



REQUEST FOR PROPOSAL

OLDS/ DIDSBURY AIRPORT BUSINESS ATTRACTION STUDY

RFP 2023-18

Mountain View County, Alberta

1. Introduction

Mountain View County (MVC) is currently accepting Proposals for a business attraction study (“the Attraction Study”) of the Olds/ Didsbury Airport (ODA). The Attraction Study will showcase feasible and implementable action items for MVC Administration to bring new business to the ODA. Specifically, it will highlight unique aspects of the ODA and key markets that the County should endeavor to engage in its pursuit to further grow and develop the ODA.

Owned by Mountain View County, the Olds/Didsbury Airport (Transport Canada Location Identifier CEA 3) is located within the County alongside the Highway 2/2A Corridor halfway between the Towns of Olds and Didsbury (nine kilometres to Didsbury, and 12 kilometres to Olds). It’s close proximity to Calgary (73 kilometres to Calgary International Airport [YYC]), as well as Red Deer (73 kilometres to City of Red Deer) makes it an ideal, centrally located aerodrome.

The ODA boasts infrastructure and amenities typically only found at aerodromes in larger centres. Its unique approach to land ownership, desirable features (low fuel fees, low wait times, open air space, no landing fees), and business-friendly development potential offers unparalleled value to pilots, visitors or future investors and developers.

The growth of ODA is identified as an economic objective in MVC’s Economic Development Strategy 2022- 2027; *Economic Development Objective 3.3 Business Attraction*, specifically noting airport development and business attraction.

MVC believes that ODA is situated to be an economic driver for the local area and throughout Alberta and believes that there is a significant gap throughout the province in airport development. This belief is paralleled by MVC’s position that the ODA is perfectly situated to become the next general aviation hub. Through the Attraction Study, MVC believes that ODA can fill an industry gap by bringing businesses to operate at our centrally located aerodrome and enhance local and regional economic development.

This Request for Proposal provides specifications and requirements for prospective firms to complete a proposal including cost for completion. Proposals must be submitted no later than **4:00 p.m. on 10/15/2023**.

2. Site Location

Mountain View County was established January 1, 1961, as a county operating within the Province of Alberta. Agriculture is the backbone of the County’s landscape and culture. With over 1,800 farms and ranches located on rich fertile soil and lush grazing land, agriculture is our proud heritage, and vital link to the future.

Population: 13,074 (2016 census)

Postal address: PO Bag 100, Didsbury, Alberta, T0M 0W0

The Mountain View County Administrative Office is located at 1408 - TWP Road 320, Didsbury, Alberta

All the County’s administrative functions, including website and social media management, are conducted from this site.

3. Goals and Ideal Outcome

The scope of services as outlined in this RFP is preliminary. The final scope of services is conditional on negotiating with the selected firm(s) and modified as needed, depending on operational efficiencies and conditions. At minimum, **the solution should provide the following:**

- a) An overview of businesses currently operating at the Olds/ Didsbury Airport.

- b) Analysis of comparable airports within Alberta, identifying trends, strengths, weaknesses, areas of improvement for ODA, areas where ODA exceeds; noting recommended infrastructure updates or potential capital investments, if applicable and potential benefit realized from those investments.
- c) Providing an analysis of business types and industries ODA should be attracting and recommended methods to do so.
- d) Evaluation of how to better attract businesses to the ODA, including feasible short- and long-range strategic plans for growth, development, and retention.

4. Reporting

- a) The Consultant shall meet (in person or remotely) with the County's Review Team to regularly discuss the scope of services. The Consultant will provide the following:
 - (i) Meetings as deemed necessary to discuss progress and unique issues that may have surfaced;
 - (ii) Status reports against each contact performance measure to the Review Team in an agreed upon time schedule by the County and the Consultant.
- b) The Consultant will present a full report to the Review Team at the completion of the scope of services and prior to the agreed upon completion date. The Review Team will provide feedback to the Consultant as appropriate.
- c) The Consultant will present a final report to Mountain View County Council on a date mutually agreed upon by the County and the Consultant.

5. Freedom of Information and Protection of Privacy Act (FOIPP)

- a) Compliance with FOIPP:
 - (i) the Consultant will enter into an agreement regarding the access to Mountain View County records in compliance with FOIPP if required.

