

STAFF REPORT: Administration



REPORT TO: Council
MEETING DATE: December 22, 2008
REPORT NO.: CEDC.08.23
SUBJECT: Economic Development
Strategy Proposal Review
Committee

PREPARED BY: Lisa Kidd, Communications and
Economic Development
Coordinator

A. Recommendations

That Council appoint _____ to be on the Proposal Review Committee to evaluate submissions from Firms for the provision of consulting services to assist in the development of an Economic Development Strategy and Action Plan.

B. Background

As per The Blue Mountains Strategic Plan, the Town is committed to preparing an Economic Development Strategy (Strategic Action Plan Item 1.4).

As such, a Request for Proposals for the development of an Economic Development Strategy and Action Plan was issued on November 19, 2008 (see Attachment 1). The Request for Proposals closed on December 18, 2008.

As per the Request for Proposals, a Proposal Review Committee will evaluate the submissions. This Review Committee will consist of four members of staff (Communications and Economic Development Coordinator, Director of Recreation, Director of Planning and Manager of Solid Waste and Environmental Initiatives). Staff is proposing that one member of Council also be a member of the Review Committee.

The Review Committee will meet twice for the purposes of reviewing and recommending a consulting firm for the provision of these services. The first meeting will serve to review the scoring criteria and distribute a copy of the submissions to each Committee member. The second meeting will serve to review scoring, to open fee proposals of those qualified submissions and to recommend a firm for the provision of consulting services.

C. The Blue Mountains' Strategic Plan

1.4 Prepare an economic development strategy

D. Environmental Impacts

One of the objectives of the Economic Development Strategy is to align the process, strategy and action plan with the Town's Integrated Community Sustainability Plan.

Our Town is committed to building a sustainable community and we believe that our Economic Development Strategy and Action Plan must acknowledge the principles and philosophies associated with our Integrated Community Sustainability Plan.

E. Budget Impact

The proposed Budget contains \$50,000 for the development of an Economic Development Strategy and Action Plan in 2009 and an additional \$20,000 in 2010. The 2008 Budget contains \$50,000 for this work which will not be spent in 2008.

F. Attached

Attachment 1- Request for Proposals TBM 2008-57

Respectfully submitted,

Signature



TOWN OF THE BLUE MOUNTAINS

**REQUEST FOR PROPOSAL
FOR THE PROVISION OF CONSULTING SERVICES TO ASSIST IN THE
DEVELOPMENT OF AN ECONOMIC DEVELOPMENT STRATEGY
AND ACTION PLAN
RFP No. TBM-2008-57**

Please submit the complete proposal including the attached form, in the sealed envelopes, provided by the Town, quoting the above project number and closing date and forward before 3:00 p.m., December 18, 2008 to:

Clerk's Department
Town of The Blue Mountains
26 Bridge Street East, P.O. Box 310
Thornbury, ON N0H 2P0

Closing Date: Thursday, December 18, 2008 at 3:00 p.m. LOCAL TIME

Issued: November 19, 2008



TOWN OF THE BLUE MOUNTAINS
Request for Proposal (RFP)
For the Provision of Consulting Services to Assist in the Development of an
Economic Development Strategy and Action Plan
RFP No. TBM-2008-57

SECTION I – PROPOSAL INFORMATION

A Proposal must be received and time-stamped by the Town of The Blue Mountains, hereinafter referred to as the “Town”, by the Office of the Town Clerk at their office on the **1st floor** of the Municipal Building, located at 26 Bridge Street, Thornbury, Ontario N0H 2P0, on or before the Proposal Deadline Time which shall be **3:00 p.m. Local Time Thursday, December 18, 2008.** In the event of a discrepancy, the Town time stamp device shall be the standard of measurement. Proposal Deadline Time is defined below:

The Proposal Deadline Time shall be defined as follows:

- i) Official time for the Proposal process shall be the time as registered by the clock designated by the Official designated to receive Proposals - Town Clerk, Town of The Blue Mountains, at the place of Proposal receipt. This clock shall be known as the Official Clock. This clock will be set to local time, within reasonable tolerances.
- ii) Time shall be measured in hours and minutes only, not hours, minutes and seconds.
- iii) Submitted Proposals shall be deemed to be “on time” for such time as the Official Clock indicates a time which is up to and including the Proposal Deadline Time indicated above (*i.e. up to and including 3:00 P.M. showing on the clock*). Submitted proposals shall be deemed to be “late” at such time as the Official Clock indicates a time which is one minute or more later (after) the Proposal Deadline Time indicated above (*i.e. 3:01 p.m. and later showing on the Official Clock*).

