

Request for Proposals

*Community Economic Impact Study
Cape Breton Eagles Hockey Club & Centre 200 Arena*

March 2024

Proposals and inquiries can be submitted to:

Tyler Cole
Economic Development Officer, CBRM
Cape Breton Partnership
tcole@capebretonpartnership.com
(c) 902-565-9761

Deadline: **Friday, April 26, 2024**

THE CAPE BRETON PARTNERSHIP RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS OR TO ACCEPT ANY OR ALL PROPOSAL OR PART THEREOF CONSIDERED TO BE IN ITS BEST INTEREST. WE THANK ALL INQUIRIES IN ADVANCE AND ADVISE THAT ONLY THOSE PROPOSALS SELECTED WILL BE CONTACTED. PROPONENT(S) SHOULD BE PREPARED TO MAKE A PRESENTATION OR PROVIDE ADDITIONAL INFORMATION AS REQUIRED.

BIDS RECEIVED BY EMAIL WILL BE ACCEPTED AS OFFICIAL.

BIDS RECEIVED IN-PERSON OR BY COURIER MAY NOT BE ACCEPTED.

The only acceptable email address for responses to the bid solicitation is tcole@capebretonpartnership.com.

Bids submitted by email to any email address other than tcole@capebretonpartnership.com will not be accepted.

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PROJECT INTRODUCTION

The Cape Breton Partnership invites interested vendor(s) to submit proposals for **two** Community Economic Impact Studies, **jointly conducted**:

- The first will analyze the economic impact of the Cape Breton Eagles Hockey Club (Eagles) on the Cape Breton Regional Municipality (CBRM)
- The second will analyze the community economic impact of the Centre 200 events centre on the CBRM

The selected vendor will produce two reports that identify the impact of each of these entities. Both studies will be conducted by the same proponent.

Report I should analyze the impact of the Eagles' 34 home games played at Centre 200 in Sydney, Nova Scotia, as well as the impact of the club's players on the community's billet families and the broader impact of the club with special events, community engagement, and sponsorships of the club.

Report II should analyze the impact of the other events hosted at Centre 200 throughout the year, and its role as a prominent community centre. Centre 200 is the largest events centre in Nova Scotia outside of Halifax, and is a hub for community events.

BACKGROUND

The Eagles play in the Maritimes Division of the Quebec Maritimes Junior Hockey League (QMJHL), a major junior hockey league based in Quebec and Atlantic Canada. Originally founded in 1969, the team relocated to Sydney from Granby, Quebec before the 1997-98 season. This move made the Eagles the second QMJHL team based in Nova Scotia, after the Halifax Mooseheads. The team has played their home games at Centre 200 since arriving in Sydney.

Centre 200 is a 5,000-seat arena located at 481 George Street in Sydney. It opened in 1987 and has hosted a wide variety of events over its 35-year history, including as the home arena of the American Hockey League's Cape Breton Oilers from 1988-1996, boxing matches, car shows, the Celtic Colours festival, concerts, major curling events such as the Scotties Tournament of Hearts and 2024 BKT Tires World Women's Curling Championship, professional basketball, professional wrestling, and trade shows. Centre 200 is also a community centre, hosting community youth and adult hockey games, high school graduations, weddings, Remembrance Day ceremonies, and more.

REQUEST FOR PROPOSALS

Community Economic Impact Study: Centre 200 & the Cape Breton Eagles.

This request for proposal (RFP) document consists of the following:

1. Two scopes of work
 - 1.1Cape Breton Eagles - Tasks and Specifications
 - 1.2Centre 200 – Tasks and Specifications
 - 1.3Meetings
2. Key deliverables
 - 2.1Deliverables and format
 - 2.2Timelines, milestones, and payment schedule
3. Submission requirements
4. Selection process
 - 4.1Proposal submission
 - 4.2Maximum budget

SCOPE OF WORK I – Cape Breton Eagles

The Economic Impact Study will analyze the economic impact on the CBRM of the hockey club's 34 home games each regular season. Additionally, it will seek to understand the community value of a junior hockey team in terms of pride of place and community unity around a public institution such as a sports team.

