

INVITATION



DRUMHELLER

INFRASTRUCTURE SERVICES



REQUEST FOR PROPOSAL

PROPOSAL: Sector Strategy Development

DATE: December 17, 2019

FROM: Sean Wallace, Manager of Economic Development

TOWN OF DRUMHELLER REPRESENTATIVE

DATE PROPOSAL REQUIRED:

YEAR: 2020 MONTH: January

DAY: 23

TIME: 14:00 Local Time

- SUBMIT PROPOSAL IN A CLEARLY MARKED & SEALED ENVELOPE -

**SEND TO MAILING ADDRESS: TOWN OF DRUMHELLER
224 Centre Street
Drumheller, Alberta T0J 0Y4
ATTENTION: Purchasing Department**

RFP: TODRFP #2019-017-12 Sector Strategy Development

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1. **Request for Proposal** – The following table represents the Town of Drumheller’s anticipated schedule for this Request for Proposal. This schedule is subject to change at the Town’s discretion:

Activity	Date	Time (MDT)
Issuance of RFP	December 17 th , 2019	09:00 hrs
Close of Questions Deadline	January 9 th , 2020	12:00 hrs
RFP Closing Date	January 23 rd , 2020	16:00 hrs
Interviews	January 30 th , 2020	09:00 to 15:00 hrs
Notification of Results	February 3 rd , 2020	10:00 hrs
Selection	February 4 th , 2020	10:00 hrs

2. **Closing Date** - Proposals must be received at the following office no later than the date and time provided in the Request for Proposal Schedule (“RFP Closing Date”). Any submissions received after this date and time will be considered disqualified and will be returned unopened to the proponent. Proposals must be submitted in writing to the address provided below with the exterior of the package clearly marked:

Town of Drumheller
 224 Centre Street
 Drumheller, AB T0J 0Y4
 Attention: Purchasing Department
“TODRFP #2019-017-12 Sector Strategy Development”

The date and time will be verified by the time stamp on the package received by the Town at the location specified above. The Proponent is responsible for confirming receipt of the document.

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1. Introduction

The Town of Drumheller invites qualified firms to submit a proposal for the above titled Request for Proposal (RFP). A proposal, in electronic form (USB Storage Device), together with three (3) hardcopies must be submitted no later than 14:00 MST, January 23, 2020. The hardcopy proposal must be submitted in a sealed package labeled Sector Strategy Development RFP 2019-017-12 before the closing date with the Vendor's name on the outside of the envelope. Late proposals will not be accepted.

2. Definitions

"Town" means Town of Drumheller.

"Request for Proposal (RFP)" means this document including attached appendices.

"Contracting Manager" means the person identified in clause 12 of this RFP.

"Vendor" means an organization responding to this RFP.

"Proposal" means a Vendor's response to this RFP and includes all of the Vendor's attachments and presentation materials.

"Services" means the duties, tasks, and responsibilities as described in this RFP.

3. Vendors Questions

All questions regarding this RFP must be directed in writing to the Contracting Manager. Enquiries and responses may be recorded and may be distributed to all Vendors.

The Vendor must immediately notify the Contracting Manager in writing of any ambiguity, divergence, error, omission, oversight, or contradiction in this RFP discovered by the Vendor and request whatever clarification is required to prepare the Vendor's Proposal.

In order for the Town to deal effectively with Vendor questions or concerns about any terms, conditions or requirements of this RFP, including the standard terms and conditions, such questions or concerns must be communicated in writing to the Contracting Manager in accordance with the Timeline indicated. Questions received after this time will be answered if, in the opinion of the Contracting Manager, time permits.

4. Conflict of Interest

Vendors must fully disclose, in writing, to the Contracting Manager on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Vendor contracted with the Town under this RFP. The Town may reject any Proposal where, in the opinion of the Town, the Vendor is or could be perceived to be in a conflict of interest.

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5. Vendor Expenses

The Vendor is responsible for all costs of preparing and presenting its proposal.

