REQUEST FOR PROPOSALS

RFP-MCC-1905

ECONOMIC DEVELOPMENT STRATEGIES FOR SPRINGHILL AND PARRSBORO

Closing October 22, 2019 at 2:00 PM

MUNICIPALITY OF THE COUNTY OF CUMBERLAND

UPPER NAPPAN SERVICE CENTRE

1395 BLAIR LAKE ROAD, RR # 6

AMHERST N.S B4H 3Y4

1. **INSTRUCTIONS TO PROPONENTS** (companies or persons submitting Proposals)

The Municipality of Cumberland will be receiving proposals no later than 2:00 PM October 22, 2019, for **RFP-MCC-1905-ECONOMIC DEVELOPMENT STRATEGIES FOR SPRINGHILL AND PARRSBORO.** Proposals must be submitted in a sealed envelope clearly marked **RFP-MCC-1905-ECONOMIC DEVELOPMENT STRATEGIES FOR SPRINGHILL AND PARRSBORO** attention Michelle Byers. Please include one (1) hard copies and one electronic copy of the proposal. Proposals are not to exceed 12 pages excluding appendices. Please send proposals to:

Municipality of the County of Cumberland
Upper Nappan Service Centre
1395 Blair Lake Road
Upper Nappan, NS B4H 3Y4
Attention: Michelle Byers, Community Economic Development Coordinator

There will not be a public opening of the proposals received.

It is the responsibility of each Proponent to ensure their Proposal arrives on time. Any late Proposals may not be accepted. Proposals may be withdrawn at any time prior to opening.

All materials submitted become the property of the Municipality of the County of Cumberland and will not be returned to the submitting firm. Any restrictions on the use of the data contained within the proposal materials must be clearly stated in the submission itself. The Municipality is not liable for any costs incurred by firms prior to issuance of a fully executed contract.

The Municipality of the County of Cumberland reserves the right to waive technicalities or minor (in the sole opinion of the Municipality) non-compliance, to reject any or all Proposals, or any portion thereof, to advertise for new Proposals, to proceed to do the work otherwise, or to abandon the work, if in the best interests of the Municipality.

The Municipality reserves the right to request clarification of information submitted and to request additional information if required. All costs associated with the preparation of a Proposal and any supplemental information shall be borne solely by the Proponent, and shall not be passed on to the Municipality under any circumstances.

Evaluation of Proposals will not be confined to price only. The successful Proponent will be the one who's Proposal is judged to best serve the interests of the Municipality.

Any Addendum (corrections, changes, additions, or clarifications) will be posted on the Municipality's website. No other notification of any such Addendum will be provided. Prospective Proponents should check the website prior to submitting their proposal.

2. INVITATION

The Municipality of the County of Cumberland invites qualified service providers to submit proposals to develop a comprehensive Economic Development Strategy for the community of

Springhill and a comprehensive Economic Development Strategy for the community of Parrsboro.

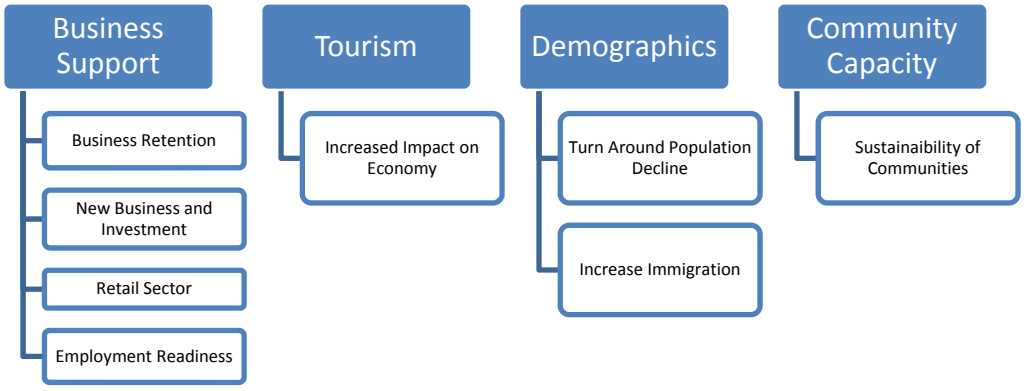
The consultant or team of consultants must be able to provide multidisciplinary services associated with economic development and marketing strategies. This project will require a consultant skilled in group facilitation, multi-agency facilitation and collaboration; analysis of opportunities; and strategy formulation. To be considered for contract award, Proponents must demonstrate experience with, and knowledge of, rural competitiveness and provincial and federal economic development as demonstrated by references from clients.

3. BACKGROUND

The Municipality of the County of Cumberland is a progressive municipal government located in northwestern Nova Scotia. Bordered by the province of New Brunswick to the northwest, Cumberland County contains the only land entry points to the province of Nova Scotia. Our current staff of more than 90 serves a population of about 30 0000 people residing in a geographic area slightly smaller than the province of Prince Edward Island. During the summer months our population swells with thousands of people enjoying recreational properties and attractions on our Northumberland Straight and Bay of Fundy shorelines.

The Municipality's mission is to develop and maintain strong, vibrant communities through support and leadership. We offer services through three departments: finance, community development, and engineering and operations.

In 2014, the Municipality of the County of Cumberland and the Town of Amherst adopted a joint Community Economic Development (CED) Strategy. Our CED Strategy addresses the full spectrum of CED – community capacity to economic investment. It recognizes the importance of local citizens being engaged in their communities and it links our economic development systems to the regional and provincial business investment practices. The Strategy recognizes both the critical challenges of our demographics, as well as the opportunities we have here in Cumberland, to capitalize on our resources including tourism, agriculture, energy and our business parks. The CED Strategy is organized into four strategic pillars or focus areas, each with their own set of priorities and goals, as illustrated below.