Town of The Blue Mountains advises Bidders to submit their bids well in advance of the deadline to allow for delivery time. The Town also advises Bidders to hand deliver their offers or if this is not possible, to use a reliable courier.

The Town is not responsible for bids which arrive late; are not properly marked, or which are delivered to any location within the Municipal Building other than the office of the **Town Clerk**. Bids not received and time-stamped by the aforementioned deadline in the aforementioned office will be rejected and returned un-opened.

GUIDELINES FOR PROPOSAL

1. Bidders are required to use the submission envelopes as provided by the Town with the Proposal documents. Envelope #1 is labeled "Technical Proposal" and Envelope #2 is labeled "Fee Proposal".
2. Six (6) copies of the Technical Proposal must be provided in securely sealed packaging with the Town-provided envelope labeled "Technical Proposal" affixed to the top of the package, should the proposals not fit in the envelope. One (1) copy of the Fee Proposal or Cost Estimate shall be submitted in the Town-provided envelope labeled "Fee Proposal" and shall be sealed. No reference to fees shall be included in the technical proposal. Any reference to fees in the technical proposal shall result in the proposal submission being disqualified.
3. Both the Technical Proposal and Fee Proposal envelopes must be submitted to the Town Clerk's office at the same time. **Technical Proposals and Fee Proposals shall be sealed separately within the courier packaging. The courier packaging must indicate delivery to the Office of the Clerk and clearly identify the Name and Title of the Request for Proposal. All proposal documents must be sealed in packaging within the courier packaging.**
4. All proposals shall address the requirements per attached guideline(s) section with the attached "Form of Proposal" SIGNED as an original document by an authorized signing officer. Corporate Seals are requested but are not mandatory. Faxed or reproductions of the Form of Proposal are not acceptable. Vendors/Consultants are to submit their proposal packages to satisfy the Corporation's needs. **The Form of Proposal (Section III) must be included in the Technical Proposal envelope.**
5. All proposals must be legible and written in ink or typewritten.
6. Town of The Blue Mountains reserves the right to reject any or all proposals, and the lowest or highest as the case may be will not necessarily be accepted.

Should the Town receive only one (1) qualified and duly executed bid submission on commodities/services that have known multiple source potential, the right is reserved to recall the competition.

The Town reserves the right not to open a bid call should the Town deem, in its opinion, to have received an inadequate number of bid responses to the bid call

and further the right is reserved to cancel and recall the competition. Unopened bids will be returned to all vendors who responded.

7. The Town reserves the right not to accept a proposal from any person or corporation which includes any related corporation who, or which, has a claim or has instituted a legal proceeding against the Town or against whom the Town has a claim or instituted a legal proceeding with respect to any previous contracts, bid submissions or business transactions who is listed as either the proposed general contractor or sub-contractor or vendor within the submitted proposal.
8. Except as expressly and specifically permitted in these Instructions to Proponents, no Proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in this RFP, and by submitting a proposal each proponent shall be deemed to have agreed that it has no claim.
9. Should qualified bid submissions exceed the Town budget provision for this project the Town reserves the right to reject or recall the proposal.
10. Adjustments to submitted proposals by telephone, telegram, fax, or email shall not be considered. A bidder wishing to make adjustments to a submitted proposal must supersede it with a later proposal or letter enclosed in a proposal envelope, and received on or before the closing time.
11. The vendor/consultant must provide six (6) copies of the complete Technical Proposal and supporting documents. **NOTE: ONE (1) COPY OF THE ABOVE MUST BE AN ORIGINAL DOCUMENT, WITH ORIGINAL SIGNATURE(S).**
12. The deadline for questions, requests for clarifications and site assistance is December 8, 2008 at 4:30 p.m. The questions with regard to the RFP may be made in writing to Lisa Kidd, Communications and Economic Development Coordinator by email to lkidd@thebluemountains.ca or by fax to 519-599-7723.
13. The Town assumes no responsibility or liability for costs incurred by the vendors/consultants prior to the entering into of a written contract.
14. Sketches, renderings or models illustrating the content of the proposal are not to be supplied and will not be accepted by the Town.
15. Only the successful bidder will be advised of the proposal award. Those wishing to obtain information concerning the award may call the Manager of Purchasing at (519) 599-3131 Ext. 227 during regular office hours.
16. The following selection criteria outline the areas of importance that will be considered in the project award. Proposal submissions should satisfy all criteria points wherever possible.

