



Request for Proposals

The Cape Breton Partnership is requesting proposals to:

Develop a report on the Economic Impact of Seafood and Aquaculture in Cape Breton

THE CAPE BRETON PARTNERSHIP RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS OR TO ACCEPT ANY PROPOSAL OR PART THEREOF CONSIDERED TO BE IN ITS BEST INTEREST. WE THANK ALL INQUIRIES IN ADVANCE AND ADVISE THAT ONLY PROPOSALS SELECTED FOR FURTHER CONSIDERATION WILL BE CONTACTED. FIRM (S) SHOULD BE PREPARED TO MAKE A PRESENTATION TO THE REVIEW COMMITTEE.

Contents

CAPE BRETON PARTNERSHIP	3
BACKGROUND.....	3
OBJECTIVES	4
SCOPE OF WORK	4
PROJECT SCHEDULE AND REPORTING	5
PROPOSAL SUBMISSIONS	5
SELECTION PROCESS	6
OWNERSHIP	6
INQUIRIES AND PROPOSAL SUBMISSION	6



Report on the Economic Impact of Seafood and Aquaculture in Cape Breton

Request for Proposal (RFP)

CAPE BRETON PARTNERSHIP

The Cape Breton Partnership (Partnership) brings together the considerable knowledge, skills and experiences of Cape Breton's business and community leaders, to advance growth and prosperity in Cape Breton.

The Partnership was formed with the idea of uniting businesses and communities across Cape Breton to drive the economy forward. In September 2004, the idea moved from concept to development with the input of several prominent business leaders, chambers of commerce, economic development agencies, government and consultants. The Partnership is a proud product of the private sector and an agent of positive change in Cape Breton. The Partnership has created an effective forum for private and public sector investors to come together with the common goal of:

Forging partnerships - Capitalizing on opportunities - Building a Stronger Cape Breton.

The Partnership believes that Cape Breton's economy is moving forward and that we can build on the area's success by harnessing the support of Cape Breton business leaders in delivering a message of progress and opportunity to prospective investors.

BACKGROUND

It has been widely recognized in the local business community that more needs to be done to encourage investment in Cape Breton which will result in: employment growth; wealth generation; a diversified economy; and population growth.

A major project being undertaken by the Partnership is the delivery of the [*Prosperity Framework*](#). This multi-faceted project is being implemented by a group of stakeholders including an Advisory Team, and Industry Sector Teams. The goal is to help Cape Breton continue to strengthen its economy and focus on sector growth in areas that Cape Breton has strategic advantages. The committees consist of public and private sector leaders.

The *Prosperity Framework* outlines strategies and actions to improve Cape Breton's economic performance measured by a group of economic indicators: population growth, participation rate,

levels of unemployment and job growth. Since its implementation three years ago, the Prosperity Framework has implemented a number of projects and initiatives to advance growth and competitiveness in key economic sectors.

One of the sectors with the most significant economic impact on the region is Seafood and Aquaculture. It has a team meeting under the Prosperity Framework. Comprised of seafood processors, aquaculture professionals, government, First Nations and educational institutions, the Seafood and Aquaculture team would like to gather information that would demonstrate their impact on the local economy while highlighting potential opportunities for growth in global markets.

OBJECTIVES

Data and information are the basic essentials to decision-making in new business ventures. In order to identify potential opportunities for cooperation, the Seafood and Aquaculture sector in Cape Breton needs to have a greater understanding of its economic impact. The Seafood and Aquaculture sector team has determined priority projects for the near term. Their main priority is to develop a baseline of the impact their sector has on Cape Breton's economy.

The Cape Breton Partnership proposes to work with seafood processors, aquaculture processors, and their partners, to identify their impacts. The priority information that the Seafood and Aquaculture team would like to compile includes:

- the number of jobs created by the sector;
- the amount and value of exports and products;
- opportunities for growth;
- barriers to growth;
- potential opportunities for collaboration within the industry; and,
- sector expenditures on services, supply chain, transport, contractors and other industry relevant expenditures.

