



The CORPORATION OF THE MUNICIPALITY OF ARRAN-ELDERSLIE
1925 Bruce Road #10 Chesley, ON N0G1L0
519-363-3039 Fax: 519-363-2203

REQUEST FOR PROPOSALS FOR THE MUNICIPALITY OF ARRAN-ELDERSLIE ECONOMIC DEVELOPMENT STRATEGIC PLAN

The Municipality invites your company to provide a proposal to supply:
Consulting Services for a Municipal Economic Development Strategic
Plan

Date Issued: June 30, 2020

Deadline: 12noon EST on August 7, 2020

Proposals must be clearly marked Consulting Services for a Municipal
Economic Development Strategic Plan and be delivered by way of hand delivered,
courier mail, fax or email to:

Bill Jones, CAO/Clerk

Municipality of Arran-Elderslie

1925 Bruce Road 10

Chesley, ON N0G 1L0

cao@arran-elderslie.ca

f 519.363.3039

The Municipality assumes no risk or responsibility whatsoever that any fax or email will be
received as required herein and shall not be liable to any bidder if for any reason an electronic
bid is not properly received.

Questions regarding this Request for Proposal can be emailed to the contact above.

Table of Contents

| | |
|---|----|
| General Description | 3 |
| Goals | 3 |
| Background | 4 |
| Consultant Requirements | 5 |
| Proposed Project Schedule | 5 |
| Scope of Services | 6 |
| Work Schedule | 7 |
| RFP Proposal Submission Requirements | 7 |
| Review and Evaluation Process | 10 |
| Accept or Reject Proposal | 11 |
| Ownership of Intellectual Materials | 11 |
| Termination of Contract | 11 |
| Indemnification, Hold Harmless and Insurance Requirements | 12 |
| Insurance Requirements | 12 |
| Equal Opportunity | 12 |
| Accessibility | 12 |
| Sustainability | 13 |
| Contact | 13 |

General Description of Project

The Municipality of Arran-Elderslie is issuing the Request for Proposal (“RFP”) to identify qualified economic development consulting firms for the preparation of an Economic Development Strategy. The Municipality seeks an economic development firm that has experience in the systematic approach to the preparation and implementation of economic development strategies for a rural based Municipality. It is expected that the selected firm will prepare a Strategy that contains economic development goals, strategies and performance measures.

The Municipality also requires the Strategy to contain an Implementation Plan, outlining a prioritization of short-term and long-term Implementation Actions and the timing, anticipated cost, funding source and lead or ‘champion’ of each Implementation Action.

The selected consultant will be one that has demonstrated experience in the preparation of municipality- and community-wide economic development and a proven track record in business expansion, attraction and retention, entrepreneurship, and tourism. The purpose of this RFP is to solicit responses from economic development consulting firms wishing to be considered for this project to enhance the Municipality and ensure its well-being.

Goals

The Economic Development Strategy should have the following general goals:

- i. Build and sustain collaborative partnerships with all entities involved in improving the Municipality’s economy, workforce development and business expansion, attraction and retention.
- ii. Develop a project strategy for the Municipality to support the updating of the façade of main street businesses
- iii. Further the ‘Artistic River Village’ community development brand for Paisley and lay the groundwork for developing community brands for the Town of Chesley and the Village of Tara
- iv. Develop initiatives to support the agriculture community
- v. Ensure a strategy for supporting the expansion of existing industry/businesses, attraction of new industry/businesses is included within the project scope.
- vi. Develop a plan to support businesses and tourism during the Paisley Teeswater Bridge construction project
- vii. Include initiatives to support Covid-19 small business recovery

- viii. Position the Municipality to effectively compete and anticipate future development needs.
- ix. Increase the Municipality's revenues to support needed services.
- x. Defining roles and responsibilities of upper and lower tier economic development teams in creating and implementing programs

Background

The Corporation of the Municipality of Arran-Elderslie is home to 6,800 residents who enjoy the natural landscape and rural life. The Municipality of Arran-Elderslie was created January 1, 1999 with the amalgamation of the Townships of Arran and Elderslie, including the Town of Chesley and the Villages of Paisley and Tara.