1.1 TASKS AND SPECIFICATIONS

The Cape Breton Partnership is investigating, in its role as the economic development agency of the CBRM, through the CBRM Regional Enterprise Network (CBRM REN), the economic impact of a junior hockey franchise such as the Eagles. This study will be used to quantify the economic value of having a junior hockey team reside in a community.

The proponent will be responsible for the following through a combination of analysis of public data and stakeholder engagement sessions. Stakeholders to consult with should include but are not limited to:

- CBRM Economic Development Officers (employed by the Cape Breton Partnership, through the CBRM REN)
- CBRM Recreation staff
- Cape Breton Eagles senior leadership staff and ownership
- Cape Breton Regional Chamber of Commerce
- Centre 200 operations team
- Destination Cape Breton
- Government of Nova Scotia Department of Communities, Culture, Tourism and Heritage
- QMJHL
- Sydney Downtown Development Association
- Team sponsors

Economic indicators of interest to the Cape Breton Partnership include but are not limited to:

- employment and job creation (direct, indirect and induced impacts)
- impact of Eagles games on spending at downtown Sydney businesses
- multi-year recent average of gameday revenue from Eagles games
- team sponsorship trends

Socio-economic indicators of interest to the Cape Breton Partnership include but are not limited to:

- pride of place associated with the Eagles being based in the CBRM
- trends in attendance related to demographics
- community involvement with team events (community nights, partnerships, etc.)
- Island-wide marketing efforts to generate fan engagement

Where possible, the Cape Breton Partnership will work with the successful proponent to provide contacts, suggestions, and current reports and documents for background information and reference.

SCOPE OF WORK II – Centre 200

The Economic Impact Study will analyze the economic impact on the CBRM of the event centre's other events outside of junior hockey games. It will seek to quantify the economic value to a community and the facility's owner, the CBRM, of a major event centre that hosts cultural, sporting, and community events throughout the year.

1.2 TASKS AND SPECIFICATIONS

This study will be used to quantify the economic value of a facility such as Centre 200.

The proponent will be responsible for the following through a combination of analysis of public data and stakeholder engagement sessions. Stakeholders to consult with should include but are not limited to:

- Cape Breton Music Industry Cooperative (CB MIC)
- Cape Breton Regional Chamber of Commerce
- CBRM Recreation staff
- CBRM Economic Development Officers
- Centre 200 operations team
- Events Nova Scotia
- Destination Cape Breton
- Government of Nova Scotia Department of Communities, Culture, Tourism and Heritage
- Screen Nova Scotia
- Sydney Downtown Development Association
- Unama'ki Motion Picture Cooperative

Economic indicators of interest to the Cape Breton Partnership include but are not limited to:

- employment and job creation (direct, indirect and induced impacts)
- impact of Centre 200 events on spending at downtown Sydney businesses
- expenditures on facility upgrades, renovations, and upkeep
- ticketing information for Centre 200-promoted events

Where possible, the Cape Breton Partnership will work with the successful proponent to provide contacts, suggestions, and current reports and documents for background information and reference.

1.3 MEETINGS

The time-sensitive nature of this project will require a relatively short project timeline. The proponent must attend the following virtual meetings with the Cape Breton Partnership, the Eagles, and the CBRM:

- a) **Kick off meeting:** The proponent must attend a kick-off meeting in-person or via a video-conferencing platform that the Cape Breton Partnership will schedule to take place within one week of the contract award.
- b) **Progress meeting #1:** The proponent must present the work plan to the Cape Breton Partnership. The Cape Breton Partnership will schedule a meeting to take place in-person or via a video-conferencing platform two weeks after the contract award.
- c) **Progress meeting #2:** The Cape Breton Partnership will schedule a meeting with the proponent to take place in-person or via a video-conferencing platform six weeks after the contract award to discuss the draft report and their community engagements. The Cape Breton Partnership will comment on the draft report and ask for adjustments, if required.
- d) **Demonstration meeting:** The proponent must present the final report to the Cape Breton Partnership. The Cape Breton Partnership will schedule a meeting to take place in-person or via a video-conferencing platform eight weeks after the contract award.