6. Schedule and Resources

- a) The Consultant shall complete all work under this request for proposal by 1/31/2024, or a deadline otherwise agreed upon.
- b) The Consultant will list in their proposal all the resources necessary, at their cost, to complete the project by the date(s) specified in 6. (a). This listing will include the names and credentials of all personnel.

7. Submittal Requirements

- a) All interested and qualified Consultants are invited to submit a proposal for consideration. Consultants that are unable to meet the complete requirements of the proposal are encouraged to submit a proposal that reflects their ability to accomplish the County's objectives of this RFP. Submission of a proposal indicates that the Consultant has read and understands this entire Request for Proposal (RFP), including all attachments and all concerns regarding this RFP.
- b) Proposals must be submitted in the format described; **in-person or via email**. Proposals are to be prepared in such a way as to provide a straightforward concise description of capabilities to satisfy the requirements of this RFP. Expensive bindings, colored displays, promotional materials are not necessary. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content. Proposals must be complete in all aspects. A proposal may not be considered if it is conditional or incomplete. All proposals and materials submitted will become property of Mountain View County.
- c) **In-person:** Hand carried proposals may be delivered to Mountain View County Administrative Office located at 1408 - TWP Road 320, Didsbury, Alberta, Monday through Friday excluding holidays observed by Mountain View County. Consultants are responsible for informing any commercial delivery service, if used, of all delivery requirements, and for ensuring that the address information appears on the outer wrapper or envelope used by such service.

One (1) original and (2) copies, total of (3), of the complete proposal must be received by the deadline. The original and all the copies must be in a sealed envelope or container stating on the outside: Consultants Name, Address, Telephone Number, Proposal Due Date, and the text **“RFP REQUEST FOR PROPOSAL OLDS/DIDSBURY AIRPORT BUSINESS ATTRACTION STUDY.”**

Via email: A complete package in PDF format may be submitted to ecdev@mvcountry.com. The email body must showcase Consultants Name, Address, Telephone Number, Proposal Due Date, and the subject line **“RFP REQUEST FOR PROPOSAL OLDS/DIDSBURY AIRPORT BUSINESS ATTRACTION STUDY.”**

- d) Proposal Presentation
 - (i) All proposals must be submitted on 8 ½” x 11” paper, neatly typed, with no less than ½” top, bottom, left, and right margins and single spaced. Typeface must be no more than 12 characters per inch. Each page, including exhibits and attachments, must be clearly and consecutively numbered at the bottom of each page.
- e) Proposal Content
 - (i) Cover Page. Submit RFP coversheet on letterhead stationary, signed by a duly authorized officer, employee, or agent of the organization/firm submitting the proposals that must include the following information:
 - 1. A statement that the proposal is submitted in response to the Request for Proposal for Mobile Application.
 - 2. A statement indicating which individuals, by name, title, address and phone number, are authorized to enter into a contract, and negotiate the terms thereof, with Mountain View County on behalf of the organization/firm.
 - 3. A statement certifying that the undersigned, under penalty of perjury, is an agent authorized to submit proposals on behalf of the organization/firm.
 - (ii) State whether the firm can provide all of the services listed in the Scope of Services. As best as possible describe the approach and experience that the firm will use to carry out the Scope of Services.
 - (iii) Statement of Qualification. Include the following in this section of the proposal:
 - 1. General description of your firm, including size and length of time in business.
 - 2. A summary of your firm’s background and specific proven experience on similar projects.
 - 3. Location of offices providing services to Mountain View County.
 - 4. List of municipal projects completed that make your firm competitive for the scope of work in this RFP. Show a general description of projects, the organization for which they were undertaken, and dates completed.
 - 5. Types of projects in which your firm has expertise; demonstrating expertise in governance and process efficiency review.
 - 6. Any qualifications not previously described that make your firm unique.
 - (iv) Provide résumés of all key personnel who are proposed to be involved in this project, including descriptions of roles, work location, education/certificates, and experience in the area of municipal government.
 - (v) Provide not less than three (3) reference contacts from other clients, three (3) of which should be a public agency with whom you now work with or have worked within the last three (3) years and have established a contract on a project of a similar nature. Provide the agency/client name, contact name, address, phone number, project name and dates of service provided.
 - (vi) Indicate that you have no outstanding or pending complaints as determined by the Better Business Bureau and are in good standing with a professional association such as the Canadian Association of Management Consultants, if applicable.
 - (vii) Statement of Good Faith. Include the following in this section of the proposal:

