



Request for Proposal (RFP) for:

*Foreign Direct Investment (FDI) Lead Generation*

*PROPOSAL NUMBER ED-2019-04*

The Town of Gananoque is seeking proposals from qualified respondents to provide Professional Lead Generation services with the objective of attracting Foreign Direct Investment.

Interested respondents must submit their proposals in sealed envelopes marked "Town of Gananoque Foreign Direct Investment (FDI) Lead Generation" to Amanda Trafford, no later than October 8th at 4PM eastern standard time, 2019. Submissions shall be addressed to 30 King St.

E Box 100, Gananoque, ON, K7G 2T6

## NOTES TO RESPONDENT

RFP NUMBER: Proposal Number ED-2019-04

RFP FOR: TOWN OF GANANOQUE  
Foreign Direct Investment (FDI) Lead Generation

REGISTRATION: This RFP is available through the Town of Gananoque at  
[www.gananoque.ca](http://www.gananoque.ca)

DEADLINE FOR SUBMITTING INQUIRIES: October 3, 2019

DEADLINE TO RESPOND TO INQUIRIES: October 4, 2019

RFP CLOSING: Date: October 8, 2019  
Time: 4:00 PM  
Location: 30 King Street East  
Gananoque, ON K7G 2T6

Any proposal submitted after the above-noted time and location will not be accepted.

RFP OPENING: Date: October 9, 2019  
Time: 3:00 PM  
Location: 30 King Street East  
Gananoque, ON K7G 2T6

CONTACT FOR RFP: Amanda Trafford, Business Development Coordinator  
Town of Gananoque  
[businesscoordinator@gananoque.ca](mailto:businesscoordinator@gananoque.ca)

SUBMIT COMPLETED RFP TO:  
Proposal Number ED-2019-04  
TOWN OF GANANOQUE  
Foreign Direct Investment (FDI) Lead Generation  
30 King Street East, P.O. Box 100 Gananoque, ON K7G 2T6  
Attention: Amanda Trafford

## I. GENERAL

This is a Request for Proposal (RFP) inviting Proponents to develop and submit to the Corporation of the Town of Gananoque (Town) a proposal setting out the qualifications, experience and conceptual proposal to achieve the Town goals. The Town will consider entering into a contract for the implementation of the most acceptable proposal which will be determined having regard to the evaluation factors set out in this RFP.

The RFP will adhere to the dates as identified on the [NOTES TO RESPONDENT](#), unless the Town elects to alter the dates, in which event the proponents shall be notified of the change.

The following terms and conditions will apply to this RFP. Submissions of a proposal in response to this RFP indicates acceptance of all the terms that follow and that are included in any addenda issued by the Town. Provisions in the proposals that contradict any of the terms of this RFP will be treated as if not written and do not exist.

## II. PREPARATION AND SUBMISSION OF PROPOSALS

Proponents shall prepare a proposal addressing all the requirements of this and Proposal Submission as set out in Schedule "A". The Proponent's signature indicates acceptance of the terms and conditions set out herein. Ensure that the signatory has authority to commit the company by making such a proposal. Ensure that the proposal includes a contact name, address and phone number.

Proposals will be evaluated in accordance with the mandatory requirements as detailed in VII. Evaluation. Proponents are instructed to address each requirement and scope of services in a concise two to three page document.

1. The proposal must be received at the closing location before the specified closing time as per the [NOTES TO RESPONDENT](#).
2. The proposal must be in English and must be sent by mail.
3. One hard copy (signed) of the proposal must be submitted, and one (1) digital copy.
4. The proposal must contain a description based on the budget for all services to be provided in response to this RFP.
5. Proposal must not be more than three pages in length, and must include a description of company, approach and outcomes as per scope of services, and references.

#### **Validity of Proposal**

Any proposal must remain open for acceptance for a period of not less than 120 days after the closing date of the RFP. After the RFP closing date, no amendments to the proposal will be accepted. However, during the evaluation, the Town may require clarification from or conduct interviews with proponents.

