



*Cypress County*

**REQUEST FOR PROPOSAL  
INVESTMENT ATTRACTION  
STRATEGY**

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## 1. CONDITIONS FOR PROPOSAL SUBMISSIONS

Bidders can submit Proposals by any of the following methods:

**Email:**

Email: [ecdev@cypress.ab.ca](mailto:ecdev@cypress.ab.ca)

**Mail or Drop-off:**

CYPRESS COUNTY  
Administration Building (Front Counter)  
Attention: Economic Development  
816 - 2nd Avenue  
Dunmore, AB T1B 0K3  
Phone: (403) 526-2888

Proposals will be accepted up to 4:00 p.m. M.S.T. on April 16, 2025.

An optional information session will be held on April 2, 2025, at 1:00 p.m. via Microsoft Teams. To receive an invitation, please email [ecdev@cypress.ab.ca](mailto:ecdev@cypress.ab.ca).

Bidders must submit their proposal in accordance with the instructions provided in this document.

It is the Bidder's responsibility to confirm receipt of their submission prior to the Proposal closing time.

## 2. PROJECT INQUIRIES

For information regarding this project, you may contact:

Economic Development Department  
Cypress County  
816 - 2nd Avenue  
Dunmore, Alberta, T1B 0K3  
Email: [ecdev@cypress.ab.ca](mailto:ecdev@cypress.ab.ca) (preferred method of contact)  
Phone: (403) 526-2888

## 3. SCOPE OF PROPOSAL

### 3.1 REQUIREMENTS

The consultant will be required to provide on-site time with the client for the project kickoff meeting, consultation sessions, a mid-point check-in (if required), and the final presentation. In addition, bi-weekly virtual check-in meetings will be required, as needed.

### 3.2 PURPOSE

The purpose of this Request for Proposal (RFP) is to select a qualified contractor to develop and deliver Cypress County's Investment Attraction Strategy, which will serve as a data-driven, actionable plan to guide economic development efforts and attract new investment into the County over the next 10 years.

### 3.3 CONSULTANT RESPONSIBILITIES

The selected consultant will be responsible for delivering a comprehensive investment strategy that includes industry analysis and market research, strategic opportunity assessment, regulatory and infrastructure gap analysis, and a clear implementation plan with defined action items.

### 3.4 ASSESSMENT AND RESEARCH

The successful proponent must conduct a thorough assessment of local economic conditions, industry clusters, and infrastructure assets before finalizing the strategy, including evaluating current and emerging industry trends within Cypress County, assessing municipal policies, zoning, and permitting frameworks, engaging with local businesses, investors, and municipal stakeholders to gather insights, and conducting a comparative analysis with similar and adjacent municipalities.

### 3.5 INVESTMENT READINESS & MARKETING STRATEGY

The proponent must identify and recommend best practices in investment attraction policies to enhance Cypress County's competitiveness, infrastructure and incentive programs that could strengthen investment readiness, and marketing and promotional strategies to attract new businesses.

### 3.6 PROJECT DELIVERABLES & TIMELINES

The successful consultant must provide all necessary tools, software, and resources required to complete the project, a detailed project plan outlining key milestones and deliverables, a timeline for stakeholder engagement including open houses, surveys, and workshops, and a final investment strategy report, including an implementation framework for Cypress County. The proponent must meet the following timelines:

**3.6.1 Project Kick-off: No later than May 7, 2025**

**3.6.2 Stakeholder Consultation Completion: July 1, 2025**

**3.6.3 Final Strategy Delivery: October 1, 2025**

## 4. STAKEHOLDER CONSULTATION

The successful consultant must:

- 4.1 Host an open house to engage with local business owners.
- 4.2 Facilitate a workshop with Cypress County Council.
- 4.3 Develop and distribute a survey to gather business feedback.

## 5. DELIVERABLES

- 5.1 A comprehensive and unique 10-year Investment Attraction Strategy.
- 5.1.1 A stakeholder engagement summary outlining key findings from consultations.
  - 5.1.2 A marketing strategy and implementation plan with clear, actionable steps.  
A data-driven site selection analysis identifying at least four high-potential investment areas within Cypress County.
  - 5.1.3 Identification of short (1-5 years) and long-term (6-10 year) investment opportunities and identification of action items needed to land investment.
  - 5.1.4 List of priority industries and high-potential businesses for outreach.
  - 5.1.5 An analysis of comparable municipalities' policies, incentives, and development. Recommendations for policies or initiatives to strengthen Cypress County's investment readiness.
  - 5.1.6 Identification of industry associations, key industry events and trade shows for investment attraction.
  - 5.1.7 A definition of target investor profiles, with specific attention to Small and Medium Enterprises (SMEs), including sector focus, investment readiness, and alignment with Cypress County's economic priorities.

## 6. ACCEPTANCE AND WITHDRAWALS OF PROPOSALS

- 6.1 Proposals must be submitted by Alberta-based firms with proven experience in economic development and municipal investment attraction.
- 6.2 Proposals must be signed by the person/persons submitting the proposal.
- 6.3 Proposals may be withdrawn at any time prior to the closing time by a request via email to the Economic Development Department at [ecdev@cypress.ab.ca](mailto:ecdev@cypress.ab.ca).
- 6.4 Proposals shall not be withdrawn after the closing time. Negligence or mistake on the part of the bidder in preparing the proposal confers no right for withdrawal of the bid after closing time.
- 6.5 Modifications to proposals will only be considered when submitted via email addressed to Economic Development Department indicating the proposal name, and providing such changes are received at the office of the Economic Development Department, prior to the scheduled closing time for receipt of proposals. It is the proponent's responsibility to confirm the modifications change has been received.
- 6.6 Cypress County reserves the right at its sole option, to reject any and all proposals, or any or all portions of a proposal.