2.0 KEY DELIVERABLES

The successful proponent will assemble all of the components described above, in addition to other key findings, into two comprehensive community economic impact reports: one studying the Eagles and the other studying Centre 200.

A draft version of the analysis (local market research, stakeholder engagements, and economic impact analysis) will be provided to the Cape Breton Partnership for review and comment. Based on comments and recommendations, the proponent will prepare a final draft for each study, which will be presented to stakeholders. The proponent will edit/revise the strategic direction based on stakeholder input and direction. The final documents shall be made available in digital format.

2.1 DELIVERABLES AND FORMAT

Any and all work developed through the process, including drafts, interviews, reports, summaries, surveys, tables and the final reports will remain the exclusive property of the Cape Breton Partnership. The Partnership reserves the right to share the final reports with stakeholders of their choosing.

The proponent is responsible for the following:

a) **Work Plans:** The proponent must produce detailed work plans outlining their approach to all tasks and requirements of the Scopes of Work. A table of contents must be submitted with the detailed work plan, as well as a glossary of concepts and definitions used.

Method: The proponent must produce a report detailing the inputs that will be used to quantify the economic and socio-economic impacts that are desired to be studied. This method overview must include an assessment of the inputs' reliability and validity, comparing to other similar reports previously completed.

The proponent must provide an electronic copy of the work plans in Microsoft Word format and PDF.

b) **Draft Reports:** The proponent must produce a draft version of each of their reports describing their calculations, their inputs, and the substance of the conversations with community stakeholders that led to their selection of those input metrics. This will enable the Cape Breton Partnership to assess the feasibility of the projected economic impact outlined in the reports.

The proponent must provide an electronic copy of the draft report in Microsoft Word format and in PDF.

Once the drafts have been received, the proponent will meet with the Cape Breton Partnership to discuss their efforts thus far, before finalizing the reports.

c) **Final Reports:** The proponent must produce a final report for each target, responding to all comments on the draft report from the Cape Breton Partnership. These reports will each include an executive summary and detailed tables of economic impact results for direct, indirect, and induced economic impact.

The proponent must provide an electronic copy of the final report in Microsoft Word format and in PDF.

d) **Community Engagement Summary:** The proponent must provide the Cape Breton Partnership with a complete list of the organizations and individuals that were consulted while determining the inputs for the reports. This will be supplied in Microsoft Word format and PDF.

All reports, deliverables, documents and services provided under this requirement are subject to inspection by the Cape Breton Partnership. If any report, deliverable, document or service is not to the satisfaction of the Cape Breton Partnership, as submitted, the Cape Breton Partnership may reject it or request its correction prior to authorization of payment.

e) **Table of Contents:** The proponent must provide for each study, as part of the draft and final reports, a table of contents including, but not limited to: executive summary, methodology, introduction, data outputs, analysis, and appendices of supplementary information.

The proponent must include an electronic copy of the table of contents in the draft and final reports in Microsoft Word format and in PDF.

The proponent must ensure that all deliverables produced under this contract will be as described in the deliverable format above. All parts incorporated into the reports (images, tables, graphs, etc.) must be provided to the Cape Breton Partnership in separate editable electronic files in an acceptable format.

2.2 TIMELINES, MILESTONES, & PAYMENT SCHEDULE

The proponent must agree to and meet the following:

I. **Week 1:** The proponent must attend the *kick-off meetings*.

II. **Week 2:** The proponent must present the *work plans* to the Cape Breton Partnership at the first progress meeting, two weeks after the contract award.

III. **Week 8:** The proponent must submit two *draft reports* with a summary of the community engagements conducted to the Cape Breton Partnership eight weeks after the contract award.

IV. **Week 10:** The proponent must submit the separate *final reports* with all data tables and analysis of the results to the Cape Breton Partnership ten weeks after the contract award. The proponent must also include a *final table of contents* in each of the final reports presented to the Cape Breton Partnership, ten weeks after the contract award.