TECHNICAL PROPOSAL:

A technical evaluation of the proposal will be conducted based upon the following criteria:

- Bidder's Qualification and Past Experience – 10%
- Project Team Experience – 20%
- Understanding and Approach – 15%
- Work Plan, Methodology and Quality Assurance Plan – 20%
- Overall Presentation – 5%
- Project Schedule – 5%
- Fee Schedule – 25%

The Technical Proposals will be scored out of a 75% maximum score. After the Technical Proposals have been evaluated and scored by the Committee, the Fee Proposals will be opened for Proposals having a technical score of 60% out of 75% or higher.

FEE PROPOSAL:

Fee Proposals will be scored out of a 25% maximum score.

The Town reserves the right to adjust proposals to reflect any imbalances and/ or discrepancies.

OTHER:

The Committee may decide to interview consultants in order to clarify any outstanding issues.

The Committee will recommend to Council awarding the assignment to the consultant with the highest overall score in the bidding process.

17. Proposal advertising is made available through the Town's website: www.thebluemountains.ca and the Ontario Public Buyers Association www.opba.ca.
18. No person, firm or corporation other than the bidder has any interest in this proposal or in the proposed contract for which this proposal is made and to which it relates.

This proposal is made by the bidder without any connection, knowledge, comparison of figures or arrangement with any other person or persons making a proposal for the same work, and is in all respects fair and without collusion or fraud.

No member of the Council and no officer or employee of the Town is, will be, or has become interested, directly or indirectly as a contracting party, partner, stockholder, surety or otherwise howsoever in or in the performance of the said contract, or in the supplies, work or business in connection with the said contract or in any portion of the profits thereof, or any supplies to be used herein, or in any of the monies to be derived there from.

19. Upon award, all trade secrets, copyright patents and other intellectual and proprietary rights are and remain the property of the Town.

Also, all artwork and print production devices will become the property of the Town.

20. PERIOD OF IRREVOCABILITY

Proposals are irrevocable for sixty calendar days from date of Proposal closing.

21. FAILURE OR UNSATISFACTORY PERFORMANCE

The Town reserves the right to remove from eligibility to submit bids for an indeterminate period, the name of any Bidder for failure to accept a contract with the Town, or the name of any Bidder for unsatisfactory performance of a contract with the Town.

22. Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)

Please note that the Municipal Freedom of Information and Protection of Privacy Act, as it relates to municipalities and local boards, came into force on January 1, 1991. It sets out certain rules regarding the disclosure to third parties of information held by municipalities and local boards.

The Consultant acknowledges that any Proposal submitted shall become a record belonging to the Town of The Blue Mountains and therefore is subject to the *Municipal Freedom of Information and Protection of Privacy Act*. This provincial law gives individuals, businesses and other organizations a legal right to request records held by the Town, subject to specific limitations. The Consultant should be aware that it is possible that any records provided to the Town, including, but not limited to, pricing, technical specifications, drawings, plans, audiovisual materials or information about staff, parties to the Proposal or suppliers could be requested under this law. If the Consultant believes that all or part of the Proposal should be protected from release, the relevant parts should be clearly marked as confidential. Please note that this will not automatically protect the submission from release, but it will assist the Town in making a determination on release if a request is made.

This proposal will be opened by the Town's Opening Committee at a public opening to be held at 3:30 p.m. at The Blue Mountains Municipal Office, 26 Bridge St., Thornbury, ON, on Thursday, December 18, 2008.

Please note that that the opening will acknowledge receipt of submitted proposals only. Prices and detail information will not be released.