- 6.7 The lowest bid or any other proposal will not necessarily be accepted.
- 6.8 Cypress County reserves the right, in its sole discretion, to waive any irregularities in a proposal.

## **7. GUARANTEE**

- 7.1 Prices must include disbursements charges including mileage, and all costs.

## **8. THE FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT**

- 8.1 All documents submitted to the County will be subject to the protection and disclosure provisions of Alberta's Freedom of Information and Protection of Privacy Act ("FOIP"). FOIP allows persons a right of access to records in the County's custody or control. It also prohibits the County from disclosing the bidder's personal or business information where disclosure would be harmful to the bidder's business interests or would be an unreasonable invasion of personal privacy as defined in sections 16 and 17 of FOIP. Bidders are encouraged to identify what portions of their submissions are confidential and what harm could reasonably be expected from its disclosure. However, the County cannot assure bidders that any portion of the bidder's documents can be kept confidential under FOIP.

## **9. PROPOSAL EVALUATION CRITERIA**

- 9.1 Each proposal will be evaluated on the basis of the criteria listed below and the County will have the sole and unfettered discretion to award up to the maximum number of points for each criterion as listed below. By submitting a proposal, the Bidder acknowledges and agrees that the County has, and it is hereby entitled to exercise, the sole and unfettered discretion to award the points for the evaluation of the noted criteria.
- 9.2 Proposals will be evaluated based on the experience and qualifications of the firm(s) and the qualifications of the team member(s). The firm(s) should outline their organizational structure, highlighting key individuals who will be involved in the project's duration. Due to the project's timeframe, the firm must demonstrate their ability to allocate appropriate staff resources with the appropriate level of regional and industry experience and capacity for this project. Details of any third-party contractors taking part in this project must be included.
- 9.3 Demonstrated successful project completion record for similar projects: The firm is required to provide a description of up to three (3) projects that highlight their expertise with projects similar in size, nature, and scope to that outlined above.
- 9.4 References must be provided, including project details and contact persons available for verification.
- 9.5 By submitting its proposal, each bidder acknowledges and agrees that it waives any right to contest in any legal proceedings, the decision of the County to award points in respect of the criteria noted below. The criteria and the maximum number of points for each criterion are as follows:

Category	Criteria	Weight
Program Plan/Approach	Effectiveness & efficiency of proponent's submission	10
	Scope understanding	25
	Schedule to ensure timelines are met	5
	<b>Category Total</b>	<b>40</b>
Organization Capability	Organization & Experience	25
	Demonstrated successful project completion record for similar projects	10
	List of recent project references	5
	<b>Category Total</b>	<b>40</b>
Compensation Structure & Pricing	Pricing	20
	<b>Category Total</b>	<b>20</b>

**10. LAW AND FORUM OF THE PROPOSAL**

10.1 The law to be applied in respect of the Proposal Documents and the Contract shall be the law of the Province of Alberta and all civil actions commenced in relation to the Proposal Documents or Contract shall be adjudicated by the Courts of the Province of Alberta and by submitting Quotes, bidders are taken to have agreed to attorn to the jurisdiction of the Courts of the said Province.

**11. SCOPE OF WORK**

The scope of work required is as described in the items listed below:

- 11.1 Developing an actionable strategy to attract investment in the identified sectors and aligning the strategy with the existing 2025-2026 Cypress County Economic Development Strategy and the Southeast Alberta Regional Economic Opportunity Strategy.
- 11.2 Conducting a data-driven analysis to determine priority investment areas within Cypress County.
- 11.3 Creating a clear marketing strategy and implementation plan with specific action items including required marketing materials, industry tradeshow to attend, and beneficial partnerships/memberships to pursue.
- 11.4 Identifying challenges, opportunities, and key competitive advantages for investment attraction.

**12. DECLARATIONS**

We hereby acknowledge and declare that:

- 12.1 We agree to perform the Work in compliance with the required schedule stated in the Contract.
- 12.2 No person, firm, or corporation other than the undersigned has any interest in the proposed Contract for which this proposal is made.
- 12.3 We hereby acknowledge and confirm that the County has the right to accept any proposals or to reject any or all proposals in accordance with the instructions.
- 12.4 This proposal is open to acceptance for a period of thirty (30) days from the date of Closing.
- 12.5 Proposals must be signed by the person(s) submitting the proposal. A scanned or electronically signed copy submitted via email will be accepted.

**13. SIGNATURES**

Signed, sealed, and submitted for and on behalf of:

Company:

\_\_\_\_\_ (Name)

\_\_\_\_\_ (Street Address or Postal Box Number)

\_\_\_\_\_ (City, Province, and Postal Code)

Signature:

\_\_\_\_\_ (Name and Title)

\_\_\_\_\_ (Witness)

\_\_\_\_\_ (Date)

**14. PRICE**

\_\_\_\_\_ (not including G.S.T.)



The successful proponent will enter into a service agreement with Cypress County

