

TOWN OF HOLYROOD

Oceans Holyrood Initiative

Consultant Services-2022

The Town of Holyrood (Town) requires the professional services of a Consultant (Consultant) to review the present status of the Oceans Holyrood Initiative (OHI) and its ability to influence the overall development of the Ocean sector within the province and beyond. The Town requires that the Consultant identify how the Town can develop partnerships to communicate its valuable position as home of the Launch and the Dr. Arthur May Research Facility.

The Town has identified the oceans sector as its strategic economic driver and has engaged with Marine Institute (MI) of Memorial University of Newfoundland and Labrador (Memorial) to promote ocean related research and development.

The Consultant must gather and analyze data and prepare a flow chart which can be used to proactively attract ocean sector investment and business development to the Town.

The Town expects that the Consultant will identify and engage with a variety of stakeholders to ensure a clear understanding of the sector and the project goals. The Town has ties with organizations at the Federal, Provincial, and Municipal levels of government which the Consultant may utilize. The Town will identify general stakeholders in the ocean sector which the Consultant may find beneficial during project development. The Consultant must consider the community, and other local stakeholders, during project development.

OVERVIEW

The Town has determined that attracting investment in the local ocean sector will be a key factor in diversifying and developing the local economy. In 2013, with the support of MI, the Atlantic Canada Opportunities Agency (ACOA), and the then Department of Business, Tourism, Culture and Rural Development (DBTCRD), the Town launched OHI.

The OHI is working to expand the Town's economy by promoting industrial, academic, and economic growth in the local area's ocean sector. Through partnerships with the Federal Government (ACOA), Provincial Government, including the Department of Industry, Energy and Technology (DIET), and academic institutions such as Memorial and MI, OHI is creating a self-sustaining community in ocean sector research, education, training and business development.

OHI has had a positive impact on the Town's economic growth. Research during phase one led to a proposal for a Cold Ocean Research and Innovation Hub in partnership with MI, and partnerships with MI, Oceans Advance, and Genesis Center were developed. The Town also developed

international partnerships with American and Norwegian companies. In addition, the Town works closely with Ireland to develop partnerships and share information and innovative ideas regarding ocean sector technology. The Town was also able to identify and designate a 49-acre parcel of land for an ocean business park, called Blue Ocean Industrial Park, to accommodate companies working with MI or in other ocean related activities.

While OHI has had many positive outcomes, there is still room to continue expanding the Town's ocean sector by attracting new investment, particularly on a national and global scale. The Town is already set up to support future economic growth with an up-to-date municipal plan to support infrastructure requirements, and the financial capacity to meet such requirements as they arise.

Business development is a competitive field, particularly on a national and global scale, with well-established competitors in the ocean economy. The Town, building on its strategic strengths of the surrounding ocean and infrastructure of the immediate area, is uniquely positioned to be highly competitive in the ocean sector, nationally and internationally

The Objective

Objectives and Scope of Work

The primary service of the Consultant will be the development of a business case identifying the unique assets and characteristics of the Town to champion economic activity in ocean sector industries. The business case must include, but is not limited to, the following content:

- Prepare an inventory of assets and resources available to the Town and prospective investors - this information will be utilized by the Town to identify and nurture partnerships and support its value position in the ocean sector. The asset and resource inventory should consider the following:
 - Financial resources and incentive programs
 - Infrastructure
 - Environmental
 - Institutional, including MI and Memorial
 - Real estate).
- Complete a stakeholder mapping exercise
Review the present stakeholders involved in ocean development for the province – the Atlantic region and/or nationally, identifying key organizations, groups, businesses, individuals, that could be engaged with the Town/OHI to fully maximize Holyrood's ocean potential; review the present pathway for development related to the ocean sector
- Identify what resources are available and who is responsible for them and create an organizational chart to determine the chain of command and who is at the lead;

- Identify the key partners in establishing a think - tank (conference) related to developments in the ocean sector.
- Set the parameters and themes for a conference based on identified needs in the assessment phase;
- Review previous Start- Up events held by OHI in context of the present day demands of the oceans sector and evaluate the value of hosting a similar event for Fall 2022

The Deliverables

To successfully finish the project the Consultant must complete the following deliverables:

- An implementation plan including specific information on how to “sell” the Town to potential investors and partners in ocean sector industries;
- A complete asset and resource inventory for the area;
- An inventory of all companies and organizations conducting relevant business or research in the Town and surrounding area;
- An inventory of all available marine assets, such as available water lots;
- Identification of and description of the Town’s current value position in the ocean sector, and an explanation on how Town representatives can best communicate this valued position to prospective local, national, and international partners and external investors –
- A list of all tools which may be needed to communicate the appropriate message to the ocean sector industry (i.e., that the Town is ideal for economic activity in this sector)
- An implementation plan Town representatives can best use the set of communication tools described to deliver a consistent and persuasive message to prospective partners and investors.
- Identification of target investors and partners (certain organizations, organizations within a certain sub-sector), including a description of all identified parties or sectors and contact information for any parties identified (if possible) and an action plan on how best to engage these people
- The creation of an updatable database template that the Town can use to monitor its business development leads.
- Draft Conference itinerary, including format, guest speakers etc.
- Stakeholder Mapping

