

## **Request for Expressions of Interest - Core Business and Support Services to Drayton Valley's Centre for Clean Energy Technology (CETC)**

The Town of Drayton Valley is a forward-thinking community that prides itself on its entrepreneurial spirit and focus on creating a sustainable community. While Drayton Valley has built its success on the forestry and oil and gas sectors, we are also home to the Bio-Mile, a parcel of land that has, and will continue to be, used for the growth and development of sustainable projects relating to the bio-industry. Drayton Valley's commitment to economic development in renewable industries is second to none and has been realized in part with the building of our Clean Energy Technology Center (CETC).

The CETC is a solution-based institution that is founded on education and industry partnerships. As an economic hub for Drayton Valley, the Centre strives to spur innovation and environmentally sustainable initiatives that will benefit Alberta's economic diversification and add strategic value back to the community.

The Center was built with this vision in mind, but it is also home to Norquest College, the Drayton Valley Chamber of Commerce, and the Drayton Valley Hospitality and Tourism Association, which are all working to bring educational opportunities and economic development to our region.

This request for Expressions of Interest invites firms or teams of consultants to submit a proposal to provide core business and support services to the CETC on a contract basis for a one-year period.

In order to support the operations of the CETC, the qualified firm or team of consultants must have experience in the following core areas of CETC business:

- Economic development, particularly in biotechnology and bio-based products, tourism and hospitality
- The development of non-credit educational opportunities
- Business and entrepreneurial coaching/development
- Marketing and promotion
- Stakeholder relations
- Political awareness and networking

This firm or team of consultants would report to the Operating Board of the CETC. After the initial contract period of one year, a review of the concept of contracted services and of the performance of the provision of those services will be conducted by the CETC's Operating Board and the contract would be considered for renewal dependent on the outcome of these reviews.

### **Expectations of the Expression of Interest**

The firm or consultants must be able to drive economic development in the community and make measurable steps in further establishing the CETC as a thriving economic development hub. This would include responsibility to:

- Encourage the development and enhancement of the local economy, particularly in biotechnology and bio-products and in the hospitality sector

- Develop the CETC as a one stop source for education, training, business information, seminars, current research and networking resources
- Create marketing strategies, campaigns and products to ensure business associations and incubators have appropriate programs and services support
- Plan and lead the CETC's external relations initiatives with stakeholders
- Work with local entrepreneurs to assist them in developing their business plans, strategies, or marketing plans
- Focus on areas of youth entrepreneurship, startups, micro businesses, mentorship, and networking
- Attract grants and venture capital sources to support local economic development
- Report on progress regularly to the CETC Operating Board and Town Council as required.
- Develop an annual operating budget for the CETC

Eligible firms or agencies must be available to provide services to the CETC's operations for up to 40 hours per week, with a minimum of 20 hours per week in the Town of Drayton Valley.

### **Expression of Interest Components**

Please provide the following in your submission as components of your Expression of Interest:

**A Proposal on Your Firm's Approach to the Project:** Please provide a narrative that outlines your understanding of the following:

- The opportunities provided by a one-stop economic development hub such as the CETC, and how you would go about ramping up the CETC's ability to realize these opportunities
- How you would take the initial steps required to establish the CETC financial sustainability over time
- Key factors required to drive successful outcomes for the CETC as an economic development hub
- Reasonable performance expectations and performance measures for core services of this scope for a one-year period

### **Consultant Team Experience**

The Town is seeking a firm or team of consultants with a minimum seven (7) years experience in the following areas of core CETC services. Please provide an outline of the specific work your firm and/or prime consultants have performed in each core business area defined above. Descriptions should include: the scope of the related work; the duration of the assignment; the role of the consultants in providing each type of core service:

- Economic development
- Development of non-credit educational opportunities
- Business and entrepreneurial coaching/development
- Marketing and promotion
- External stakeholder relations
- Political awareness and networking

## **Identify Prime Consultants/Team Assigned**

Please identify who on your team will be performing which of the required core functions as outlined in this Expression of Interest and their specific experience in each areas of defined responsibility.

## **References**

Please provide two references from clients with whom you have provided similar services to those outlined in core functions in this Expression of Interest.

## **Costing**

The estimated budget for all required consulting service fees for the one-year contract is a maximum of \$250,000. Please indicate how you would allocate dollars to effectively deliver the services expected in this contract across the resources you would provide. Consultant expenses and CETC operating hard costs would be a separate budget under the oversight of the CETC Operating Board.

## **Submissions**

Please submit a completed Expression of Interest **by 4 pm MST on June 25, 2018**. **Submissions may be made electronically in PDF format to Michelle Nickel, Human Resources Coordinator at [mnickel@draytonvalley.ca](mailto:mnickel@draytonvalley.ca) .**

**Please contact Michelle Nickel at (780)514-2207 with any questions or information about the contents of this Expression of Interest.**