



Request for Quote (RFQ)

**To facilitate and undertake the development of a
strategy to activate the Cowra CBD**

November 2023

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1 Requirements

Quotes are called from suitably qualified persons to facilitate and undertake the development of a strategy to activate the Cowra CBD.

Interested persons/parties should be familiar with the regulatory environment governing CBD's and qualified to advise Council on the development and oversight of a strategy to activate the Cowra CBD.

Interested persons/parties must be skilled/experienced in community workshop facilitation and the presentation of evidentiary statistical analysis.

In consultation with the wider community, the CBD Committee requires a clearly framed Strategy which contains findings and recommendations that can be presented to council for adoption, in an effort to activate the Cowra CBD over the short, medium & long term.

Key Deliverables

1. An environmental scan of the Cowra Economy
2. A review of the relevant economic datasets provided by Council including ABS and Spendmapp
3. An analysis of the existing infrastructure within the designated CBD area and its current activation and utility
4. A comprehensive Cowra CBD Activation strategy that articulates:
 - What Cowra does well in retail and/or the designated CBD area (see Council Resolution I/23 for designated CBD area – Additional Information*).
 - What Cowra can do better
 - Whether Cowra has a Unique Selling Proposition (USP or point of difference) in the designated CBD area.
 - What does the Cowra business and wider community want to see over the short, medium and long term, in the designated CBD area.
 - A list of potential actions/activities Council and the business community can consider for implementation over the short, medium & long term to activate the Cowra CBD.
 - What are the measures (qualitative & quantitative) for success of the proposed CBD Strategy over the short, medium and long term, in the designated CBD area.
5. The consultant must facilitate a workshop to consult with business and the wider community to inform the draft strategy. The attendees, venue, promotion, catering etc. will be costed and arranged by council and should not to be included in any quote provided. The workshop should take place before 29 February 2024

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Budget

Respondents are advised the budget for this work is in the range of \$30,000 - \$40,000.

Respondents are requested to provide a detailed quote addressing the key deliverable elements

Indicative Timeline

- Submissions close - 7 December 2023
- Appointment of Consultant – 18 December 2023
- Consultant to meet with CBD committee – January/February 2024
- Business & Community Consultation Workshop – February 2024
- Consultant present Draft Strategy to CBD Committee – March 2024
- CBD Committee Report – Draft Strategy to Council – May 2024
- Draft CBD Strategy on Public Exhibition – May/June 2024
- Consultant & CBD Committee review comments and consultant make changes to strategy – June/July 2024
- Final Draft Strategy presented to council for adoption – July 2024

2 General Inquiries

All inquiries should be directed to Council Business Officer Ponie De Wet on (02) 6340 2038 or pdewet@cowra.nsw.gov.au

3 Lodgement Details

RFQ's in writing must be received at the Customer Service Centre, 116 Kendal Street, Private Bag 342, Cowra NSW 2794 or by email to council@cowra.nsw.gov.au, by 4.00pm, December 7th, 2023.

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4 Additional Information

* EXTRACT OF MINUTES – ORDINARY COUNCIL MEETING 26 JUNE 2023

CBD Committee
RESOLUTION 1/23
Moved: Cr Sharon D'Elboux
Seconded: Cr Erin Watt

1. That Council establish a Section 355 CBD Committee.
2. That the committee be delegated the following functions:
 - a) Review relevant economic datasets to inform advice in relation to the CBD
 - b) Advise Council on the development and oversight of a strategy to activate the CBD
 - c) Consult with the business and wider community to inform advice to Council
 - d) Work with partners including:
 - i) Other levels of government
 - ii) Business Cowra
 - iii) Central West Business Chamber
 - iv) Biz HQ or similar organisations to inform advice to Council
 - e) Present findings and recommendations to Council as required.
3. That, for the purposes of the committee's operation, the CBD refers to:
 - a) Kendal St from the eastern end of the main traffic bridge to Somerset St intersection and one block either side ie Liverpool and Vaux Streets
 - b) Redfern Street from Lachlan Street intersection to intersection with Bourke Street. This area corresponds with the E3 – Productivity Support land-use zoning.
4. That committee membership be comprised of up to:
 - a) 5 councillors
 - b) 5 business representatives
 - c) 1 Business Cowra representative
 - d) 1 Cowra Tourism representative
 - e) 3 community members (encouraging young people and Indigenous people to apply)

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f) I Biz HQ representative

5. That councillors Paul Smith, Cheryl Downing, Erin Watt, Bill West and Sharon D'Elboux be appointed to the committee.

6. That Council advertise an expression of interest for business and community members interested in becoming a member of the committee.

CARRIED