TOWN OF THE BLUE MOUNTAINS
Request for Proposal (RFP)
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SECTION II - SCOPE OF WORK AND SPECIFIC REQUIREMENTS

The Blue Mountains is home to 6,825 full-time residents, according to Census 2006 data. We estimate that our current population, including part-time and seasonal residents, is 13,000. We are expecting a population increase over the next 12 years with the number of permanent and seasonal residents to reach approximately 25,000, by 2020. We expect that this increase will largely consist of people from urban areas who are retiring and looking for either temporary or permanent residence in our community.

Currently, our economy is largely driven by tourism, agriculture and small boutique style shopping.

Our tourism economy is fuelled by a number of outdoor recreational amenities, including but not limited to: hiking; biking; skiing; and golf. The Blue Mountains offers skiing at one public ski resort, namely Blue Mountain Resorts, Ltd. and five private ski clubs. We also offer a wide range of Premier Golf Courses and we are recognized as a top rate golf destination, as reflected by the TELUS Skins Game in 2007 and the Town's current three-year contract with the Wayne Gretzky Classic.

We are also a proud part of the Georgian Bay Coastal Route. This is a partnership initiative consisting of a number of Destination Marketing Organizations, private tourism operators and local governments with a mandate to market the five distinct scenic landscapes of the Georgian Bay including beaches, the Niagara Escarpment, Manitoulin Island, the Killarney Mountains and the rocky shores of Georgian Bay. To date the Coastal Route is marketed through a website, www.visitgeorgianbay.com and there are plans to market this more aggressively at home and abroad. Using our Economic Development Strategy, we would like to assess this tool and determine how we may maximize our tourism opportunities through this initiative.

Our agricultural economy is currently driven by a strong apple industry. As one of the largest producers of apples in the world, The Blue Mountains has also seen the emergence of a few processing and storage facilities, and small markets to complement

this industry. In particular, new to our Village of Thornbury is the Village Cidery which produces 'Peeler' Hard Apple Cider. The cider is made by a local Cider Master, using only locally produced apples. The Cider is currently being distributed to local restaurants and bars.

The area is also home to a wide array of livestock and cash crop farming and more recently, organic farming and vineyards for the production of local wine. Throughout this process, we intend to conduct a full assessment of the current agricultural community and identify opportunities for future growth in this sector.

Our small boutique style shops are growing in number. To complement this, The Blue Mountains has a growing arts and cultural community. Over recent years, we have witnessed a nominal increase in the number of artisans operating small businesses to sell their work. The Town does however have limited facilities to accommodate arts and culture and a full assessment of our current inventory and needs (both now and in the future) need to be fully explored during this process.

We are also interested in exploring attraction and retention of higher paying, more technologically advanced employees and employers, and essentially capitalizing in the "green" industries that meet our goal of becoming a sustainable community. We are intent on exploring these opportunities as well.

At a glance, the economy appears to be reasonably healthy. However, our social services, namely access to health care and attainable housing stock, do not meet the community's demands. Obviously, this has a significant impact on overall attraction and retention of employers and employees.

That being said, the Town has identified these two facets as priorities in its Strategic Plan. In the most recent budget process the Town committed property for the construction of a local medical clinic and made a commitment to focus on attainable housing strategies. At this time however, there is no further detailed action plan to address these issues.

Overall, the Town seems to have a very positive outlook and with improving relationships with neighbouring municipalities, the Town is in the desirable position of sharing resources and ideas to achieve Regional and Town goals.

We fully expect that the creation of an Economic Development Strategy and Action Plan will be based on substantial input from the community through a public/community-based process for this project. The final strategy and action plan must address local and regional issues and needs, be a guide for long-term strategies and a means to establish annual priorities for a sustainable community.

1. PROJECT INTRODUCTION

The Blue Mountains is seeking the services of a qualified consulting team with extensive experience in strategic planning, public consultations and facilitation to undertake an economic development strategy and action plan. The selected consultant

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is required to assist The Blue Mountains with this process. Municipal Stakeholders, including Council, Staff, neighbouring municipalities and Community Organizations and Associations must drive this process. The successful consultant must also demonstrate strong knowledge of community sustainability; provide an overview of recent experience with local economies similar to The Blue Mountains and real example of how previous work bore fruit.

