



City of Summerside – FDI Market Research and Competitive Modelling 2019

Request for Proposals

Consultancy Services for City of Summerside FDI Market Research

Issued: City of Summerside Economic Development, April 29, 2019

Closing Date: May 17, 2019 4:00pm AST

Consultancy Services FDI Research

Attention Mike Thususka

275 Fitzroy Street

Summerside, PE

C1N 1H9

Introduction

Summerside is widely recognized as a leader and early adopter of innovation and investment in specific and growing sectors. Our unique municipally owned infrastructure, combined with a business environment that encourages innovation, distinguishes us from other communities in Atlantic Canada.

The Client

One of the most important aspects of Summerside is its size. As a Small City, Summerside is uniquely positioned to provide Big Opportunity. Summerside is progressive, offers municipal business incentives, has a quality of life second to none and continues to grow in overall census numbers, educated residents, housing value and more. Summerside is truly a flexible and adaptive environment for considered site selection.

In the past decade, Summerside's economy has experienced significant diversification, advancement, and growth. It is a modern service, high technology, education, tourism, retail, and light industrial economy providing employment and investment opportunities, which range in scope from small business to multi-nationals. The small city is enjoying a new level of prominence in the aerospace industry (dominant in the local economy), and advanced manufacturing. Within the city, business financing is accessible from financial institutions providing capital support for development and expansions. It offers an acceptable business climate in terms of tax, regulatory, and administrative requirements, which fosters growth and development.

Summerside has excellent physical infrastructure facilities (roads, air, sea, and other distribution networks). Its strategic national and international transportation links provide easy connections to key customer markets, and supply chains. It has advanced communications with variety and choice in the high speed/broadband marketplace,

The city has a skilled workforce, and adaptable human resources, trained by local institutions providing programs responsive to workforce needs. Achievable quality of life is attainable in Summerside through affordable housing, exceptional health care, and access to a range of recreation and cultural activities.

Summerside has been proven one of the best (a top) locations for the launching of new firms. As a strong, stable, and dynamic economy, Summerside provides a highly competitive business environment.

- Our growing business clusters have developed a solid critical mass to stimulate additional growth, from our aerospace to advanced manufacturing companies.
- Prince Edward Island and Summerside in particular offers one of the lowest cost production environments in North America, as well as attractive financial incentive programs to enterprise.
- The Island's time zone facilitates communications with both the West Coast and Europe (+4 hours to Los Angeles / -4 hours to London)
- Unparalleled lifestyle and attractive housing prices.

Overview

Summerside understands that FDI is ultimately a business decision and that international competition for investment is intensifying. Our goal of this project is to take a concerted and determined effort to link past projects, leverage key assets and organizational culture to take to market a FDI strategy based on Innovation and Real World validation opportunities and sector strengths.

Inward investment can continue to make a substantial contribution to Summerside's economic development if we continue to create the right conditions and environment that meet the needs of today's globalised businesses. We have been able to leverage some internal policy shifts, assets and programs to entice global enterprise looking at the North American market to utilize Summerside as their testing ground for expansion into North America and companies looking for a North American beachhead to establish their presence in planned and strategic way.

Our Key focus while centering around investment also has spillover effects that lead to talent attraction, key research and systems advancement and creation of an innovation culture in terms of moving the innovation agenda forward.

Specifically we are looking to engage

Market research specialist to assist with identification of, chronicle the key motivators of firms looking at expansion opportunities and develop sector specific business cases and key messaging statements on how and why Summerside is well positioned for their North American expansion to articulate to prospective clients.

This project looks to engage specialist firms that have specialist Business Development expertise with a proven track record of success in the field of FDI Business Analytics and Key Business Influence Drivers. Given FDI operates in a complex scheme of activities, geographic locales and key partners as they look to maximize their value in a global context, Summerside through this research hopes to understand and position itself to tap into these intrinsic corporate philosophy's to a showcase how Summerside can accelerate those values.

Our targets include both the young economy and start-ups as well as multinational enterprise. Within the context of Summerside and FDI given we are a very small jurisdiction, we have become very focussed as FDI intensifies. Given we are unable to compete in a number of ways, we feel that this approach will allow Summerside to offer a compelling case for FDI investment. We have already seen first-hand that Foreign owned firms also contribute in terms of knowledge transfer, enhanced productivity, higher order skills and management capability, and provide a platform for entrepreneurship and our goal within this project is to attract more enterprise based on a sound and tested strategy to grow our economy.

