

# Greater Wasilla Chamber of Commerce Request For Proposal RFP 25-01

**DELIVER PROPOSALS TO: (email preferred)**

Greater Wasilla Chamber of Commerce  
1155 E Depot Rd  
Wasilla, AK 99654  
jessica@wasillachamber.org

**PROPOSALS MUST BE RECEIVED NO LATER THAN:**

August 9, 2025, 5:00 p.m.

**SINGLE POINT CONTACT FOR RFP INQUIRIES:**

Jessica Viera, CEO  
E-mail: jessica@wasillachamber.org

All questions or comments should be in writing and may be submitted via mail or e-mail. The person designated above shall be the only contact for any inquiries regarding any aspect of this RFP or its requirements.

The Greater Wasilla Chamber of Commerce is soliciting proposals from qualified consultants or firms to develop a comprehensive business plan. This project aligns with GWCC's strategic objective to ensure long-term sustainability and expand its capacity to serve the Greater Wasilla business community.

## **BACKGROUND**

The Greater Wasilla Chamber of Commerce (GWCC) is a 501(c)(6) non-profit corporation serving over 280 members in the Matanuska-Susitna Borough. GWCC advocates for a business climate that fosters economic growth and prosperity, offering programs such as economic conferences, luncheons, tourism support, and business advocacy.

## **SCOPE OF WORK**

The selected consultant will:

1. Conduct operational and financial analysis of GWCC.
2. Evaluate current programs, staffing, revenue streams, and engagement strategies.
3. Identify growth opportunities in membership, non-dues revenue, and operations.
4. Deliver a 3-5 year business plan aligned with GWCC's strategic goals.

## **DELIVERABLES**

- Executive Summary
- SWOT Analysis
- Operational Plan
- Membership and Revenue Growth Strategies
- Staffing and Resource Recommendations
- Financial Projections
- Implementation Timeline
- Presentation to the GWCC Board

## **SUBMISSION GUIDELINES**

Proposals should include:

- Proposal Transmittal & Submission Form
- Cover Letter
- Proposal Narrative (including methodology and approach)

- Relevant Experience (samples or case studies encouraged)
- Proposed Budget and payment schedule
- Timeline
- Contact Information

#### **TIMELINE**

- RFP Issued: June 30, 2025
- Proposal Submission Deadline: August 9, 2025, 5:00 p.m.
- Evaluation Period: August 10–22, 2025
- Vendor Selection: August 23, 2025
- Project Kickoff: September 3, 2025
- Draft Plan Due: November 14, 2025
- Final Plan Due: December 31, 2025

#### **BUDGET**

The maximum budget for this project is \$10,000. Proposals must include a breakdown of costs, deliverables, and payment milestones. GWCC will evaluate based on value, clarity, and impact.

# PROPOSAL TRANSMITTAL & SUBMISSION FORM

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## Proposal Checklist:

- Cover Letter
- Proposal Narrative (including methodology and approach)
- Relevant Experience (samples or case studies encouraged)
- Proposed Budget and payment schedule
- Timeline
- Contact Information

Submission Date: \_\_\_\_\_

Submission Method:  Email  Mail  In Person  Other (Specify) \_\_\_\_\_

By signing below, the Offeror certifies the information provided is accurate and represents the firm's ability to meet the RFP requirements.

Vendor Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone No: \_\_\_\_\_

# Scope of Work

The Greater Wasilla Chamber of Commerce (GWCC) seeks a qualified consultant to develop a comprehensive business plan that will guide the organization's strategic, operational, and financial direction over the next 3 to 5 years. The scope of work includes the following components:

## **1. Discovery & Analysis**

- Review GWCC's current organizational documents, strategic plan, bylaws, financials, and program offerings.
- Conduct stakeholder interviews or surveys with staff, board members, key partners, and select members.
- Perform a SWOT analysis and market scan of similar-sized chambers and community needs.

## **2. Operational & Financial Review**

- Evaluate current staffing structure, roles, and capacity.
- Assess revenue streams, including dues and non-dues income (events, grants, gaming, etc.).
- Identify gaps, inefficiencies, and opportunities for growth in programming and service delivery.

## **3. Membership & Engagement Strategy**

- Analyze trends in membership recruitment and retention.
- Identify opportunities to increase member value, engagement, and perception.
- Recommend segmentation, tiering, or new benefit models to drive growth and sustainability.

## **4. Business Plan Development**

- Create a practical, data-driven 3–5 year business plan including:
  - Executive Summary and Strategic Context
  - Organizational Priorities
  - Operational Capacity Plan

- Staffing & Resource Allocation Plan
- Membership Growth and Engagement Strategies
- Revenue Diversification Roadmap
- Financial Projections
- Timeline and Phased Implementation Plan

## **5. Presentation & Finalization**

- Present a draft business plan to the CEO and Executive Board for feedback.
- Refine and deliver the final business plan document by December 31, 2025.
- Provide a brief implementation guide and performance measurement framework.