People have found that Arran-Elderslie is a great place to live due to its proximity to major employers such as Bruce Power and its supplier companies, as well as larger businesses in the City of Owen Sound. Sectors within Arran-Elderslie includes, but not limited to the following sectors; *listed in no particular order*

- Small business
- Tourism
- Service industry
- Agricultural
- Home based business
- Manufacturing
- Health services

Arran-Elderslie is known as a welcoming community that many find the perfect place to buy their first home, raise a family, own a business or retire to.

The Village of Paisley attracts tourists in the summer months, as the major tourist route to vacation and cottage destinations, County Road #3, is directed through downtown Paisley. As well, the Saugeen River flows through Paisley attracting visitors for canoeing or fishing. Businesses within Paisley focus on service, retail and tourism, with an increased focus on artesian and arts-based culture, as the community was branded the 'Artistic River Village' in 2018. The Town of Chesley and the Village of Tara are primarily agricultural communities with service and retail businesses within the communities.

In 2019, the Municipality made its first investment into Economic Development with the hiring of a Community Development Coordinator. This will be Arran-Elderslie's first ever comprehensive Economic Development Strategy to materially improve the economic future of the Municipality and its communities within it. The Strategy will both link with other Municipal strategies/plans, as well as be the basis for the Municipality's economic development directions for the next 5 to 10 years. Our aim is to bring in a broad perspective by engaging residents, business owners, landowners, other local municipalities, Bruce County, and various other stakeholders.

Consultant Requirements

Minimum requirements by the consultant for submission of a proposal in response to the RFP include the following:

- a. Demonstrated understanding of local economic development theory and practice, research methods, group consensus building, implementation methods, and monitoring and updated processes.
- b. Demonstrated familiarity with development and implementation of economic development policies.
- c. Demonstrated experience, competence, and qualifications of the consultant and the participating staff successfully providing similar services to public entities (three references will also be required).
- d. Understanding of the requested services and appropriateness of the proposed work program.
- e. Ability to perform the work in a timely manner, availability of staff (if included) and contingency plans and is to include a work schedule.
- f. Proposals must state the proposer's related business information.

Proposed Project Schedule

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|----------------------------------|------------------------|
| RFP Issued | July 2, 2020 |
| Deadline for Proposed Submission | August 7, 2020 12:00pm |
| Opening of Proposals | August 7, 2020 12:30pm |
| Recommendation to Council | August 2020 |
| Decision of Council | August 2020 |
| Final Delivery of Strategy | January 2021 |

Scope of Services

The overall responsibility and scope of work for the consultant is to prepare an actionable and measurable Economic Development Strategy containing goals, objectives, and implementation actions. The consultant will also provide facilitation services during the public outreach and stakeholder engagement process. The consultant, with support from staff, Council and stakeholders, shall provide professional services to support the following tasks:

1. Review and analyze existing demographic and socioeconomic data, studies, surveys, labour force characteristics and other key economic data.
2. Complete stakeholder engagement and consultation in developing the strategy.
3. Prepare key demographic trends and forecasts, social factors, economic factors and financial indicators for inclusion in the Strategy. This task should include preparation of market study of the Municipality's retail/commercial, agriculture, tourism, home based, manufacturing and industrial sectors and a community profile.
4. Identify the communities' assets and competitive advantages, with proposed activities and programs, to incorporate these assets and advantages into an overall Economic Development Strategy. This task should include a Strengths, Weaknesses, Opportunities and Threats (SWOT) or SWOT-style analysis of the Municipality and the surrounding area.
5. Review and analyze local by-laws, policies, processes and regulations providing recommendations on making adjustments, where necessary and appropriate, to support sustainable economic growth and diversification.
6. Prepare and facilitate a consultation process interviews as well as 4 on site meetings (at minimum):
 - Introductory meeting with Economic Development Strategic Plan Committee
 - Stakeholder contacts: interviews (4) and workshop with Strategic Plan Committee
 - Final presentation to Strategic Plan Committee
 - Final presentation to Council