Our current FDI promotion focus in terms of sectors has been broadly positioned and generalized in terms of key messaging. This project will continue to enhance but focus on and further drill down into the messaging and value opportunity of investing in Summerside by highlighting and developing key business analytical messages and a tool for vetting specific opportunities.

Satement of Work

The purpose of this Request for Proposal (RFP) is to invite either individuals or consultancy teams to submit a path to developing and presenting key investment market analytics, update and refine the Summerside Site Selection Cost Model and framework for lead facilitation on telling the Summerside Investment case.

Annually Summerside has learned from our interactions with prospects of FDI or our foreign customers and are constantly learning and adapting to what we learn on what is working and what is not. Understanding the needs of the customer through intelligence gathering is the premise of this tactic, which in term will allow us to better satisfy them on our potential location for investment. Summerside still continues to lack the market savvy and recognition of other well recognized jurisdictions and our goal through data research to overcome these investment prejudices, understand the various motivations of prospects for each sector and geographic region examine how Summerside can position itself and have the data and market intelligence to help build our case.

Having timely, strategic and globally positioned information is the cornerstone of this project. The key driver of this work is to link several key position documents of the organization, develop the necessary business cases on the context of Summerside and Investment and develop the key value propositions to communicate to the market for each geographic location. How and why Summerside stacks up for a compelling business location.

It is envisioned to engage a market specialist to assist in understanding Summerside intrinsic value and developing that into global targeted message of innovation, industrial validation and market access through Summerside that resonates with key Canadian objectives, based on sound business matrix analysis.

Gathering of local, regional and national content and distill into meaningful data analytics to support Summerside's visioned ambitions. The tactic will consist of engaging a market research specialist agency to conduct key business intelligence that will form the basis of our communication and marketing statements.

The work undertaken will be conducted by a market research specialist to assist with identification of, chronicle the key motivators and specific business fiscal attributes of firms looking at expansion opportunities and develop sector specific business cases on why Summerside is well positioned for their North American expansion and show in comparison form the key measures.

We will be hiring a lead Economic Consultant to conduct in collaboration with EDO, key statistical reviews, one-on-one interviews within our local, regional and national partners to glean key data and using both primary and secondary data sources to paint the data picture and motivational matrix for building the Summerside business FDI approach. We will also be using this data to refine and enhance a site selection cost modelling software to help us react quickly to illustrating to various prospects the cost of doing business in Summerside as a key motivator of investment decisions.

This tactic is about building the business case with a well rounded statistical and behavioural analytics to speak to our known business strengths with validation and credibility.

The resultant work will form the basis of our in-market messaging and market perceptions about Summerside as an investment location. It will provide sound, credible and factual data that will help build the needed confidence, image and awareness of our capabilities and strength as a FDI location.

In completing this assignment, the consultant(s) will work with and take direction from the city's Economic Development Office. Upon award of contract, the consultant(s) will meet with Economic Development to discuss and gain a strong understanding of the assignment and the expected outcomes and deliverables.

Priority Sectors

- MRO Aerospace
- Back Office Business Processing
- Software Development (Interactive Media, E-learning, E-Health Software Development, Financial Services)
- Distributed Energy around the living lab and Incubation and Start-Up Enterprise
- Living Lab Candidates
- Start Up Visa Candidates

Priority Target Markets

- China
- Germany
- Japan
- Korea
- Taiwan
- United Kingdom

Deliverables of Work

It is expected that the proponent will generate a comprehensive Summerside Business Key Fiscal and Social Sectorial Advantages of doing business in Summerside along with the modelling software to generate the key business matrix of Summerside's investment advantages. This data should compare Summerside to specific priority sectors and markets identified above.

It is envisioned that clear and concise business statements that speak to investment decision makers to allow in understanding Summerside intrinsic value of Innovation and Living Lab opportunity and developing that into global targeted message of innovation, industrial validation and market access through Summerside that resonates with key Canadian objectives, based on sound business matrix analysis. Gathering local, regional and National content and distill into meaningful data analytics to support Summerside's visioned ambitions.

Budget

The budget for the development and conduct of this work in accordance with the terms outlined above has been set at a maximum of \$18,750, exclusive of HST (inclusive of all professional fees and disbursements required to complete the contract.)

