

REQUEST FOR PROPOSAL

PROJECT TITLE: Market Feasibility Analysis for the Britannia Innovation/Interpretive Centre Project

PROPOSAL DEADLINE: 16:00 hours Friday, December 19th, 2003

INTRODUCTION

The following outlines the terms and conditions relating to a Request for Proposal for the above Project. This project is being undertaken as a partnership between the Britannia Beach Historical Society (BBHS), operators of the BC Mining Museum, the Contract Administrator, and Natural Resources Canada (NRCan), the Project Director.

STATEMENT OF WORK:

PURPOSE:

To have a third party consultant undertake a detailed market feasibility assessment in support of a proposed world class innovation and interpretive centre (the Britannia Project) to be located at the historic Britannia Mine site near Squamish, BC.

PROJECT BACKGROUND

The subject of this request for proposal relates to Phase II of the Britannia Project. Phase I was completed in October 2003. The outcomes of Phase I included a Conceptual Design Report and a Community Visioning Design Charrette. Copies of the outcomes of Phase I can be viewed at the following web address:

www.sustainable-communities.agsci.ubc.ca/britanniabeach

PHASE II STATEMENT OF WORK AND PROJECT OBJECTIVES:

The objectives and considerations for the Phase II study are as follows:

- i. The primary objective of the work considered in this RFP is to complete a market feasibility assessment to support the proposed Britannia Project.
- ii. The Contractor is expected to carry out, as a minimum:
 - A detailed market assessment, including polling as required.
 - An in-depth analysis of the available market for a “world class” mining related innovation and interpretive attraction and consideration of how the concept might fit with other initiatives being considered for the Sea to Sky Corridor.
 - Investigation of possible tourism agreements that would support the Britannia Project.
- iii. Contractor will be expected to take into account the findings of other parallel studies occurring during this work. Most importantly will be the work of the design team, which will help guide the scope of this project.
- iv. Guidance for this work will come from the Britannia Project Team and a Project Advisory Committee. The Contractor will be expected to provide input to both of these groups throughout the project and be willing to respond to input received.
- v. The end products of this work will include both a detailed market analysis report and an executive summary report. The executive summary report should be design in such a way that it is accessible

to a broad range of audiences and be sophisticated in terms of the layout and how the information is presented.

QUALIFICATIONS:

The qualifications for the consultant, or consultant team, carrying out this work should include the following:

1. Demonstrated experience with carrying out market feasibility assessments for the museum/attractions marketplace.
2. Understanding of the GVRD and BC tourism and attractions market.
3. Demonstrated understanding of national and international trends in tourism. In particular, knowledge of emerging trends in such areas as destination and cultural tourism is desired.
4. Experience working with public sector agencies of the Government on Canada.

PROJECT SCHEDULE / DELIVERABLES:

Project Initial meeting:

5 days following award of the contract

Draft Final Project Report and Drawings:

February 13, 2003

Final Report Submission:

February 27, 2004

BUDGET:

The maximum allowable budget for this study is **\$25, 000** inclusive of all related expenses such as administration, printing, and travel. (Canadian - GST/HST Extra).

MILESTONE PAYMENTS:

The contractor shall be paid 50% of the contract amount at the completion of the draft report and 40% at the completion of the final report. The 10% balance will be released once the Project Director has accepted the final report.

REQUIREMENTS:

Firms are asked to submit proposals for carrying out the study described in the **Statement of Work** above. The following must be demonstrated for the proposal to be considered responsive.

EVALUATION CRITERIA:

The following criteria will be used in evaluating the technical proposals:

Criteria	Maximum Points
Demonstrated Understanding of, and approach to, the project objectives and considerations	40 points
Allocation of personnel (level of effort) for most appropriate use	15 points
Qualifications (Education & Experience) of Firm and Proposed Individual(s)	30 points
Cost Estimate	<u>15 points</u>
Total	100 points

In order to be considered for contract award technical proposal must score a minimum of 70% of the maximum points available.

Proposals which fail to score the minimum 70% will be declared non-responsive and not considered further.

TECHNICAL PROPOSAL:

It is up to the bidder as to what information to include, and the particular format to be used, in its technical proposal. The information should however be detailed enough so as to allow a complete evaluation. The information must clearly address the criteria by which it will be evaluated (see "Evaluation Criteria above). It would assist in the evaluation if each section clearly indicates the specific criteria it is addressing.

PRICE PROPOSAL:

The bidders must submit their price proposal in the following manner. Failure to do so will result in your proposal being considered non-responsive and not considered for award.

Bidders must bid a FIRM PRICE for the Work.

The Price Proposal **must include** a price breakdown including hourly rates, direct expenses, subcontracts (if applicable), internal costs (i.e. computer usage charges etc.), travel costs, and any other applicable cost.