This baseline economic data will allow for the Seafood and Aquaculture sector team to measure the impact of future initiatives and identify opportunities for growth and possible cooperation and collaboration within the industry.

SCOPE OF WORK

The report outlining the Economic Impact of Seafood and Aquaculture in Cape Breton will include the following information:

- all species being processed and caught in Cape Breton;
- all species being harvested through aquaculture in Cape Breton;
- all species being exported from Cape Breton Island (value and amount);
- employment statistics related to employment numbers, job creation, wages, worker migration, and seasonal vs. year round employment within the sector;
- imports of seafood and aquaculture products for processing in Cape Breton by species and tonnes into the area;
- Imports of products to Cape Breton for use in processing and shipping seafood and aquaculture products for local and global markets.

- Expenditures in supply chain, services and transportation.

The information will be gathered by:

- capturing data via a detailed survey (created by the consultant(s)) completed by producers and processors within the Seafood and Aquaculture sector;
- conducting follow-up one-on-one visits with survey respondents, processors, producers qualitative interviews; and,
- obtaining relevant statistics from the province of Nova Scotia, Statistics Canada, and other relevant government sources to measure the impact of the sector on the economy.

The data will be compiled into a detailed report for public consumption and future use by the sector team.

The final product delivered to the Cape Breton Partnership must:

- be developed in an attractive (Microsoft Word) format for ease of updating data and information;
- provide an inventory of current information related to Seafood and Aquaculture;
- deliver valuable information for the sector team; and,
- provide up-to-date data for the community to be used in the development of future projects.

The final profile will be ready to print/email and easily displayed on/downloadable from the Cape Breton Partnership's website.

PROJECT SCHEDULE AND REPORTING

Upon written approval to proceed, the consultant(s) shall:

- complete the project by March 18, 2016;
- meet with the selection committee on December 23, 2015 for a start-up meeting to discuss and confirm project deliverables; and
- provide by-weekly electronic reports to the Team Lead on the progress of the project.

PROPOSAL SUBMISSIONS

The proposal submission must including the following information:

- corporate name and company profile;
- a description of experience and expertise;
- references for 3 relevant projects which your team has led;
- a description of each member of the project team including a discussion of their experience, their address, and their curriculum vitae;
- identification of team members living in Cape Breton;
- a statement of understanding of the scope of the project;
- a description of the project plan to be followed to meet the project's objectives;

- a project timeline and reporting schedule;
- a schedule of **(DAILY)** fees and expenses setting out rates of remuneration for team members and an estimate of time each member will devote to the project;
- a Gantt chart depicting each team member and their associated level of effort for each key deliverable (i.e., breakdown of junior/senior personnel and how many days each would work at each phase of the project by key deliverable).

SELECTION PROCESS

The proposals will be reviewed by a selection committee selected by the Cape Breton Partnership with members from the Seafood and Aquaculture sector team. A scoring system will be used in accordance with the proposal components listed above. The proposal with the lowest bid will not necessarily be selected. The Cape Breton Partnership retains the right to accept or reject any or all of the proposals received.

OWNERSHIP

The Seafood and Aquaculture Economic Impact document, when constructed, shall be and remain the sole property of the Cape Breton Partnership and the Prosperity Framework. The consultant shall not use any proprietary software that would prevent the Cape Breton Partnership and the Prosperity Framework from contracting another firm to make updates at a later date.

INQUIRIES AND PROPOSAL SUBMISSION

Submissions should be sent by **mail or email** to the attention of:

Keith MacDonald
President and CEO
Cape Breton Partnership
275 Charlotte Street
Sydney, Nova Scotia
B1P 1C6
keith@capebretonpartnership.com

Submissions should arrive no later than 4:00 pm on Tuesday, December 15, 2015. Questions can be directed to Keith MacDonald.