



REQUEST FOR PROPOSAL

Economic Development Strategy and Action Plan

Issued: September 23, 2019

Closing Date and Time: Tuesday, October 15, 2019 @ 4 PM PST

Proposals will not be opened in public



Village of Pemberton Economic Development Plan Request for Proposals

PURPOSE

The Village of Pemberton invites qualified service providers to submit proposals for the development of a comprehensive Economic Development Strategy and Action Plan. This project will require a consultant skilled in group facilitation, collaboration, analysis of opportunities and strategy formulation. To be considered for contract award, proponents must demonstrate experience with, and knowledge of economic development as it relates to rural British Columbia communities.

The Strategy and Action Plan will identify ways of creating alternate revenue sources outside of taxation while creating an environment favourable to attracting and retaining current, new and diverse investment, increasing local employment and building a robust and sustainable community.

BACKGROUND

The Village of Pemberton is situated within the traditional territory of the Lil'wat Nation in the Coast Mountains. As one of the four member municipalities of the Squamish-Lillooet Regional District (SLRD), the Village is approximately 8 km south of Mount Currie, 33 km north of the Resort Municipality of Whistler (RMOW), and approximately 160 km north of Vancouver.

The population of the Village in 2016 was 2,574 and has been growing at a steady pace for the past two decades; with the continued construction of s large residential developments, further growth in population is anticipated. The Village's long undeveloped Business Park is starting to flourish with locally based, small business ventures including micro cannabis, craft spirits and value-added wood-based production. Main natural resource industry sectors include agriculture, logging, and tourism. There is a thriving local economy of retail and service providers which serve the greater Pemberton area including the Pemberton Valley, Birken, D'Arcy and the adjacent First Nation communities. Given Pemberton's proximity to the RMOW, a substantial amount of Pemberton residents commute daily to Whistler for employment purposes.

As residential growth and business development are ramping up in the Village, it is paramount that we have a community-informed Plan, to guide decision-making to maintain the unique character and spirit of our growing Village. An Economic

Development Strategy will guide Council, in partnership with stakeholders, to develop and enhance a sustainable local economy.

The Strategy will outline priorities and initiatives to support the economic growth and livability of our community. The Strategy will identify ways of creating an environment conducive to attracting and retaining current, new and diverse investment that will generate employment and support our local workforce, while diversifying the Village's tax base. It will also seek to harness the creative energy of local leaders and entrepreneurs and identify our community uniqueness to help us stand out from other local economies.

The drafting of an Economic Development Strategy is timely as it can inform the Village's update of the Official Community Plan (to be initiated in 2020) as well as inform the Regional Economic Development Plan, being led by the Pemberton & Area Economic Development Collaborative.

DELIVERABLES

The successful proponent will provide the following deliverables as part of the development of a five-year Economic Development Strategy & Action Plan for and on behalf of the Village of Pemberton:

- a. Identify the region's assets and competitive advantages, with proposed activities and programs, to incorporate these into the overall Economic Development Strategy, which includes initiatives to be undertaken by the Village for revenue generation outside of taxation. This task should include a SWOT analysis of the Village.
- b. Create a situational analysis including opportunities and challenges/risks based on the environment that currently exists within the Village. This is expected to include discussions with Council, Senior Management, Planning and Development Personnel and the Regional Economic Development Collaborative.
- c. Review and analyze existing demographic and socio-economic data, labour force characteristics and other key economic data.
- d. Undertake a Business Retention & Expansion study as part of the overall Economic Development Strategy.
- e. 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 target sectors, as well as a community profile.
- f. Perform in-depth consultation with Village Council to develop a Village-specific vision for Economic Development and to develop consensus on priority goals and actions.
- g. Facilitate consultations with a wide range of major stakeholder groups from the key industry sectors and an economic development meeting of stakeholders for input of the draft strategy prior to the final report.

- h. Facilitate engagement of the local First Nations through independent consultation to identify and understand how as a region we can work collaboratively to compliment growing together and incorporate these into the overall strategy.
- i. Develop of a Preliminary Consultation Findings Summary.
- j. Perform an analysis of the relevant observations and findings from the consultations.
- k. Review and analyze local bylaws, policies, processes and regulations to provide recommendation on amending, where necessary and appropriate, to support sustainable economic growth and diversification.
- l. Identify common themes, strategic directions and key drivers to position the economic base of the Village of Pemberton.
- m. Develop a mission statement and vision statement.
- n. Develop an action plan to implement short-term and long-term 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.
- o. Identify strategies to retain young talent, to align workforce development efforts to match the skill needs of the targeted industries.