In April 2015, the former Town of Springhill dissolved and in November 2016, the former Town of Parrsboro dissolved both becoming part of the Municipality of the County of Cumberland.

These dissolutions bring with them new opportunities for the Municipality and we are looking for Economic Development Strategies to be created for each community to provide the appropriate priorities and goals to grow the local economies and to achieve our mission.

4. SCOPE OF WORK

The preparation of the Economic Development Strategies will occur under the direction of the Community Economic Development Coordinator and will include the engagement and participation of political leaders, businesses, educational institutions, community stakeholders, and other economic development service providers. The selected consultant will be expected to perform its service in the area of research and analysis, presentations, stakeholder engagement, and other aspects to accomplish effective input into the strategies. The development process of the strategies should be inclusive by nature so stakeholders will take ownership of the strategies and be involved in implementation of the strategies.

The strategies should be action-based and are expected to have a focus on priorities, implementation, and measurement. The strategies need to be clear, concise, and comprehensive documents that are:

- long term, and strategic in nature;
- compelling and understandable;
- realistic, achievable and measureable;
- aligned to provincial and federal strategies and priorities;
- consistent with the Municipality's priorities; and
- designed with clear action plans for implementation.

In addition, the final strategies need to:

- establish economic development priorities;
- enable leveraging of existing resources to build capacity;
- maximize the use of existing assets, including higher level research that has been previously conducted locally, regionally, and provincially;
- facilitate development of strategic opportunities;
- provide clear and actionable recommendations and tactics;
- establish scope of resources required to implement recommendations;
- describe implementation timelines; and
- describe distinct and quantifiable measures of success and key performance indicators.

The economic development strategies are to contain an action plan to implement objectives and goals set forth in the strategies as well as measurable key performance indicators with timelines to evaluate whether, and to what extent, plan goals and objectives have been or are being met.

5. DELIVERABLES

The successful Proponent will complete two (2) Economic Development Strategies – one for the community of Springhill and one for the community of Parrsboro – each of which shall address existing issues, identify areas of opportunities, propose actions necessary to address issues and

to take advantage of opportunities, and provide tools and strategies to measure the impact and success of the strategies.

6. SUPPLEMENTAL INFORMATION AVAILABLE

The following reports and information are available for reference. To receive digital copies of these documents, please email kseaman@cumberlandcounty.ns.ca

a) 2014 Community Economic Development Strategy
b) The Cumberland Energy Strategy
c) Parrsboro Shore Strategic Tourism Expansion Program Report
d) Roger Brooks Parrsboro-Joggins Area Assessment Findings and Suggestions Report
e) Town of Parrsboro Strategic Plan

7. PROJECT TIMELINE

The Municipality's proposed start date for this project is November 12, 2019. The successful Proponent will be retained to complete all work outlined in this RFP within an estimated six (6) month period, with a desired completion date of May 2020. Proposal must include a firm timeline for completing the work.

8. LEVEL OF EFFORT

A maximum budget of $70 000 (excluding HST) has been set for all work outlined in this RFP.

9. PROJECT MANAGEMENT (MUNICIPALITY)

Day to day information and direction will be provided by Michelle Byers, Community Economic Development Coordinator. In addition, a number of briefing and working sessions with a Steering Committee comprised of Municipal and stakeholder representatives shall be held throughout the duration of the project. Proposal must contain a commitment to the number of briefing and working sessions the Proponent believes are required.

10. PROPOSAL EVALUATION CRITERIA

Proposals shall be evaluated and selected based upon the following criteria:

a) **Understanding of the Project (15%):** This section of the proposal shall demonstrate the Proponent's understanding of the project objectives and the work to be done.
b) **Proposed Approach and Schedule (25%):** This section of the proposal shall outline the project approach for each of the project components, in consideration of the "Scope of Work" and "Deliverables" sections of this RFP. The Proponent shall provide a detailed, well-conceived work plan showing the methodology and approach to be used to successfully accomplish the project within the project timeline outlined in this RFP. The proposal shall include a detailed schedule and timeline for the completion/delivery of all tasks and deliverables.
c) **Proponent Qualifications and Experience (35%):** The proposal must demonstrate the Proponent's competence to perform the requested work as evidenced by technical

education, training, and experience in providing the requested services. Resumes and experience of principle staff to be utilized in this contract shall be submitted, with their role, time commitment, and hourly rate identified. The Proponent shall also indicate whether the services of a specialty consultant(s) or subcontractor(s) will be involved in the project.

d) References (15%): Provide no less than three (3) references of private persons, clients, and officials of government agencies that have retained the services of your firm. The Proponent is encouraged to include reference letters from clients explaining the Proponent's accomplishments, preferably with comparable projects completed in the last three years.

e) Value for Money (10%): The proponent shall provide total costs associated with the work based upon the proposal's tasks, deliverables, and timeline. Deliverables and costs may be negotiable with the selected Proponent, based upon final scope of work, timetable, and needs of the Municipality.

11. CONTACT FOR QUESTIONS

Any questions concerning this RFP are to be directed by email only no later than 10:00AM October 15, 2019 to:

Kellie Seaman
Recruitment and Procurement Officer
kseaman@cumberlandcounty.ns.ca

Answers to submitted questions will be posted on the Municipality's website by 2:00PM October 17, 2019. Any information a Proponent may obtain from any source other than this RFP or the above named contact will not be binding on the Municipality.