals must be submitted in PDF format.

Value adds

- Provide any other recommendations that would enhance the project

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience & Qualifications (30%)** – Demonstrated expertise in economic development, SWOT analysis and industry cluster strategy.



- **Methodology & Approach (25%)** – Clear and effective methodology for achieving project objectives.
- **Stakeholder Engagement Plan (15%)** – Ability to engage and integrate local stakeholders in the process.
- **Budget & Cost Effectiveness (15%)** – Competitive pricing and clear budget breakdown.
- **Proposed Timeline (10%)** – Feasibility and efficiency of the project schedule.
- **References & Past Performance (5%)** – Positive feedback from previous clients.

Submission Instructions

- All proposals must be submitted electronically to ed@weyburneconomicdevelopment.com
- Subject line: “Proposal Submission – WRED SWOT Analysis & Cluster Development”
- Submission deadline: March 31, 2025

Late or incomplete proposals will not be considered.

Additional Information

- WRED reserves the right to accept or reject any proposal.
- This RFP does not commit WRED to award a contract.
- Any inquiries regarding this RFP must be submitted to Monica Osborn, ed@weyburneconomicdevelopment.com before March 25, 2025.

Timeline

- RFP Issued: February 27, 2025
- Questions Deadline: March 25, 2025
- Proposal Submission Deadline: March 31, 2025
- Selection of Consultant: April 16, 2025
- Project Commencement: May 1, 2025
- Final Deliverables Due: September 30, 2025

WRED looks forward to receiving proposals from qualified consultants who can help shape the future economic landscape of our community.