



Request for Proposal

Economic Development Strategy for Brandon, Manitoba

Issue Date: August 23, 2023

Issued by: Brandon Chamber of Commerce

Question Deadline: September 13th, 2023 at 2:00 p.m. (Manitoba Time)

Closing Date: September 14th, 2023 at 2:00 p.m. (Manitoba Time)

Attention: Connor Ketchen, General Manager
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1. Introduction:

The Brandon Economic Development Group, GROW Brandon, invites proposals from proponents for the provision of professional services to develop an economic development strategy for Brandon and area, of Manitoba. The successful proponent will work closely with a Task Force to engage stakeholders and develop the strategy.

GROW is interested in proposals from proponents capable of leading the full scope of this project. There is a specific desire for proponents with perspectives and demonstrated knowledge, skills and the resources in a number of areas including:

- Experience working with rural and small urban communities and familiarity with the Westman region of Manitoba;
- Experience in creating action-orientated, performance-based strategies that have led to demonstrated economic development, business development and/or investment growth in a rural/small urban region;
- Knowledge and experience working with and engaging stakeholder groups, community leaders and Indigenous communities;
- Experience and/or knowledge in economic and business development of Indigenous communities; and,
- Knowledge of, and ability to, incorporate design thinking (solution-focused thinking) into the development of the strategy.

2. Project Title:

GROW Brandon Economic Development Strategy

3. Project Need and Purpose:

A stronger Westman economy requires the development of a comprehensive economic development strategy that engages stakeholders in the creation of a long-term, sustainable solution for the region following recent economic challenges and labour shortages.

GROW Brandon is an acronym meant to create a picture of who we are and where we live; **Great-hearted, Resourceful, Optimistic, Welcoming.**

The purpose of the project is to facilitate the development of a Brandon and Area Economic Development Strategy. A technical support committee will provide background data and

information to the successful proponent. The proponent will work with the Task Force to determine an engagement process, build consensus, provide objective analysis and develop a comprehensive strategy with stakeholder commitment to the implementation of the strategy.

4. Objectives:

Objectives include but are not limited to:

- a) Work with the Task Force to ensure key stakeholders are engaged in the process to develop a widely supported strategy;
- b) Create a strategy that:
 - reflects the unique characteristics of the Brandon region;
 - examines and identifies Brandon and Area's competitive advantages and opportunities as well as the region's challenges;
 - analyzes key sectors to pursue as areas for potential increased economic diversification and design approaches to target those sectors;
 - identifies opportunities to improve conditions that will foster a sustainable economic base for the region; and,
 - identifies best practices and service delivery models to maximize benefits from identified opportunities.
- c) Create a Brandon and Area story and communications plan to market the region for investment to grow the economy and create jobs.
- d) Propose an implementation plan that demonstrates commitment from Brandon, and associated communities, service providers, business and governments.

5. Project Scope:

For the purposes of this strategy, Brandon and Area will be defined by the primary area of the trading map found in Appendix A. However, consideration will be given to either broadening or narrowing the scope of the region following engagement with stakeholders.

Brandon, Manitoba, is a unique region with diverse challenges and opportunities. This project and strategy are focused on economic development and growth in a sustainable manner over the long term. For the purpose of this project, the following definition of economic development is being

applied:

Economic development is the building up of the economic capacity of a local area or region to improve its economic future and the quality of life for all. It is a process by which governments, businesses and non-government organizations work collectively to create better conditions for economic growth and employment generation. It is about communities improving their investment and business environment to enhance their competitiveness, retain jobs and improve incomes. (Adapted from Federation of Canadian Municipalities, Building Prosperity Through Local Economic Development, 2014)

Background documents will be provided to the successful proponent that includes statistical data, list of stakeholders and key service providers, previous reports/studies relevant to this project and any other appropriate information. The intent of this project is to refresh previous work, not to duplicate what has already been done, and to move forward with an economic development strategy that is appropriate to the current fiscal realities.

6. Project Outcomes and Measures:

The outputs and deliverables of the project include:

- development and delivery of an engagement plan and process;
- draft discussion document for release at a GROW Brandon Economic Summit;
- final strategic plan for GROW Brandon economic development in Manitoba designed in partnership with stakeholders that includes an executive summary, background, overview of stakeholder engagement, analysis of business and community needs/insights, shared vision and strategic priorities/directions, strategic framework with actions and roles/responsibilities of stakeholders , and next steps for implementation. (Measures: stakeholder engagement process and strategic plan)

The outcome will be a shared strategy where all stakeholders participate in the implementation of the strategy to create an environment for enhanced economic development in Brandon, Manitoba. (Measure: shared strategy)

7. Budget and Timelines:

CEDF has a budget of up to \$40,000 for this project.

The submission deadline is **September 14th, 2023, at 12:00 p.m.** (CST/CDT – Manitoba Time)

The following dates are targets only and are subject to change at the discretion of CEDF:

- Award Notification: September 26th, 2023
- Project Initiation: As soon as possible following award of contract.
- Draft Strategy/Document: February 5th, 2024
- Northern Economic Summit: March 2024
- Final Strategy & Summit Report: April 30, 2024

8. Proposal Format & Requirements:

Proposals must include the following components:

- a) Company profile including any previous relevant projects
- b) Resumes, qualifications, relevant experience and hourly rates of project team members
- c) At least three references from clients
- d) Details of any subcontracting or joint venture arrangements proposed
- e) Project plan and timelines
- f) Project risks and sensitivities including anticipated challenges and strategies to address
- g) Cost/price including detailed breakdown of all fees to provide the services

Travel expenses will be paid by monthly expense claim at current municipal rates and should be included in the fee proposal. Room rentals, food and beverage and other incidental costs for stakeholder meetings and engagement will be paid directly by CEDF and should not be included in the fee proposal.

9. Submission Process:

Proponents must submit complete proposals by email or to the address set out on the title page of this RFP by the submission deadline. Proposals received after the submission deadline will not be considered. It is solely the Proponent's responsibility to ensure that the proposal is received by GROW Brandon prior to the submission deadline.

10. Evaluation Process and Criteria:

The evaluation committee will be comprised of representatives from GROW Brandon, and the Task Force. The committee may not necessarily accept the lowest priced proposal or any proposal. The decision of the committee will be final.

Proposals will be evaluated based on the following criteria:

- a) Professional history, relevant experience/knowledge (from section 1) and references.
- b) Project plan and timelines including ability to begin work the week of October 7th, 2023.
- c) Knowledge and experience working with community stakeholders and Indigenous communities.
- d) Detailed budget and fee proposal.
- e) Economic development experience.
- f) Knowledge of rural, small urban, and indigenous business development.
- g) Knowledge of primary industries.

An Agreement will be signed with the successful Proponent including the requirement for regular status reports. The successful proponent shall agree not to divulge or release any information that has been given to it or acquired by it on a confidential basis during this agreement.

11. Inquiries:

All inquiries related to this RFP must be directed by email to:

Connor Ketchen, General Manager
Brandon Chamber of Commerce
Email: gm@brandonchamber.ca

If GROW determines that an inquiry will be of interest to all Proponents, it will be communicated in writing by email to all Proponents. The source of the inquiry will be kept confidential.

Thank you for your interest in the GROW Brandon Economic Development Strategy.

Appendix A

GROW Brandon Economic Development Strategy Boundaries Primary Trading Area