1. A statement that the offer made in this proposal is firm and binding for one hundred twenty (120) days from the date the proposal is opened and recorded.
 2. A statement that all aspects of this proposal, including cost, have been determined independently, without consultation with any other prospective Consultant or competitor for the purpose of restricting the competition.
 3. A statement that all declarations in the proposal and attachments are true and that this shall constitute a warranty, the falsity of which shall entitle Mountain View County to pursue any remedy by law.
 4. A statement that the Consultant agrees that all aspects of the RFP and the proposal submitted shall be binding if the proposal is selected and a contract awarded.
 5. A statement that the Consultant, if selected, will comply with all applicable contract requirements, rules, laws and regulations.
 6. A statement that the Consultant agrees to respond to any reasonable inquiry made by Mountain View County for the purpose of clarifying any of the information contained in a Consultant's proposal. The submission of a proposal constitutes permission by the Consultant for Mountain View County to verify all information contained therein. If Mountain View County deems it necessary, additional information may be requested from the Consultant. Failure to comply with any such request may disqualify a Consultant from further consideration. Such additional information may include evidence of financial ability to perform.
 7. A statement that the Consultant does not have any commitment or potential commitments which may impact the Consultant's assets, lines of credit, guarantor letters or ability to perform the contract.
 8. A statement that the consulting firm presently has no interest and shall not have any interest, direct or in indirect, which would conflict in any manner with the performance of the service contemplated by the agreement with Mountain View County. No person having such interest shall be employed or associated with the Consultant during the term of this agreement.
- (viii) **Safety**
The Consultant and all associates shall comply with all safety policies and rules of Mountain View County and the safety regulations under the Occupational Health and Safety Act.
- (ix) **Statement of Schedule and Costs**
The proposal will state a fixed price for the project including all expenses and costs of the Consultant's work under the RFP. Consultants are welcome to divide the RFP up into components and/or options for the County to consider provided that a complete price for that component/option is provided for each respective option.
- (x) A fee schedule and setup fee limit for each of the Phases detailed in the Terms of Reference. Estimates must include all disbursements, expenses, sub consultant fees and a table of charge rates for employees. The cost of each phase shall not be exceeded without the prior express written approval of the County.

8. **Proposal Submission Deadline**

- a) All proposals must be received at the address above no later than **4:00pm, 10/15/2023**. Facsimile transmitted proposals will not be accepted. Postmarks will not be accepted in lieu of actual receipt. Late or incomplete proposals will not be considered. No exceptions will be made.
- b) Questions regarding the content of this RFP must be submitted in writing on or before noon **12:00 (MDT) on 10/05/2023** and directed to the contact(s) listed below. Any clarification or interpretation of the proposal will be made by addendum. Mountain View County is not responsible for any explanation, clarification, interpretation or approval made or given in any manner except by addenda.
- c) All correspondence and the proposal are to be submitted to:

Natalie McKay, Economic Development and Marketing Officer

Mountain View County
 1408 – TWP Rd 320
 Didsbury, Alberta T0M 0W0
 Phone: (403) 335-3311 ext. 161
 E-mail: ecdev@mvcountry.com

- d) Once this RFP has been issued, Consultants are specifically directed not to contact members of Mountain View County Council, employees or consultants for meetings, conferences or technical discussions related to this RFP. All answers to questions and queries made in regard to this RFP will be made by issue of addenda or amendments to all interested parties. Failure to adhere to this policy may result in disqualification of your proposal. All facts and opinions stated within this RFP and all supporting documents and data based upon information available from a variety of sources. No representation or warranty is made with respect thereto.