### **III. REVIEW**

1. The Town reserves the right to select consultants based on pricing, performance and availability.
2. Review and evaluation of proposals will be by an Evaluation Team which will include staff of the Town.
3. Upon selection of the finalist, the Town will meet with awarded candidate to develop appropriate messaging and organize project details and timing. If necessary, begin scope clarifications, draft contract revisions, and final price negotiations in order to comply with the budget set out for this activity. Should the negotiations fail to result in an executed contract with the preferred respondent, the Town may, in its sole discretion, elect to terminate negotiations with the preferred respondent and begin negotiations with the second most preferred respondent (and so on) or cancel the procurement process.
4. Prior to commencing any work, the successful respondent will be required to enter into a contract with the Town. Price adjustments to reflect process and/or scope modifications may be negotiated after selection by the Town.
5. The lowest cost Proposal may not necessarily be accepted.
6. **The Town reserve the right to cancel this RFP at any time for any reason, prior to an official contract/agreement being signed.**

## IV. TERMS AND CONDITIONS

The following terms and conditions are deemed to be accepted by all persons submitting a proposal in response to this RFP, and are deemed incorporated into every contract resulting from this RFP:

1. Proponents are solely responsible for their own expenses in preparing a proposal and for subsequent interviews and negotiations with the Town, if any. If the Town elects to reject any or all proposals, the Town will not be liable to any Proponent for any claims, whether for costs or damages incurred by the Proponent in preparing the proposal, loss of anticipated profit in connection with any final contract, or any other matter whatsoever.
2. The Proponent, by submitting a proposal, agrees that it will not claim damages, for whatever reason, relating to the contract or in respect of the competitive process, and the Proponent, by submitting a proposal, waives any claim for loss of profits if no contract is made with the Proponent.
3. Each Proponent is deemed to expressly declare and warrant in the proposal that:
  - a. The prices in this proposal have been arrived at independently from those of any other Proponent.
  - b. The prices in this Proposal have not been knowingly disclosed by the Proponent, and will not knowingly be disclosed by the Proponent prior to award, directly or indirectly, to any other proponent or competitor.
  - c. No attempt has been made, nor will be made, to induce any other person to submit or not to submit a proposal for the purpose of restricting competition.
  - d. This proposal is in all respects fair and without collusion or fraud
  - e. The Proponent is competent to perform the work as described in this RFP, and has the necessary qualifications, knowledge, skill and experience to perform the work.
4. This RFP shall not be construed as an agreement to purchase goods or services. The Town is not bound to enter into a contract with the Proponent who submits the lowest-priced proposal, or with any Proponent. Proposals will be assessed in light of the evaluation criteria. The Town will be under no obligation to receive further information, whether written or oral, from any Proponent.
5. Neither acceptance of a proposal nor execution of a contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal or provincial law, or municipal bylaw.
6. Notice in writing to a Proponent that it has been identified as the successful Proponent and the subsequent full execution of a written contract will constitute a contract for the goods or services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both events.
7. By submission of a proposal, the Proponent agrees that should its proposal be successful, the Proponent will enter into a contract with the Town that includes,

at a minimum and without limitation; the clauses set out in **IV. TERMS AND CONDITIONS** of this RFP.

8. While the Town has used considerable efforts to ensure information in this RFP is accurate, the information contained in this RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the Town, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
9. Proponents are solely responsible for familiarizing themselves, and insuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If this RFP requires Proponents to provide the Town with personal information of employees, Proponents will ensure that they have obtained consent from the employees before forwarding such information to the Town. The Proponent, by submitting a proposal, consents to the use and collection of all personal information contained in the proposal and specifically acknowledges and agrees that such information may be made public by the Town without additional consent from the Proponent.
10. Any selected Proponent shall be required to provide Commercial General Liability Insurance, in an amount no less than \$5,000,000. WSIB coverage shall be provided as required. Errors and omissions insurance shall also be required in a form and amount satisfactory to the Town. The Town shall be named as an additional insured on all policies of insurance and the successful Proponent shall provide proof of insurance as required.

## V. PROVISIONS OF THE AGREEMENT

The following contractual terms shall be included in any contract entered into with the successful Proponent. The final contract negotiated with the successful Proponent shall not be limited to the terms set out below:

1. The Contractor will obtain all the licenses and permits required to perform the work.
2. The Contractor will comply with all laws applicable to the work or performance of the Contract.
3. Any Contract resulting from this RFP will be governed by and will be construed and interpreted in accordance with the laws of the Province of Ontario.
4. All disputes arising out of or in connection with the Contract will, unless the parties agree otherwise, be referred to and finally resolved by arbitration pursuant to the Municipal Arbitrations Act.
5. The Contract and the financial obligations of the Town pursuant to that Contract are subject to there being sufficient money available in the municipal budget to enter into and complete the Contract.
6. Any Contract resulting from this RFP will require that the Contractor indemnify and save harmless the Municipality, its employees, elected officials and agents from and against all claims, demands, losses, damages, costs and expenses made against or incurred, suffered or sustained by the Town at any time or time (either before or after the expiration or sooner termination of this Contract) where the same or any of them are based upon or arise out of or from anything done or omitted to be done by the Contractor or by any servant, employee, officer, director or sub-contractor of the Contractor pursuant to the Contract excepting always liability arising out of the independent acts of the Town.
7. Any Contract resulting from this RFP shall require that the Contractor, without limiting its obligations or liabilities and at its own expense, provide and maintain throughout the Contract term, insurance acceptable to the Town. The Contractor will provide the Town with evidence of the required insurance and the Town shall be named as an additional insured.
8. The Town will be the owner of the intellectual property rights in the design developed through the Contract.
9. For billing purposes payments will be agreed upon prior to project start.
10. All invoices shall show the following information:
  - a. Invoice Number
  - b. Date
  - c. Name of Town contact for services performed
  - d. Location of services
  - e. Description of services performed
  - f. Breakdown of materials, equipment used and unit costs
  - g. Signed daily worksheet/report (if applicable)

## VI. DESCRIPTION OF PROCUREMENT PROCESS

The Town reserves the right to:

1. Supplement, add to, delete from or change this solicitation document;
2. Reject any or all Proposals or information received pursuant to this RFP;
3. Cancel this RFP at any time, with or without the substitution of another RFP;
4. Request additional data or information after the submittal date, if such data or information is considered pertinent to aid the review and selection process;
5. Conduct investigations with respect to the qualifications and experience of each respondent. This includes investigating references that may not be listed in the proposal;
6. Take any action affecting the RFP or the services or facilities subject to this RFP that would be in the best interests of the Town.
7. Require one or more respondents to supplement, clarify or provide additional information in order for the Town to evaluate the Proposals submitted.
8. The Town is not bound to accept the lowest price submission.

## VII. EVALUATION

The evaluation of proposals will be based on the following for a total of 100 points

1. Proposals will be evaluated by the Town utilizing the following scoring:

Overall Impression – The overall quality and depth of the proposal  
10%

Qualifications/Experiences - The respondent will be evaluated based on the breadth of its capabilities, the depth/strength of its organizational structure, the qualifications of individual team members, and history of successfully providing similar services.  
25%

Proposed Approach and Outcomes - The respondent will be evaluated based upon the proposed approach to the project, including work plan/timelines, deliverables, and outcomes  
65%

2. The Proponent with the highest overall score may be identified as the successful proponent and provided an opportunity to negotiate a contract to perform the work.

## VIII. SITE LOCATION

Town of Gananoque - Administration Offices

30 King Street East  
Gananoque, Ontario

## IX. SCOPE OF SERVICES

### 1) Background

The project should promote investment attraction through specific lead generation towards the tech sector, entrepreneurship, tourism, knowledge/creative economy, medical sector, and niche manufacturing/supply chain opportunities. This project should increase investment awareness, grow national and international exposure of the investment opportunities and local advantages that are a benefit to the community and business retention. We are aware of the diverse economy, rich history, and rare adventures we have to offer. We are looking to connect and share this knowledge with those entrepreneurial spirits seeking a work life balance that our community has already mastered.

As an innovative force in undertaking new economic approaches, the Town is open to creative, outside the box ideas to continue pushing to the next level. As a leading-edge municipality we are looking into taking further steps towards national recognition.

#### **Budget:**

**Lead Generation:** \$19,000.00

Budget includes HST and all disbursements.

#### **Project Objective**

The purpose of this RFP is to obtain the services of a consultancy firm to prepare a lead generation and targeted investment attraction plan for businesses that align with the value proposition that the Town of Gananoque offers. The Town of Gananoque would like to generate leads that would be strong candidates to establish tech sector, entrepreneurship, tourism, knowledge/creative economy, medical sector, and niche manufacturing/supply chain opportunities

## Scope of Work

### Lead Generation

Based on the Business Gap analysis we completed in October 2018 and because of the current growth opportunities, the technology sector has been identified as a priority for the Town of Gananoque. In terms of the technology sector the Town is seeking to determine which companies are interested in relocation and/or new facility. This work will be done through lead generation. Further, the Town is seeking to determine how we reach that specific market. That information will be part of the marketing plan. The lead generation and marketing plan will provide the road map required to complete investment activities for the technology sector.

The consultant will be required to undertake the necessary research to develop a comprehensive and detailed lead generation report and targeted investment attraction plan for Town of Gananoque that will facilitate the aggressive marketing of the Town of Gananoque and the attraction of industry and business to increase economic development. The plan should focus on the region's ability to attract tech sector, entrepreneurship, tourism, knowledge/creative economy, medical sector, and niche manufacturing/supply chain opportunities. It is expected that the successful consultant would complete the following as part of the project:

- Research global, North American and Canadian trends affecting the tech sector, entrepreneurship, tourism, knowledge/creative economy, medical sector, and niche manufacturing/supply chain opportunities.
- Identify and profile trends, niche sub-sectors, and supply-chain opportunities in the tech sector, entrepreneurship, tourism, knowledge/creative economy, medical sector, and niche manufacturing/supply chain opportunities.
- Identify, define and clearly articulate Town of Gananoque's value proposition and detail the key factors that differentiate Town of Gananoque from other regions, showing genuine value to target companies.
- Develop a regional profile showing the Town of Gananoque's value proposition, assets and advantages.
- Identify opportunity profiles or business cases (minimum of five) showing the feasibility of these opportunities for the Town of Gananoque based on the above four points.
- Develop industry sector profiles based on the Business Gap Analysis that encompass the opportunities showing competitive advantage and benchmarking analysis.
- Develop investment attraction profiles that can be used to market the opportunities nationally and internationally, matching the drivers for a decision to invest with what Town of Gananoque has to offer.
- Generate, classify and prioritize national and international business leads in the tech sector, entrepreneurship, tourism, knowledge/creative economy, medical sector, and niche manufacturing/supply chain opportunities based on key site selection criteria matched to the region's value proposition, assets and advantages.
- Provide (5) investment lead companies to the Town of Gananoque's door steps and assist with the fam tours in the Town of Gananoque
- Provide targeted company research (50), including location, value chain opportunities, export or domestic potential, etc.

- Create profiles for each lead including pre-qualified/confirmed contact details of key relocation decision makers, rationale for pursuing the leads, recommendations on how to approach these companies and the content necessary to communicate to these leads.
- Provide a targeted investment attraction plan that prioritizes short- and medium-term opportunities for the region, goals and objectives, budget and outcomes measurement.

The research, plan and profiles must be based on originally sourced intelligence and must be grounded in the service provider's understanding of the investment environment as defined by global investment activities, sustainable economic development strategies and the site selection process.

Please refer to our website to gain a better understanding of the community.

[www.gananoque.ca](http://www.gananoque.ca)

#### *Ontarians with Disabilities Act*

The Proponent shall acknowledge their awareness of and all measures that will be taken to comply with the *Ontarians with Disabilities Act*.

## Schedule A

# PROPOSAL SUBMISSION

RFP NUMBER: ED-2019-04

RFP FOR: TOWN OF GANANOQUE  
Foreign Direct Investment (FDI) Lead Generation

I/We the undersigned have read and understand this Proposal document, and herewith agree to perform the Scope of Work required in accordance with the Proposal document issued by Procurement Services, at the price(s) listed below:

We certify that:

1. The party executing this document is authorized to sign the same.
2. To the best of my/our knowledge and belief the information provided in our Proposal submission is correct.
3. Except as expressly and specifically permitted in the instructions to Proponents, we shall not have any claim for any compensation of any kind whatsoever, as a result of participating in this bid, and by submitting a bid we shall be deemed to have agreed that we have no such claim.
4. To the best of my/our knowledge and belief our bid submission is made without any connection, comparison of figures or arrangement with or knowledge of any other corporation, firm or person submitting a bid for the same work and is in all respects fair and without collusion or fraud.
5. To the best of my/our knowledge and belief 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 in, or in the performance of the contract, or in the supplies, work, or business to which it relates, or in any portion of the profits thereof, or in any of the money to be derived therefrom.
6. My/Our bid submission will remain open for acceptance for a period of 120 (one hundred and twenty) calendar days after opening of the bids and the Town may at any time within this period accept our bid submission.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_