

Request for Proposals

Unama'ki-Cape Breton 2025
Foreign Direct Investment Strategy Development

Version 2.0, June 2025

Proposals and inquiries can be submitted to:

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(902) 565-9761

Deadline: June 30, 2025

THE CAPE BRETON PARTNERSHIP RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS OR TO ACCEPT ANY OR ALL PROPOSALS 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.

1. PROJECT OVERVIEW

The Cape Breton Partnership invites proposals from qualified consultants to develop a comprehensive three-year Foreign Direct Investment (FDI) strategy for Cape Breton Island. This strategy will be developed in close collaboration with the regional and sector-specific Economic Development Officers (EDOs) of the Cape Breton Partnership and other key partners. The goal is to attract and retain investment in key sectors that align with the region's economic strengths and opportunities. The final recommendations should be directed approximately 75% toward actionable steps the Cape Breton Partnership team can lead, and 25% toward recommendations for external partners, including municipalities, industry, and others.

2. BACKGROUND

Unama'ki - Cape Breton has a diverse economic landscape with strengths in sectors such as marine industries, renewable energy, technology, post-secondary education, and advanced manufacturing. As one of the leading economic development organizations in the region, the Cape Breton Partnership is focused on enhancing investment attraction efforts, fostering business growth, and strengthening industry collaborations. The Cape Breton Partnership has a team of experienced and highly qualified Economic Development Officers (EDOs) based in each of the Island's 5 municipalities who will serve as active collaborators in the development of the strategy.

About the Cape Breton Partnership

The Cape Breton Partnership brings together people who believe in the power of working together to increase economic opportunities and aims to transform Unama'ki-Cape Breton into the most creative and prosperous place on earth.

We support companies and entrepreneurs through our projects and initiatives by promoting our island as a great place to live and invest; growing a culture that values and celebrates creativity, innovation, entrepreneurship; and connecting entrepreneurs and companies to the resources they need to succeed.

The Cape Breton Partnership has investors committed to investing in Cape Breton's future economic growth. Private sector support and collaboration remains a top priority for the Partnership and continues to be a driving force behind changing our local attitudes and transitioning the economy into a new era of prosperity. This project, along with many other ongoing stimulus projects, will create the new economy of Cape Breton.

3. SCOPE OF WORK

The selected consultant will be responsible for developing a clear, actionable, and measurable FDI strategy that aligns with Cape Breton's economic development goals, as outlined in [*Forward.Together.*](#), the Island's economic development and population growth plan, published in 2024. The scope of work includes but is not limited to:

3.1 Research and Analysis

- Complete a comprehensive desktop review of previous CanExport projects.

- Assess Unama’ki-Cape Breton’s competitive advantages and challenges in investment readiness through discussions with the Economic Development Officers.
- Emphasize 80% of effort on understanding the current economic and investment status, with recommendations on who to engage and next steps. The remaining 20% will focus on identifying new and emerging sectors, FDI trends and best practices that are applicable to Unama’ki Cape Breton.
- Evaluate existing policies, infrastructure, and incentives related to FDI attraction. Make recommendations for municipal policy revisions and new incentives to stimulate FDI, in line with the Nova Scotia *Municipal Government Act*.
 - Recommendations that are not currently in line with the guidelines of the Nova Scotia *Municipal Government Act* are welcome but must be noted as possible only with legislative changes.

3.2 Partner Engagement

- Work closely with the Cape Breton Partnership’s Economic Development Officers and Invest Nova Scotia to ensure alignment with regional economic goals.
- Facilitate consultations with industry leaders, government agencies, Indigenous economic development divisions, and other key partners when necessary.

3.3 Strategy Development

- Develop a structured three-year FDI strategy with clear objectives, measurable outcomes, and timelines.
- Identify target markets and industries most suitable for investment readiness.
- Define specific investment attraction tactics, including trade missions, lead generation, and digital marketing.
- Outline an implementation roadmap for potential investor engagement and relationship management.
- Ensure each municipality (Cape Breton Regional Municipality, Inverness County, Richmond County & Town of Port Hawkesbury, Victoria County) has at least 1 specific action item or opportunity for their district.

3.4 Implementation Plan

- Provide a step-by-step action plan for executing the strategy.
- Recommend resource allocations, partnerships, and capacity-building initiatives. Identify key performance indicators (KPIs) to measure success over the three-year period.
- Recommend key trade shows, industry events, or conferences, both in Canada and globally, that should be targeted for attendance as part of executing on the strategy.
- Review current FDI attraction tools and suggest new tools and resources that can be developed to support FDI attraction efforts at these industry events.
 - Specifically, make recommendations for the creation of community-specific tools (web and PDF) that can be used to better promote specific areas of Unama’ki - Cape Breton.

3.5 Final Deliverables

- A written three-year FDI strategy document.
- A detailed implementation roadmap with milestones.
- A final presentation to the Cape Breton Partnership and key partners.

4. Proposal Requirements

Interested consultants are requested to submit a proposal that includes the following:

- **Company Profile:** Overview of the firm or consultant, including experience in FDI strategy development.
- **Relevant Experience:** Summary of previous FDI projects, preferably with a focus on rural or regional economic development.
- **Approach and Methodology:** Description of the approach, research methods, and tools to be used. This should include descriptions of how you intend to work with the EDOs to access their knowledge and connections.
- **Proposed Work Plan & Timeline:** Estimated timeframe for each phase of the project.
- **Budget and Pricing:** Detailed cost breakdown, including professional fees and any associated expenses.
- **References:** Contact information for at least two references from similar projects.

5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and qualifications in FDI strategy development (30%)
- Proposed methodology and approach (25%)
- Demonstrated ability to engage partners and work collaboratively (20%)
- Cost-effectiveness and value for money (15%)
- Clarity and quality of the proposal (10%)

6. Submission Deadline and Contact Information

Proposals must be submitted **no later than 5:00pm June 30, 2025**, to:

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Cape Breton Partnership
tcole@capebretonpartnership.com
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7. Terms and Conditions

- The Cape Breton Partnership reserves the right to accept or reject any proposal.
- All costs associated with proposal preparation are the responsibility of the consultant.
- The selected consultant may be required to enter into a contract with the Cape Breton Partnership.
- The final decision will be based on the best overall value for the region's investment attraction efforts.

We look forward to receiving your proposals and working together to position Unama'ki - Cape Breton as a competitive and attractive destination for foreign direct investment.