6. Pricing

All pricing will be issued in Canadian dollars.

7. Background

The Economic Development Department of the Town of Drumheller is the lead economic development office that markets Drumheller's competitive advantages and "open for business" climate in Canada and internationally. Through business retention, expansion, and investment attraction activities, and in collaboration with business, community and government, the Department of Economic Development plays an integral role in promoting and facilitating sustainable growth and wealth. The Town is focused on the following four areas:

- Business retention and expansion
- Business investment and attraction
- New business start-ups and small business development
- Research & marketing

8. Purpose of the Project

With a goal of helping the Town support our mandate of advancing opportunities for sustainable growth in the community, we require a Vendor with a strong background in strategic planning and economic development to support the development of sector strategies in key industry sectors. Key Sectors:

- Agrivalue/Agri-food
- Advanced Manufacturing
- Knowledge Industries (Finance/IT/Business Services)

9. Objectives of the Project

The objective of this project is to create sustainable sector strategies for growth within each of the key sectors to support long term, diversified progression in Drumheller.

The intent of these strategies and work plans are to:

- Facilitate more effective assessment, prioritization, and defined targeting of investment opportunities
- Validate effective internal alignment of resources
- Support our understanding of key funding opportunities and drivers (federal, provincial, municipal)

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- Understand linkage and create alignment with strategies of key stakeholders including, but not limited to:
 - o Government of Canada Global Market Action Plan (GMAP)
 - o Province of Alberta
 - o Town of Drumheller
- Define opportunities to leverage support from international trade offices (Provincial or Federal)
- Support development of sector work plans and recommendations to create consistent business processes
- Develop effective success measures and provide recommendations to the Drumheller Department of Economic Development around reporting

10. Deliverables

Assessment Phase:

Deliverables will be a report and presentation to the Town including:

- Evaluation/assessment of current state (analysis of current Business Development Manager responsibilities/areas of focus/measures of success)
- Development of high level SWOT analysis for each sector
- Outline of desired outcomes

Sector Strategies and Action Plans:

Deliverable will be a report (1 per sector) and presentation to the Town including:

Sector Strategies and Goals including, but not limited to:

- Business Development activity prioritization
- Identify opportunities for alignment with stakeholder strategies, both sectorally and geographically (ie. Government of Canada, Government of Alberta, Town of Drumheller) including, but not limited to identification of key existing and emerging geographic markets

11. Fees and Payment

Proposals should be prepared based on a fixed fee methodology. The Vendor agrees to invoice the Town of Drumheller promptly at completion of the Services as described in this contract. If the Vendor prefers to invoice based on progress to completion, please provide information on expected schedule of expenses as part of the proposal.

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12. Contracting Manager

For the purposes of the provisions of information surrounding this contract or the administration of the contract, the Contracting Manager is:

Town of Drumheller – Economic Development Department
Attention: Sean H. Wallace
224 Centre Street
Drumheller, Alberta T0J 0Y4
Canada
Telephone: (403) 823-1316
Fax: (403) 823-8006
Email: swallace@drumheller.ca

13. Proposal Evaluation Criteria

13.1. Selection Methods

When an alternative is proposed regarding any specific requirement, it will be evaluated to ensure that the desired results will be achieved. Vendors should be aware that certain mandatory requirements have been set out in the terms of reference (scope, methodology, and deliverables) and submission information. Proposals that fail to provide these requirements may not be evaluated. The following information should be provided in each proposal and may be utilized in evaluating each proposal submitted.

13.1.1. Team Competence & Resources

Describe the capability (technical expertise) of the resources proposed to meet the requirements described in the terms of reference. The proposal shall include a summary of the firm and/or proposed project team knowledge, skills and past experience, with a description indicating how, and in what ways the proposed resources satisfies the needs and objectives identified in the RFP. Include related experience of the firm, including the past three similar jobs that have completed with the company name, contact person and phone number that the Town may contact for a reference.