1.1. The Project shall:

- 1.1.1. Be supplemented with frequent updates to Council, by Staff, so that Council may have an opportunity to comment on the progress and direction to date;
- 1.1.2. Deliver an Economic Development Strategy and Action Plan for the municipality, with consideration of ideas and actions which may be regional in nature;
- 1.1.3. Set long and short-term priorities and assignment of tasks;
- 1.1.4. Develop techniques to measure progress and success;
- 1.1.5. Identify partnerships and the human and financial resources required to implement the Action Plan;
- 1.1.6. Design the final Economic Development Strategy and Action Plan in a camera-ready state for publication. The publication must be of high quality content and design which we can proudly disseminate to all residents, businesses and community partners (see The EarthCare Sudbury *Local Action Plan* (2003) and City of Quebec's *400 Years of Sharing* Publication Suite (2006). Both of these documents may be viewed at The Blue Mountains Town Hall (26 Bridge Street East, Thornbury Ontario N0H 2P0) by contacting Lisa Kidd, Communications and Economic Development Coordinator at lkidd@thebluemountains.ca.

2. PROJECT OBJECTIVES

The first objective is to develop an economic development strategy that will guide the decisions and programs of The Blue Mountains over the next 50 years. We expect that the Strategy and Action plan will be visionary and futuristic. It will provide a blueprint for a *preferred future*, and offer expertise in long-range planning. This futuristic view must complement our Strategic Plan, our Integrated Community Sustainability Plan (see page 11 for more information) and be based on the information gathered through the consultation process. Town Council and Staff will oversee the plan's development. This will also be augmented by a select number of community stakeholders to ensure that the plan is progressing consistent with the values and the vision of the community at large.

The second objective is to ensure a comprehensive consultation with neighbouring municipalities (i.e. Town of Wasaga Beach, Township of Clearview, Town of Collingwood, Municipality of Grey Highlands, Municipality of Meaford and City of Owen Sound) and our upper level of government, the County of Grey, to determine if there are ways in which we may be able to work together (i.e. share intellectual and financial resources) to design and deliver projects of mutual interest and need.

The third objective is to align this work with our Integrated Community Sustainability Plan (in progress). The first element of the Integrated Community Sustainability Plan will establish a community-based organizational framework, where key stakeholders will form a series of Working Groups which will be responsible for developing ideas, directives, objectives and goals related to the pillars of sustainability. The second element of the project will involve development of the plan itself, where the information and ideas generated by the Working Groups will be refined and developed into a working document – a local action plan for building a sustainable community.

We expect that part of the economic development strategy process will develop an Economic Development Community Working Group which will feed into this process. Our Town is committed to building a sustainable community and we believe that our economic development strategy and action plan must acknowledge the principles and philosophies associated with our Integrated Community Sustainability Plan.

3. PROJECT TASKS

3.1. Communications Strategy

3.1.1. Develop a communications plan for the process.

3.2. Initial Visioning

3.2.1. Work with the members of Council and Staff, stakeholders, community partners and the Economic Development Community Working Group (as outlined in Section 2), to establish a long-term vision for the community outlining social, training and education, economic, cultural, infrastructure, land use, sustainability, lifestyle and recreational goals.

3.3. Review of Existing Documentation

- 3.3.1. Undertake a complete review of community statistics using Census data and other sources of data.
- 3.3.2. Undertake a complete review of economic development work already completed by the County of Grey, and our neighbouring municipalities of Town of Wasaga Beach, Town of Collingwood, Township of Clearview, Municipality of Grey Highlands, Municipality of Meaford and City of Owen Sound, as available.
- 3.3.3. Undertake a review of existing plans and studies of The Blue Mountains including, but not limited to:
- Development Charges Study
 - Official Plan
 - Leisure Activities Plan
 - The Blue Mountains Transportation Study (in progress)
 - The Blue Mountains Comprehensive Parking Strategy (in progress)
 - Multi-use Feasibility Study (in progress)
 - Sustainable Community Improvement Plan (in progress)
 - Integrated Community Sustainability Plan (in progress)
 - Cultural Heritage Landscape Assessment Study (in progress)
 - The Blue Mountains Strategic Plan
 - Zoning By-law (in progress)
 - The Blue Mountains First Impressions Report
 - The Coastal Route Study Initiative
 - The Blue Mountains Tourism Competitiveness Study Response
 - The Blue Mountains Planning Issues
 - The Blue Mountains Communication Strategy for Community Engagement (in progress)