Identify the number of hours each team member will be involved in the project. This level of effort will be used in determining the technical points to be awarded in the technical evaluation criteria entitled "Level of effort (person hours) of team members, including appropriate allocation of tasks and hours." In any resulting contract the level of effort proposed will be included and subject to audit.

Also included in your Price Proposal should be an agreement with the proposed Milestone Payment Schedule. Any alternate proposed payment schedules must be reviewed during the bidding process.

The Goods and Services Tax (GST) is to be extra to the price(s)/rate(s) quoted. All prices and amounts of money in the Contract will be exclusive of GST unless otherwise indicated. GST, to the extent applicable, will be incorporated into all invoices and progress claims and shown as a separate item on invoices and progress claims. All items that are zero-rated, exempt or to which the GST does not apply, are to be identified as such on all invoices. The Contractor agrees to remit to Revenue Canada any amounts of GST paid or due.

CONTRACTOR SELECTION METHOD:

The proposal which scores the highest technical score in the technical evaluation criteria (see Appendix "B"), will be considered representing best value.

SUBMISSION OF PROPOSALS:

The Bidder is invited to submit a proposal (three copies requested -unless faxed), to fulfill all the requirements of this RFP. When responding, the proposal is to be submitted to:

Mr. Michael McPhie

Britannia Project Director
Natural Resources Canada
101- 605 Robson Street
Vancouver, BC, V6B 5J3
Fax: (604) 666-1124
E-Mail: mmcphie@nrcan.gc.ca

Facsimile Bids:

Proposals submitted electronically are acceptable provided they are received prior to the date and time shown on the first page of this document. Such proposals must be comprehensive and include the entire proposal. The fax must identify the Request for Proposal reference number and closing date and time.

E-Mailed Bids:

E-mail bids must be in .pdf format, or similar, that does not allow for any external editing.

ENQUIRIES/TIME EXTENSION TO THE RFP CLOSING DATE:

All enquiries regarding the bid solicitation must be submitted in writing (e-mail is preferred) to the contracting authority named below as early as possible within the bidding period.

Enquiries must be received **no less than 5 calendar days prior to the bid closing date** to allow sufficient time to provide a response. Enquiries received after that time may not be able to be answered prior to the bid closing date.

Note: Unedited questions will be distributed, so care should be taken in forming the questions so as not to divulge methodologies and other information that the bidder would not want released.

Issues concerning this procurement may be raised prior to bid closing date with the Project Director in order to obtain general guidance. The Project Director, in consultation with officials of the BBHS, will examine the issues and will decide whether or not to amend the solicitation document.

To ensure consistency and quality of information provided to bidders, the Project Director will provide, simultaneously to all companies to which this solicitation has been sent, any information with respect to significant enquiries received and the replies to such enquiries without revealing the sources of the enquiries.

All enquiries and other communications with Project officials throughout the solicitation period are to be directed **ONLY** to the Project Director named below.

If a bidder has concerns over any area of the bid, whether they see it as restrictive, or unreasonable, is should notify the Project Director identified herein. Failure to do this and then submitting a "qualified" proposal will run the risk of it being declared non-responsive and not considered. The onus is on the bidder to address its concerns during the bidding period so that changes, if accepted, can be made and all bidders informed.

A request for a time extension to the bid closing date will be considered provided it is received in writing by the Project Director at least seven (7) working days before the closing date shown on page 1 of this RFP document. The request, if granted, will be communicated by e-mail, showing the revised closing date. The request, if rejected, will be directed to the originator before the closing by the Project Director.

PROJECT DIRECTOR:

Michael McPhie
Natural Resources Canada
101 – 605 Robson Street
Vancouver, B.C. V6B 5J3
Tel: (604) 666-4122
Fax: (604) 666-1124
E-Mail: mmcphie@nrcan.gc.ca

The Project Director is responsible for all matters concerning the technical content and the terms of work under this Contract.

VALIDITY OF BID:

It is requested that proposals submitted in response to this Request for Proposal (RFP) be:

- a) valid in all aspects, including price, for not less than one hundred and twenty (120) days from the closing date of this RFP; and,
- (b) signed by an authorized representative of the Bidder in the space provided on the RFP; and,
- (c) provide the name and telephone number of a representative who may be contacted for clarification or other matters relating to the Bidder's proposal.

PROPOSAL COSTS:

No payment shall be made for costs incurred in the preparation and submission of a proposal in response to this Request for Proposal.

APPLICABLE LAWS:

Any resulting contract will contain the following:

The Contract shall be interpreted and governed, and the relations between the Parties, determined by the laws in force in British Columbia, Canada.

OWNERSHIP OF PRODUCT:

Any resulting contract will contain the following:

All products and materials provided to perform the work and any modifications made by the selected Contractor shall be the property of the BBHS.