13.1.2. Methodology

Clearly articulate the process and qualitative and quantitative methodology to be used, proposed work plan schedule, and timeline for deliverables in order to achieve the objectives and deliverables of the RFP. The methodology should also include consultations and timely reporting to the Department of Economic Development.

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13.1.3. Fees & Expenses

The proposal is to be for a fixed fee, but please provide an estimated breakdown of costs by major work plan tasks:

- Per diem rates
- Travel, if required
- Additional expenses
- Prices must be stated in in Canadian funds.
- The Town will pay the goods and services tax (GST); however, **do not** include GST in your proposed pricing.

14. Town of Drumheller Reservation of Rights and Vendor's License Grant

The Town of Drumheller reserves the right:

- To not consider, or to reject, any or all proposals in whole or in part for any reason whatsoever in its sole and absolute discretion;
- To accept any proposal in whole or in part, even if it does not comply with the terms of this RFP;
- To short list vendors, and require a presentation by the vendors short-listed and/or the provision of additional information by such short-listed vendors;
- To, at any time, add, delete or modify this RFP and to have the vendors advise the Town of the effect of such changes on their proposal and/or have the vendors resubmit their proposals in light of same;
- To negotiate at any time with any one or more of the vendors to the exclusion of the other vendors; and
- To not proceed, for any reason, with this RFP or the project contemplated in this RFP.

By submitting its Proposal for consideration, the Vendor will thereby be agreeing to all of the following:

- Without the further consent of the Vendor or providing any notice, the Town may disclose any and all of the content of Vendor's Proposal to any or all of the other vendors or any third party, including any or all of the creative content contained in Vendor's Proposal;
- The Vendor grants and agrees to grant to the Town a non-exclusive, perpetual, fully-paid up, irrevocable license to implement, use, reproduce, modify, display, distribute, transmit, prepare derivative works of and to otherwise fully exploit, without limitation, any and all of the content of Vendor's Proposal including without limitation, all of the creative content, ideas, concepts and approached as well as all copyright therein;
- Such license shall extend to any other vendor or any other third party that the Town may engage to use and implement such content;

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- The Town shall have no obligation to provide any credit or otherwise attribute to the Vendor or anyone else any such content as may be implemented and/or used by the Town;
- The Vendor represents and warrants to the Town that such content is the original work of the Vendor and its use by the Town as contemplated in this Section will not infringe on any rights of any third party; and
- All of the rights and licenses granted herein and the exercise of all such rights and licenses by the Town and the other vendors and such other third parties, as described herein, are granted and may be exercised: (i) without any obligation to account to the Vendor or to otherwise pay any consideration to the Vendor; and (ii) without having to have accepted or shortlisted the Vendor's Proposal.

15. No Further Contract or Liability Arising from RFP Process

By submitting a Proposal, the Vendor agrees and acknowledges that:

- Nothing in this RFP nor the submission of the Proposal nor the review and consideration of the Proposal by the Town nor will any communication between the parties in relation to the RFP or the Proposal operate to obligate any party to enter into any further business relationship with the other party and, in particular, if the Town decides to engage the Vendor in connection with the subject matter of the RFP then such engagement may only occur pursuant to a written agreement that has been signed by both parties and, absent such written agreement, the Town will have no further liability or obligation to the Vendor in connection with the subject matter of the RFP;
- The Vendor is participating in this RFP process at its sole risk and expense, and the Town will not be liable to the Vendor for any costs, expenses or liabilities incurred by the Vendor in any way arising in connection with the Vendor's participation;
- The Town has made no representations other than those expressly stated in this RFP;
- The Town has the right to cancel this request for proposals at any time and to reissue it for any reason whatsoever or decide not to reissue it for any reason, without incurring any liability and no vendor will have any claim against the Town as a consequence; and
- The Proposal and any accompanying documentation submitted by the Vendor will become the property of the Town and will not be returned.

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