3.3.4. Undertake a review of plans and studies of community partners and their organizations including, but not limited to:

- The Thornbury Business Improvement Association (Downtown BIA)
- The Blue Mountains Chamber of Commerce
- The Village Association
- Georgian Triangle Tourist Association
- Centre for Business and Economic Development
- Georgian College
- Local Health Integration Network
- North East Grey Health Clinics Incorporated
- Meaford General and Marine Hospital
- The Collingwood General and Marine Hospital
- The Bluewater District School Board
- The Bruce-Grey Catholic District School Board
- Georgian Bay Arts Council
- Grey County Federation of Agriculture
- Bay Growers' Cooperative

3.3.5. Undertake a review of region-wide documents and studies with the goal of determining The Blue Mountains' position in the region and opportunities identified in region-wide documents that make the most sense based on The Blue Mountains' current situation. These documents include, but are not limited to:

- Grey Bruce Regional Economic Development Partnership Opportunities Assessment (2007)
- Centre For Business and Economic Development Environmental Scan (in progress)
- Bruce-Grey Skills Inventory (2004)

- Mind The Gap: A Skills Gap Analysis of the Georgian Triangle (2007)
 - Simcoe and Grey County Growth Management Studies
 - Provincial Policy Statements
- 3.3.6. From the review of the plans and studies, identify the major recurring themes and opportunities for The Blue Mountains consistent with building a sustainable community.
- 3.3.7. Examine regional, national and international trends and apply them as a key component of the futurist blue print for The Blue Mountains.
- 3.3.8. Develop a first report entitled the “The Blue Mountains’ Current Situation” to be reviewed by all members of Council and Staff.

3.4. Community Consultation

- 3.4.1. Form an Economic Development Community Working Group (as described in Section 2).
- 3.4.2. Together with Staff, develop/confirm a list of questions to be posed to the community through the various methods of data collection.
- 3.4.3. Using “The Blue Mountains’ Current Situation” as background, undertake community consultation including:
- Strengths, Weaknesses, Opportunities, Threats (SWOT)

and, including the following specific questions:

- What opportunities exist for The Blue Mountains to differentiate itself from the other communities in the region? i.e. building on our strengths while remaining a complement to the rest of the region.

- What opportunities exist for the Town/region to better position itself for the future growth in worldwide tourism opportunities?
- What opportunities exist for the Town/region to better position itself for stability and/or future growth in agricultural opportunities?
- What opportunities exist for the Town/region to capitalize on retirees/new residents coming to the area?
- What opportunities exist to gain more economic benefit from the numerous seasonal residents that exist in the region?
- How can The Blue Mountains attract more small 'high technology' operations and boutique style business over the next 10 years?
- How can The Blue Mountains work toward solutions to the questions above recognizing the philosophies and practices associated with building a sustainable community?
- What barriers to the success of the Action Plan are present, or may present themselves in the future?

3.4.4. Community Consultation shall be a multi-pronged approach which includes but is not limited to the following:

- Meetings with Council and Town Staff
- Meetings with the Economic Development Community Working Group
- Meetings with Town Committees: Agricultural Advisory Committee, Recreation Committee, etc.

- Meetings with Community Organizations (Thornbury BIA, The Blue Mountains Chamber of Commerce, Clarksburg Business Association, Village Association, Centre for Business and Economic Development, Georgian College, Georgian Bay Arts Council, etc.) (see section 3.3.4)
 - Meetings with Council, Staff and Community leaders in neighbouring municipalities (i.e. Town of Wasaga Beach, Township of Clearview, Town of Collingwood, Municipality of Meaford, Municipality of Grey Highlands, City of Owen Sound) and the County of Grey
 - Email distribution lists
 - On-line/web technology such as blogs
 - Information bulletins
 - Sign boards posted at various municipal site locations
 - Open Houses (2)
 - Community Surveys – available on the web, newspaper, etc.
 - Focus Groups (including a Community Leader Group) based on theme and key economic sectors (10 participants maximum per focus group)
 - Targeted consultation with the business community.
- 3.4.5. Using data collected from the above process, complete a Community Consultation Report for review by Council and Town Staff.