9. Selection Process and Schedule

- a) All proposals will be subject to a standard review process by Mountain View County. A primary consideration shall be the effectiveness of the Consultant to deliver the services as described in this RFP. Consultants identified as “finalists” may be asked to submit samples of previous work. Evaluation of the “finalists” proposals may include quality of requested work samples, results of references, and interviews. The Director of Legislative, Community and Agricultural Services will make the final decision(s) as which proposal(s) will be considered for approval.
- b) Initial Review. All proposals will be initially evaluated to determine if they meet all of the requirements as stated in this RFP. Failure to meet all of these requirements may result in a proposal being rejected as non-responsive. No proposal shall be rejected, however, if it contains a minor irregularity, defect or variation of the irregularity, defect or variation is considered by Mountain View County to be immaterial or inconsequential. In such cases the Consultant will be notified of the deficiency in the proposal and given the opportunity to correct the irregularity, defect or variation, or Mountain View County may elect to waive the deficiency and accept the proposal.
- c) Technical Review. Proposals meeting the above requirements will be scored on the basis of the following criteria:
- (i) **40 Percent: Ability and Experience of Team to Carry out Project.** Professional and educational experience of key personnel to be assigned to the project, and the firm’s experience with this type of project.
 - (ii) **35 Percent: Approach to and Understanding of the Project.** Proposals will be evaluated based on the Consultant’s understanding and approach to the scope of services desired, and the ability to meet Mountain View County’s objectives. The approach must demonstrate competence and familiarity in completing the projects goals.
 - (iii) **25 Percent: Cost and Fees.** Proposal costs, including time and materials, fee structures and payment schedules are complete and clear. Proposals will be evaluated based on comparisons to other Consultants and to current market costs for comparable services as determined by Mountain View County.
- d) Interview. The most competitive Consultants may be invited to an interview, which could include a presentation by the Consultant and questions by the County representative.
- e) Final Selection. Final Selection will be based on determining which proposals will best meet the needs of Mountain View County as described in this RFP.

10. Contract Award

- (a) Mountain View County may require the potential Consultant(s) selected to participate in negotiations, and to submit price, technical, or other revisions of their proposal as may result from negotiations. Mountain View County reserves the right to make one total award, one award for each subject area, or combination of awards, which ever is in the best interest of Mountain View County. It is Mountain View County’s sole

discretion to extend an agreement with the Consultant to include additional services or to ascertain additional services through a separate RFP.

(b) **Proposal Timelines Summary**

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|---------------------------------------|------------|
| Release RFP | 9/25/2023 |
| Deadline for Submission of Questions | 10/05/2023 |
| Addendum (if applicable) to be Posted | 10/09/2023 |
| Deadline for Proposal Submissions | 10/15/2023 |
| Tentative Date for Awarding Contract | 10/20/2023 |

(c) **Project Schedule*** Subject to change after negotiation with successful proponent

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|--------------------------|------------------------|
| Contract Execution | 11/01/2023- 01/31/2024 |
| Project Start-Up Meeting | Late October 2023 |

11. Other Information

- (a) **Acceptance or Rejection of Proposals.** This RFP does not commit Mountain View County to award a contract. Mountain View County reserves the right, in its sole discretion, to accept or reject any proposals; to waive minor informalities of proposals; or to cancel, revise or extend solicitation. Proposals shall remain open, valid and subject to acceptance anytime within one hundred twenty (120) days after the proposal opening and up to the end of the agreement period. Mountain View County realizes that conditions other than a price are important and will award contract(s) based on the proposal that best meets the needs of Mountain View County.
- (b) **Modifications to the RFP.**
Mountain View County reserves the right to issue addenda or amendments, or change the timelines to this RFP.
- (c) **Incurred Costs.** This RFP does not commit the County to any costs incurred in the preparation of a proposal in response to this request and Consultant(s) agree that all costs incurred in developing their proposals are the Consultant's responsibility.
- (d) **Final Authority.** The final authority to award a contract(s) rest solely with Mountain View County's representative.
- (e) **Disputes Relating to Proposal Process and Award.** In the event a dispute arises concerning the proposal process prior to the award of the contract, the party wishing resolution of the disputes shall request in writing to the Chief Administrative Officer for Mountain View County, within ten (10) days of notification of non-selection. Grounds for an appeal are that Mountain View County failed to follow the selection procedures and adhere to requirements specified in the RFP or any addenda or amendments; there has been a violation of Provincial or Federal Law. Appeals will not be accepted on any other grounds. Mountain View County will consider only those specific issues addressed in the written appeal. The Chief Administrative Officer for Mountain View County or designee shall consider the request and respond in writing within ten (10) days of receipt. The decision of the Chief Administrative Officer for Mountain View County shall be final with respect to matter of fact. All disputes must be submitted to:

Chief Administrative Officer
Jeff Holmes
Mountain View County
Postal Bag 100 Didsbury, Alberta
TOM OWO