7. Prepare an initial draft and a final version of the locally based Economic Development Strategy setting forth goals and objectives for taking advantage of the opportunities within and surrounding the Municipality of Arran-Elderslie and its communities. The Economic Development Strategy is to contain an economic development action plan with suggested activities, projects and programs to implement objectives and goals set forth in the Strategy as well as performance measures with timelines to evaluate whether, and to what extent, plan goals and objectives have been or are being met. The action plan should include implementation actions ranking from low to high priority. Approximate costs need to be provided for each action item for implementation purposes.
8. The Consultant will submit a draft report for review by the Economic Development Strategic Plan Committee and will make appropriate changes as a result of input from attendees. Should a second draft be required, it will be at the cost of the consultant unless otherwise agreed to by the Municipality.
9. The Consultant will submit fifteen (15) bound copies of the final Economic Development Strategy and an electronic version in Microsoft Word format by or before January, 2021 along with all invoices. In addition, an executive summary and PowerPoint Presentation of the final report in electronic version will also be submitted.

Work Schedule

The consultant's work schedule will begin immediately upon award of contract and is expected to continue until Council approves the acceptance of a complete plan. A proposed work schedule for the strategy process must be submitted as part of the proposal to ensure completeness of the process and all invoices to be submitted by January, 2021.

RFP Proposal Submission Requirements

Consultants interested in providing these services must prepare and submit a Proposal that includes:

- a. Cover Letter

The cover letter is to be signed by an officer of the company authorized to execute a contract with the Municipality.

b. Consultant Qualifications

This section shall describe the areas of expertise of current permanent staff whether a sole proprietor or individuals on a team and the scope of services that can be provided by the firm without the services of contractors under the consultant's direction.

c. Key Personnel

Include a proposed project management structure. Identify the key contact for the project and all personnel, if applicable, who will be assigned to work on this project, including a description of their abilities, qualifications and experience. Include resumes for all key individuals. There can be no change of key personnel once the proposal is submitted without the prior written approval of the Municipality.

d. Subcontractors

Identify any portion of the scope of work that will be subcontracted. Include firm qualifications and key personnel, telephone number and contact person for all subcontractors. The Municipality reserves the right to approve or reject all consultants or internal staff performing consulting services, proposed by the consultant during or after the consultant review and selection process.

e. Project Work Plan

A description of project understanding, detailed work approach and methodology will be identified. The work plan should list specific tasks and any specific considerations, options or alternatives.

f. Project Schedule

Propose a timeline for completion for the strategy including start date, milestones and target date of completion. Any assumptions regarding turnaround time for Municipal Council or staff review should be clearly noted.

g. Budget

Provide a detailed fee proposal by task for the services identified in the Scope of Services Section of this proposal. Identify sub-tasks and the respective cost in your fee proposal, as necessary. This section of your proposal shall include a professional fee schedule (hourly fee chart) for the consultant (and if applicable the consultant's personnel) and the subcontractor's key personnel identified above who would be working on this

project.

Hourly fees for additional or optional services that may be required shall also be included. Unless specified in the submission, the professional fee schedule shall include any costs associated with complying with the Municipality's insurance requirements. Identify the fee that will be charged for additional public or Municipal Council meetings not identified in the scope of services provided here.

h. References

A list of projects completed by the proposer under which services similar to those required by this RFP were performed shall be listed in your proposal. An emphasis should be placed on projects undertaken within the last five (5) years and if those projects undertaken for public agencies were located in similar sized communities. Include a brief description of the services, dates the services were provided and name and telephone number or references familiar with the services provided.

i. Work Samples

Provide brief descriptions of two projects dealing with economic development, master plans or similar topics prepared by or under the direction of your firm. Include in your description the techniques used in the planning process and the outcome(s).

j. Presentation

Proposers may be requested to be available for an electronic interview with Municipal staff and the Economic Development Strategic Plan Committee as part of the final selection process. The lead member(s) of the consulting team will be expected to attend any interviews scheduled with the Municipality.

k. Deadline and Delivery

Seven (7) bound copies of the proposal on 8 ½ inches x 11 inches paper printed on both sides of the pages and an electronic PDF version of the proposal shall be submitted to the Municipality of Arran-Elderslie, the deadline for the submission of a Proposal is August 7, 2020 at noon EST. No information submitted by facsimile or electronic mail will be accepted unless otherwise requested by the Municipality during the proposal review process. Proposals received after 12noon EST on August 7, 2020 will not be

accepted.