Timelines

Given the scope of the work, it is expected the report will be completed within 45 days of project initiation.

Other Conditions

Submit responses to Request for Information in electronic format to:

Mike Thususka
Director of Economic Development
City of Summerside
275 Fitzroy Street
Summerside, PE
C1N 1H9
mike@summerside.ca

The proposal shall clearly demonstrate the consultant's skill and experience in completing this project citing work of similar scope and complexity.

- The proposal shall be valid for 30 days after the closing date.
- The proposal must be signed by an authorized representative with the corporate power and authority to execute and deliver obligations as proposed.
- The stakeholders are not obligated to accept the lowest cost or any proposal (or part thereof) submitted.
- The stakeholders reserve the right to reject any or all submissions and to determine in their own judgment the consultant(s) best qualified to undertake this project.
- The stakeholders reserve the right to cancel this RFP at any time without penalty or cost to the stakeholders.
- The stakeholders will not be responsible for any cost incurred by proponents in the preparation or submission of a proposal.
- The stakeholders further reserve the right to request proponents to address specific requirements not adequately covered in their initial submission and/or to provide additional information.
- The Request for Information is not a call for tender thus any proposal submitted, reviewed and examined by the stakeholders does not necessarily result in a contract between the stakeholders and the firm submitting the proposal.

Evaluation of Proposals

The consultant(s) will be evaluated for their:

- 1) Knowledge & Experience: This includes the experience of the consulting firm bidding on this project including their portfolio of previous assignments, experience in
- 2) Project Team: The professional qualifications of key project member(s) assigned to this proposal and a detailed description of the role of each team member.
- 3) Demonstrated Understanding of the Assignment: This includes a demonstrated understanding of the scope and objectives of the assignment, a clear outline of the proposed approach, the work plan and schedule and the identification of potential problem areas with recommendations for possible solutions, etc.

Your proposal should also provide the following information as part of this submission:

- Letter of Transmittal from Senior Official of Company
- Company Profile:
- Name of your Firm:
- Address of Premises:
- President/Owners Name:
- Name of Project Manager for this Proposal:
- Type of Business Registration (e.g., sole proprietorship; partnership, corporation, not for profit corporation):
- Year your firm was established:
- Description of Business (areas of specialty):
- Number of full time employees employed with your firm and their job title:
- Include three (3) different samples of work that best describes your qualifications in Development Marketing.
- List past projects with significance or other Government/Corporate agencies.
- Minimum three (3) current references

Factor	Max Score	Weight	Reference Proposal Page
General References	10	5	
Clients' overall satisfaction with results			
Adherence to interim / final deadlines			
Quality of work received			
Similarity of client			
Similarity of previous experience to this type of project etc.			
Project-Specific References*	10	5	
Portfolio of previous assignments			
Relevance of previous experience to this project			
Clients' satisfaction with proponent's expertise			
Demonstrated Expertise*	10	45	
Demonstrated experience in economic analysis			
Project manager's direct experience			
Project team's direct experience			
Experience dealing with economic development agencies, business representatives, council & committees, federal & provincial officials, professional agencies, etc.			
Demonstration of Services	10	20	
Suitability of Process Proposed*	10	15	
Suitability of proposed methodology, tools and techniques			
Logical and clear project plan			
Demonstrated understanding the requirements of the assignment			
Identification of potential problems & recommended solutions			
Alternatives or additions recommended			
Cost of Proposal	10	5	
Project Team	10	5	

Questions and Inquiries

All firms are required to register direct with the City of Summerside Economic Development via email at mike@summerside.ca, with subject line Summerside RFP ICCI 2019.

Questions and inquiries, must be in the form of a written nature, and will be accepted from any and all firms. Material questions will be answered in writing and will be distributed to all firms who receive the RFP provided however, that all questions are received no later than 4:30 p.m., local time May 10, 2019

No information given verbally by the City or by means of telephone is binding nor will it be construed as to change the requirements of this Proposal in any way. Vendors are cautioned to secure clarification on the Proposal information prior to submitting a proposal. Any vendor who has questions with regard to the Request for Services should be directed in writing

Mike Thususka
Director Economic Development

E-Mail: mike@summerside.ca

All proposals must be received electronically no later than **May 17, 2019 4:00pm AST, and can be submitted to mike@summerside.ca**. Questions or clarification can be submitted via email to Mike as well