4. SCOPE AND CONSTRAINTS

- 4.1.1. The consultants will be required to ensure that seasonal residents of The Blue Mountains are included in the public input process.
- 4.1.2. The plan progress must be clearly communicated to the public using the direction of a Communications Plan, which has been formulated in consultation with the Town Staff and the Consultant.
- 4.1.3. The communication of the importance of this process to the future of the community is required as well as utilizing creative methods

for garnering public input. The process needs to be seen as interesting and generate enough importance to encourage participation. The communication activities must create some sense of excitement in the future process.

4.1.4. Vendors/Consultants are encouraged to develop multi-disciplinary teams to undertake this project.

4.1.5. Vendors/Consultants from outside of The Blue Mountains area are encouraged to investigate the use of local professionals to assist in facilitating the process.

5. **DELIVERABLES**

5.1. The following reports are required:

PRODUCT / DELIVERABLE	FORMAT
Communications Plan	Electronic to Town Staff
The Blue Mountains' Current Situation – draft	Electronic to Town Staff
The Blue Mountains' Current Situation – final	20 colour copies plus 1 copy on CD
Community Consultation Report	20 colour copies plus copy on CD
DRAFT Economic Development Strategy	20 colour copies
FINAL Economic Development Strategy	20 colour copies, plus 1 copy on CD
DRAFT Action Plan	20 colour copies
FINAL Action Plan	20 colour copies plus 1 copy on CD

6. **RESOURCES**

6.1. The Town's Communications and Economic Development Coordinator will assist with logistics, setting up of meetings, communications with committee/public, etc.

6.2. In most cases, public input sessions will be held in Municipal facilities. Costs for meeting venues are NOT the responsibility of the Consultants.

7. **TIMING OF THE PROJECT**

7.1. The Project is to commence in January 2009 with an expected completion date of September 2009.

TASKS

DUE DATE

Project Initiation

January 2009

Communications Plan

January- February 2009

The Blue Mountains' Current Situation

February-March 2009

Community Consultation

March– May 2009

* Timing allowances need to be made to ensure input from the seasonal residents.

Economic Development Strategy

June 2009

Action Plan

July 2009

Draft Strategy and Plan to Working Group for Review and Comment

July 2009

Final Report/Official Launch

September 2009



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SECTION III - FORM OF PROPOSAL

I/We hereby submit the attached proposal documents to satisfy the requirements as laid out by the Town of The Blue Mountains, inclusive of Addenda No(s): _____ (as applicable).

I/We agree that we have reviewed and understand the proposal documents and I/We are capable and willing to perform the requirements of the contract and enter into a legal agreement with the Town in regard thereto and where the proposal is submitted by a Corporation, it shall be signed by a duly authorized officer of the company. Should the proposal be submitted by a Partnership or Proprietor, it shall be signed by the partners or owner.

I/We agree that this offer shall be irrevocable from the time the proposals are opened and for a period of **60** calendar days.

PROPOSAL SUBMITTED BY: (Please type/print)

NAME OF SIGNING OFFICER(S)/OWNER(S)/PARTNER(S):

FIRM NAME: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____ DATE: _____

SIGNED AND DELIVERED IN THE PRESENCE OF:

SIGNING OFFICER

WITNESS

RFP NO. TBM-2008-57
Issued November 19, 2008

NOTE: This proposal will be received by the **Town Clerk**, on or before 3:00 p.m., Local time, **THURSDAY, DECEMBER 18, 2008**.

FAILURE TO COMPLETE THIS "FORM OF PROPOSAL" PROVIDING AN ORIGINAL DOCUMENT WITH ORIGINAL SIGNATURES AS REQUIRED MAY DISQUALIFY THE PROPOSAL SUBMISSION.

THE FORM OF PROPOSAL (SECTION III) MUST BE INCLUDED IN THE TECHNICAL PROPOSAL ENVELOPE.

PROPOSAL:

FORM OF PROPOSAL - SCHEDULE 1

Please provide at minimum, three (3) references of accounts that your firm has provided similar services since January 2002. References will be equal in complexity and service requirements outlined in this proposal call.

LOCATION	NAME/CONTACT/PHONE # OF REFERENCE	YEAR AND DATE OF CONTRACT

NOTE TO BIDDER:

Refer to the Proposal Information