Review and Evaluation Process

Consultant selection will be based upon a qualitative review of the proposals submitted. Municipal staff may request additional clarifying information from any or all consultants that submit a proposal during the review process. Municipal staff and Economic Development Committee members will evaluate the responses to this RFP and may interview the top-rated consultants or all consultants. Following the interview, a recommendation will be made to Municipal Council on the selection of the consultant determined to be the most qualified for the project.

An evaluation by the Economic Development Committee will review and score the written proposals. Proposals will be evaluated on the basis of the following criteria:

1. Experience and Qualifications (30 %)
 - a. Economic Development
 - b. Planning and Project Management
 - c. Resumes
 - d. Competitive Advantage
 - e. References
2. Workplan and Timelines (40%)
 - a. Understanding of the Municipality of Arran-Elderslie's requirements and goals.
 - b. Quality of the Consultant's Economic Development Approach
 - c. Proposed Frameworks and Methodologies
 - d. Type of Community Consultation Activities and Events
 - e. Timeline and Duration
 - f. Implementation Plan
3. Budget (30%)

Total proposed pricing including:

 - a. Mileage
 - b. Materials
 - c. Disbursements
 - d. Travel time

Accept or Reject Proposal

The Municipality reserves the right to accept or reject any or all proposals and recommendations and may waive minor errors or omissions in any proposal. The Municipality reserves the right to select a consultant, who in the Committee's opinion, and upon Council's approval, provides the most advantageous solution and demonstrates their ability to provide the expected outcomes of the proposals that will best serve the interests of the Municipality. Arran-Elderslie is not obligated to award the contract based on the lowest price or any other particular factor. The Municipality will not be liable or reimburse any firm for the costs they incur to prepare their proposals. The Municipality also reserves the right to substitute components where the Municipality considers that an alternative may be more suitable and the right to modify any and all requirements stated in the RFP at any time prior to the possible awarding of the contract.

Ownership of Intellectual Materials

All data collected and all resulting reports and publications prepared by the successful firm will be the exclusive property of the Municipality of Arran-Elderslie who reserves ownership rights to all ideas and concepts developed.

Termination of Contract

Either the consultant or Municipality may terminate the contract, once awarded, at any time upon giving notice in writing at least (30) thirty days prior to the date of termination without penalty or recourse. In the event of such termination, the Consultant will be paid for services up to and including the date of termination.

Indemnification, Hold Harmless and Insurance Requirements

In addition to other standard contractual terms, the Municipality will require the selected vendor to comply with indemnification, hold harmless and insurance requirements as outlined below:

Consultant shall indemnify and hold the Municipality, its officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including solicitor's fees, arising out of or resulting from the acts, errors, or omissions of the consultant in performance of this contract, except for injuries and damages caused by the sole negligence of the Municipality.

The vendor shall procure and maintain, for the duration of this contract, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his/her agents, representatives, employees or subcontractors. The cost of such insurance shall be paid by the contractor. Insurance shall meet or exceed the following unless otherwise approved by the Municipality:

Insurance Requirements

1. Worker's Compensation coverage as required by the Province of Ontario.
2. Comprehensive or Commercial General Liability: \$2,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage.
3. Automobile Liability: \$2,000,000 combined single limit per accident for bodily injury and property damage.

Equal Opportunity

The Municipality is an equal opportunity employer and requires all proposers to comply with policies and regulations concerning equal opportunity. The proposer, in the performance of this contract, agrees not to discriminate in its employment due to an employee's or applicant's race, religion, national origin, ancestry, gender, sexual preference, age, physical handicap or any other characteristic protected by law.

Accessibility

The Municipality is committed to and working toward ensuring municipal services are

accessible to all. We strive to meet or exceed the standards set by the *Accessibility for Ontarians with Disabilities Act* (“AODA”) which are rules established by the Province to help businesses and organizations identify, remove and prevent barriers to accessibility. The AODA requires accessibility of goods, services, facilities, accommodations, employment as well as information and communication.

Sustainability

The Municipality recognizes that environmental responsibility is essential to long-term economic prosperity and the social well-being of its residents and interchangeably economic development can contribute to sustainability through community engagement and involvement.

Contact

Bill Jones

CAO/Clerk

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Chesley, ON N0G1L0

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