Proposal Requirements

Proposals must address the following:

- A. The approach and methodology, including a plan of work (including project timeline), which will be taken to complete the tasks outlined in the Statement of Work section above;
- B. The personnel who will complete the work required, including support staff, and information on what tasks each individual will complete - information should include each individual's professional background and a copy of their resume or portfolio;
- C. Your organization's background and experience, particularly with regards to the content outlined above including, but not limited to, your organization's experience in ocean sector industries or investment attraction;
- D. Your organization's level of experience with and understanding of ocean sector industries; how qualified your organization is to complete the business case outlined in the Statement of Work;
- E. Your organization's knowledge of the Town and the surrounding area;
- F. The security measures your organization will put in place to protect the privacy of all information and documentation while working with the Town and other collaborators.
- G. The names of any former clients or associates for whom your organization has completed similar or relevant work, and a description of the work which was completed.
- H. A minimum of three references are required.

Pricing

The Consultant must consider the following terms when preparing the price proposal:

- A. The price for this proposal should include all professional fees and reimbursable expenses;
- B. The price proposal must include the cost of meeting with the Town of Holyrood on a minimum of two occasions over the course of the project including:
 - (1) an initial meeting to discuss the project's goals, objectives, deliverables and other details, and
 - (2) the presentation of the draft final report. Additionally, the Consultant must participate in conference calls and / or communicate with the Town via email throughout the duration of the project "as required" by the Town;
- C. The price must include the cost of preparing and submitting three copies. The number of copies must be broken down as follows: two hard copies and one digital copy. Copies will be required for the following reports;
 - (1) an initial draft of the business case;
 - (2) a final draft of the business cases;
 - (3) the finalized business case, incorporating any comments and / or feedback on the draft of the final deliverables, as provided by the Town and any other relevant parties.
- D. Any travel expenses or other expenses which occur outside the price stated will require prior approval.

Security

The Consultant must agree to the following provisions:

- A. All information received or gathered, all materials collected, and all reports produced shall be the sole property of the Town of Holyrood;
- B. The Consultant shall not publish, or in any way use said information, materials, or reports gathered or created for any purpose, other than to provide said information, materials, or reports to the Town of Holyrood.

Terms & Conditions

The Consultant must agree to the following terms and conditions:

- A. All work performed under any contract resulting from this Request for Proposals will be subject to the inspection of and acceptance by the Town of Holyrood;
- B. The Town of Holyrood reserves the right to:
 - (i) reject any and / or all proposals received in response to this Request for Proposals;
 - (ii) enter into negotiations with any bidder on any and / or all aspects of their proposal;
 - (iii) accept any proposal in whole and / or in part;
 - (iv) amend the scope of the project at any time;
 - (v) cancel and / or re-issue this Request for Proposals at any time.
- C. Verbal questions and answers will not be considered binding on either party. If a question(s) is submitted in writing, the Town of Holyrood will respond in writing to all bidders reported to have received the Request for Proposals;
- D. The following evaluation criteria will be utilized in the assessment of responses to this Request for Proposals;
 - (i) Project Management;
 - (ii) Project Team;
 - (iii) Project Comprehension;
 - (iv) Contacts and depth of knowledge regarding the industry sector and target markets;
 - (v) Project work plan indicators and timelines.

Terms of Payment

The Consultant must agree to the following terms of payment:

- A. Payment will not be made until invoices have been submitted to the Town of Holyrood;
- B. The payment schedule will be as follows;
 - 25% initial payment upon signing of the contract
 - 50% upon satisfactory completion of the first draft
 - 25% upon satisfactory completion of the project

- C. Payment of invoices will take place within 30 days of receipt;
- D. Payments will not be made on the cost of extra work incurred where the Consultant is responsible for the errors or omissions being remedied;
- E. In the event of a decision to terminate this work at any point, liability to the Consultant will extend only to the costs actually and properly incurred by the time of termination.

Submission of Proposals

Proposals must be received by 12:00 p.m. (Newfoundland Standard Time) on April 28, 2022. When submitting a proposal, please keep in mind that:

- A. The Town of Holyrood is not obligated to accept any of the proposals submitted, nor is the Town obligated to accept the proposal submitted with the lowest price.
- B. The Town of Holyrood reserves the right to terminate the services and work described in this proposal at any time, with 10 days written notice;
- C. The Town of Holyrood will not make payments for costs incurred in the preparation and submission of any proposals resulting from this request.

Proposals must be submitted to:

Town of Holyrood
P. O. Box 100
Holyrood
A0A 2R0
and marked:
Proposal – Consulting Services
Oceans Holyrood Initiative
Marjorie Gibbons

Inquiries

Please direct all inquiries to:

Marjorie Gibbons
Director of Business Development and Marketing
Telephone: (709) 229 -7252 (ext. 205)
Email: marjorie.gibbons@holyrood.ca