

# Request for Proposals: Strategic Planning

July 1, 2025



## Introduction:

Live Baltimore seeks an experienced strategic planning consultant to help facilitate the design, process, and creation of a new 5-year strategic plan (2026-2031).

### About Live Baltimore

Since 1997, Live Baltimore has promoted Baltimore City as a great place to live, becoming an independent 501(c)(3) in 2001. Live Baltimore works to grow Baltimore's economy by attracting residents, retaining residents, and supporting healthy housing markets. Live Baltimore serves as the city's official residential marketing organization, with inclusion in the City's operating budget and a seat on the Mayor's Cabinet. Recent accomplishments include:

- 1 in 6 Baltimore City homebuyers is a Live Baltimore customer
- \$12.1M in single-year tax revenue from influenced home purchases in FY24
- More than 2,000 people have attended a Live Baltimore event in FY25
- More than 440,000 visitors to LiveBaltimore.com in FY24
- Committed \$1M in grants for our Buy Back the Block incentive program

## Strategic Planning Background:

[The current strategic plan \(2020-2025\)](#) has set a roadmap for the growth of Live Baltimore. It's focused on our organizational core values:

1. Love Baltimore
2. Stay Positive
3. Collaborate
4. Be Helpful
5. Get Results

The plan outlines the core work of Live Baltimore: marketing neighborhoods, encouraging residents to stay in the city, supporting efforts to increase the housing supply, and advocating for the importance of population growth. The strategic plan outlines key performance indicators to measure success towards each of these goals. It also emphasizes the organization's commitment to equity.

## Scope of Work:

We seek a consultant to successfully implement the following work:

### ***Prep Work and Kickoff***

- Work with Live Baltimore (LB) Executive staff to determine and obtain documents and background information to learn about organization
- Create and manage overall work plan
- Lead a kickoff meeting with the LB Steering Committee
- Introduce process in meeting with all LB staff members
- Schedule regular virtual meetings with Steering Committee

### ***Targeted Stakeholder Input***

- Interview groups of LB Board members
- LB Staff and Executive Team interviews
- Work with Steering Committee to identify stakeholders to interview including:
  - Lawmakers
  - Community Leaders
  - Live Baltimore partners
  - Live Baltimore funders

### ***Drafting and Development of 5-year plan***

- Develop 3-5 measurable and achievable strategic goals
- Align initiatives and activities to help meet those objectives
- Ensure that equity and alignment with core values is woven throughout the plan
- Create a draft of strategic plan for review by staff and Board Steering Committee
- Design a final version of the plan to be presented to the public
- Participate in presentation of 5-year strategic plan at Live Baltimore Board meeting

## Selection Process:

A Steering Committee made up of both senior Live Baltimore Board members and staffers will review proposals and conduct follow-up interviews with finalists. **Proposals will be evaluated on:**

- Experience/Qualifications
- Approach to the scope of work including research, process, deliverables, and cost
- Knowledge of Baltimore City and economic development in large urban areas
- Alignment with the values of Live Baltimore as an organization
- References
- WBE/MBE

## Proposal Requirements

Proposal must include:

- Cover letter
- Experience and Qualifications
- Project Approach and Budget
- References
- Work Sample

## Submissions

**Proposals must be received via email by 5:00 p.m. EST on Friday, July 18, 2025.** All proposals should be submitted in a PDF format to:

Meghan McCorkell, Executive Director  
[meghan@livebaltimore.com](mailto:meghan@livebaltimore.com)

## Timeline

The following is the approximate timeline and process for agency solicitation, evaluation, and selection. Live Baltimore reserves the right to alter this timeline and will notify participating agencies of such adjustments.

- Proposals Due: Friday, July 18, 2025
- Finalists Interviews: Monday, August 4 through Friday, August 22, 2025
- Agency Selection: Wednesday, August 27, 2025
- Project Kickoff meeting: By Monday, September 15, 2025
- Board Vote & Adoption of Strategic Plan: May 2026