The term of the contract will start from the date of award and end no later than 12 weeks after the date of award.

| Milestone No. | Description | Due On or Before | Payment Schedule |
|---------------|---|----------------------|------------------|
| 01 | Kick-off meeting | 1 week after award | 10% |
| 02 | Completion and acceptance of the Work Plan | 2 weeks after award | 30% |
| 03 | Completion and acceptance of the Draft Report | 8 weeks after award | 30% |
| 04 | Completion and acceptance of the Final Report | 10 weeks after award | 30% |

INVOICING

The proponent shall submit invoices to the Cape Breton Partnership, in care of the Accounts Payable Department, 285 Alexandra Street, Sydney, Nova Scotia, B1S 2E8, by email accounting@capebretonpartnership.com with direct reference to the milestone achieved, as listed above.

Payment is due within 30 days of receipt by the Partnership.

3.0 SUBMISSION REQUIREMENTS

Proposals must include, at minimum, all of the following information. This does not guarantee acceptance of proposal and your proposal may not be considered if it is incomplete:

- The corporate name and company profile of the submission proponent;
- A statement of the proponent’s understanding of the scope of the project;
- A description of the project plan to be followed to meet the project’s goals and requirements;
- A profile of the experience and expertise of the submission proponent;
- A description of each member of the proponent’s project team, including a description of their experience and examples of past work relevant to this project;
- A work breakdown and schedule of fees and expenses setting out rates of remuneration for team members and an estimate of time each member will devote to the project;
- A project timeline and reporting schedule—final work plan to be submitted upon approval of proposal;
- Portfolio examples and references for three relevant projects for which the proponent has been the lead, as well as descriptions of experience on projects.
- Any other information you feel may strengthen the presented proposal.

Proposal must be submitted prior to the deadline of **April 26, 2024** and must be submitted as a single PDF file.

4.0 SELECTION PROCESS

Proposals that are deemed complete will be reviewed by staff of the Cape Breton Partnership, the Eagles, and the CBRM, with input from other key partners as required. Proposals will be assessed according to how well they meet the requirements of the project and the experience of the proponents. In particular, we are seeking proponents with experience studying the sports and events industries, with proven metrics for analyzing the economic impact of sporting and cultural events. The proposal with the lowest cost bid will not necessarily be selected. The Cape Breton Partnership retains the right to accept or reject any or all of the proposals received at their discretion; information on debriefings is included below.

Proposals will be evaluated based on the following:

- Project Understanding and Approach (20%)
- Work Plan and Schedule (30%)
- Team Experience (20%)
- Budget (30%)

4.1 PROPOSAL SUBMISSION

4.1 a) EMAIL SUBMISSION

The maximum email file size that the Cape Breton Partnership is capable of receiving is 15 MB. The proponent is responsible for any failure attributable to the transmission or receipt of the emailed bid due to file size.

The proponent should note of the size of the email as a whole and not only the attachments. If the email size is too large, the proponent should send the bid in multiple emails properly labeled with how many emails are included, or use a large file transferring system such as WeTransfer.

4.1 b) SUBMISSION

Submissions must be sent by email, no later than **4:00 pm Atlantic Time on April 26, 2024** to the attention of:

Tyler Cole
Economic Development Officer, CBRM
Cape Breton Partnership
tcole@capebretonpartnership.com
902-565-9761

4.1 c) ENQUIRIES

All enquiries must be submitted to tcole@capebretonpartnership.com no later than five (5) calendar days before the RFP closing date. Enquiries received after that time will not be answered.

Proponents are asked to reference as accurately as possible the numbered item of the RFP to which the enquiry relates.

4.1 d) DEBRIEFING

Proponents may request a debriefing on the results of the bid solicitation process. Proponents should make the request to the Cape Breton Partnership within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone, or in person.

4.2 MAXIMUM BUDGET

The maximum budget for this project is \$20,000 plus HST.