The Consultant will submit 5 bound copies of the final Economic Development Strategy and an electronic PDF version on or before Tuesday, October 15, 2019 along with all invoices. In addition, an executive summary and PowerPoint Presentation of the final report in electronic version will also be submitted and the consultant will be required to present the overall strategy to the Village of Pemberton Council.

The Economic Development Plan shall be consistent with:

- Village of Pemberton Zoning Bylaw
- Village of Pemberton Sign Bylaw
- Village of Pemberton Official Community Plan
- Squamish-Lillooet Regional District's Regional Growth Strategy

PROPOSERS SUBMISSION GUIDELINES

Submission Requirements

All proposers must include the following information with their submissions:

1. Cover letter to be signed off by an officer/principal of the company authorized to execute a contract with the Municipality
2. Consultant Qualifications

3. Key Personnel - 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. Identify any portion of the scope of work that will be subcontracted. Include firm qualifications of 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.
4. 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.
5. 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.
6. Budget and Proposed Fee - Provide a detailed fee proposal by task for the services identified in the deliverables 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, the consultant's personnel (if applicable) and the subcontractor's key personnel identified above who would be working on this project.
7. References - A list of projects completed by the proponent under which services similar to those required by this RFP were performed. Emphasis should be placed on projects undertaken within the last five (5) years and specify whether 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 of references familiar with the services provided.

Evaluation of Proposal

The following will be considered in determining the award of the contract:

- Understanding of Requirements/Objectives
- Community Engagement Experience
- Knowledge of Economic Development Planning and Implementation in rural communities
- Project methodology including innovative approaches/ideas
- Quality of proposal
- Consideration of the price of services solicited by this RFP: proponents will be evaluated on their pricing scheme as well as on their price in comparison to the other proposals
- Timeline Proposal
- References

Submission of Proposal

Proponents may submit their proposal in written &/or electronic form to:

Jill Brooksbank
Village of Pemberton
Box 100
7400 Prospect Street
Pemberton, BC V0N2L0
Email: jbrooksbank@pemberton.ca

The Village will not be liable for any delay for any reason including technological delays, spam filters, firewalls, job queue, file size limitations etc. Late receipt of proposals will be cause for rejection of proposal.

DEADLINE

The deadline for receipt of submissions is **Tuesday, October 15, 2019 @ 4pm PST**

TERMS AND CONDITIONS

The Village reserves the right to ask for additional clarification or information on a proposal after the initial deadline. The contract may be awarded as soon as practical after the proposal opening unless otherwise stated. It is requested that interested parties refrain from making inquiries during this period. No telephone requests for results will be given. The successful proponent must secure a valid Village of Pemberton Business Licence, (except in the case of a non-profit organization) and must carry five million dollars in liability insurance including coverage of the Village of Pemberton. The Village of Pemberton reserves the right to:

- Reject any or all proposals received in response to this RFP;
- Enter into negotiations with any proponent on any or all aspects of their proposal;
- Accept any proposal in whole or in part;
- Cancel and /reissue this RFP at any time;
- All proposal prices shall be firm for forty-five (45) days;
- Lowest bid will not necessarily be the successful bid;
- The Village of Pemberton retains all the rights to all research and reports completed within the context of this contract.

PROJECT SCHEDULE

- Advertisement for Proposal: September 23, 2019
- Proposal Deadline: October 15, 2019
- Award of Project: October 28, 2019

- Draft Proposal Due: May 15, 2020
- Final Proposal Due: June 30, 2020

The Proponent hereby acknowledges that 1) its understands and agrees with the RFP process described in this document, including without limitation that the Village of Pemberton makes no commitment under this RFP; and 2) the information included in this Proposal is correct and it has thoroughly reviewed and has complied with the documents making up this Proposal, including all specifications as may be listed in the Index, and any amendments or addenda thereto:

The Respondent represents to the Village of Pemberton that the individual signing this Submission Form on its behalf has proper authority to do so.

Contact for Additional Information Name: Telephone: Email:	Company Name and Complete Address: GST#:
Date:	Phone: Email:
Proponents Name (please print)	Signature: