

The City of Airdrie Economic Development Department

AIRDRIE TARGET SECTOR REVIEW

REQUEST FOR PROPOSALS



File Number: #0916-2014AED

Closing Date: Friday, October 3, 2014

Closing Time: 4:30 p.m. MST

Note: Proposals Will Not Be Opened Publicly



1. BACKGROUND

About Airdrie

Airdrie is located just minutes north of Calgary, Alberta, and is one of the fastest growing communities in Canada. With a current population of 54,891 (2014) Airdrie is home to many young families. The business community is comprised of 3,180 businesses (including out of town businesses) with the majority in construction, retail sales, and professional services. Airdrie's key advantages include its strategic location on the Alberta's major transportation corridor, significant tax advantages, young and available talent, welcoming business environment (89% business satisfaction in 2013), and proximity to Calgary.

About the Economic Development Department

Airdrie Economic Development (AED) markets Airdrie and supports business development and investment attraction to meet the needs of businesses and residents. We promote Airdrie to prospective investors and businesses to create local employment opportunities and, through collaborative partnerships, we work to build and maintain relationships with the local business community. Our core services are: Business Development, Investment Attraction, Marketing, and Research and Information Services.

2. PROJECT SCOPE

Project Objective

In 2007, AED completed a Business & Investment Attraction Marketing Strategy that outlined Airdrie's target sectors and marketing strategy. Much has changed since then as Airdrie has grown from 31,000 to 55,000 residents, and our business licenses issued have grown from 1,300 to 3,180. Airdrie has annexed 12,400 acres of land with 20% earmarked for industrial and commercial growth. With the rapid growth in Airdrie and the changes in the global economy, we must ensure there is a shared vision for development of our new business parks within the new annexed lands so that we can effectively target investors from the U.S. and other parts of Canada. It is time for Airdrie to revisit our target sectors (set in 2007) to ensure we are aptly focused in attracting the right industries to Airdrie.

Overview of the Project

A consultant will be hired to review our four target sectors and make recommendations for AED moving forward. Based on the research, the consultant will identify whether the current target sectors have a good outlook in the next 5 years, or suggest new emerging sectors/subsectors that AED can target. The findings should reflect the current and future state of the economic trends in the region, and the recommendations should ensure that Airdrie's priorities align with the regional, provincial and federal FDI target industries.

For this analysis, the consultant will be responsible for

- Reviewing
 - o Business & Investment Attraction Marketing Strategy 2007
 - o Airdrie's three industrial sector profiles 2009
 - Made in Airdrie – Advanced Manufacturing
 - Airdrie on the move – Transportation and Logistics
 - Airdrie EGO Sector – Environmental Services
 - o Airdrie's Industrial Sector Analysis 2013
 - o Other pertinent federal, provincial and regional economic data, information and strategies.

- Crafting a succinct, well-articulated report that:

- demonstrates strong understanding of the overall economic trends in Alberta, regional economic base, and Airdrie's competitive advantages;
 - evaluates Airdrie's current four target sectors and suggests recommendations that either confirm the potential of the current sectors or suggest new sectors/subsectors;
 - provides justification as to why the specific sectors should be the target industries for Airdrie.
- Communicating and working with AED staffs throughout the project
 - Delivering the report in person to Airdrie City Council, if required

3. FINAL DELIVERABLE & TIMELINES

A report fulfilling the project objective outlined in the Project Scope section is to be delivered **on or before Friday, December 19, 2014.**

The final deliverables must be submitted to AED as follows:

- One (1) printed (bounded, 8.5" x 11") copy of the final report
- Digital copies of the report and its components including any research, data, interview notes or other documents collected in both the original programs (Word, Excel, etc.) and Adobe Acrobat PDF.

All source information/files collected, used, and created by the consultant will become the property of the City of Airdrie.

4. PROPOSAL REQUIREMENTS

AED requests that Proposals to be organized as outlined below in order to facilitate the evaluation and the review process.

Only the complete proposal submissions will be accepted. Partially completed submissions will not be considered.

Executive Summary

This section should demonstrate the Proposer's knowledge and understanding of the project. It should also highlight the intended deliverables and proposed solutions with a detailed description of the implementation strategy and key milestones.

Experience

A concise description of the Proposer's qualifications and experience (please limit this to a maximum of one (1) page) and demonstrate that it has the resources and experience necessary to effectively meet the requirements of this RFP, including:

- Knowledge of local economy in the Calgary region
- Understanding of Airdrie's economic base and the business competitiveness.
- Understanding of Alberta's competitive business advantages
- Experience in developing and implementing economic development strategies, tools and tactics

Please indicate any team members who will be working on this project, including sub-consultants, and their role and responsibility during the project.

Include three (3) references that we can contact. Please indicate name, title, company, contact information, and a brief description of services provided.

Services

Proposers should outline their understanding of the project and their approach and methodology. This should include:

- Project schedule, including a minimum of two (2) progress reports
- Detailed description of how the objectives outlined in the project scope section will be achieved
- Additional Features / Value Added – Proposers are encouraged to identify any additional components of its Proposal that could be of benefit AED. Only those aspects deemed to be of benefit will be considered in this project.

Fees for Services

AED has been approved for Invest Canada-Community Initiatives (ICCI) funding for this project. The budget is \$10,000.00 plus GST.

Proposals should clearly outline all costs associated with successfully completing the project and provide a detailed fee schedule, by work task, outlining the number of hours or days for each member of the team.

AED has the right to refuse to compensate any fees not identified in the Proposal.

Appendix A

If the Proposer wishes to include additional information on any point that is somewhat voluminous or that is not directly relevant to the specific situation described in this RFP, that information should be placed in Appendix A and referenced in the main body of the proposal.

DELIVERY INSTRUCTIONS & CLOSING DATE

Proposals should be delivered or mailed to:

City of Airdrie c/o Tristan Choi

Airdrie Economic Development
400 Main Street SE
Airdrie, Alberta T4B-3A5

Proposals can also be emailed in pdf to:

Subject: Airdrie Target Sector Review Proposal

Tristan.choi@airdrie.ca

Attention: Tristan Choi

The closing date for Proposals is **Friday, October 3, 2014 at 4:30 p.m. MST.**