

THE CORPORATION OF THE TOWN OF GEORGINA

COUNCIL ADDENDUM

Wednesday, January 27, 2016
7:00 PM

13. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS AND COMMITTEE OF ADJUSTMENT

(1) Dispositions/Proclamations

- (B) Memorandum from Karyn Stone, Manager of Economic Development and Tourism, respecting the Economic Development Strategy Update and Investment Attraction Strategy Procurement process.

(Advisement: Memorandum listed as Item No. 13(1)(B) of the January 27th Council Agenda that was to be circulated under separate cover)



GEORGINA

INTER-OFFICE MEMORANDUM

January 27, 2016

To: Mayor and Members of Council

Cc: Winanne Grant, Chief Administrative Officer

Cc: Harold Lenters, Director of Planning and Building

From: Karyn Stone, Economic Development Officer

Re: Follow-up to Report ED-2016-0001 respecting the Economic Development Program Review

On January 20, 2016 Council considered the following Recommendations presented with Report ED-2016-0001 respecting the Economic Development Program Review.

1. *That Council receive Report No. ED-2016-0001 prepared by the Economic Development and Tourism Division, dated January 20, 2016 respecting the Economic Development Program Review. - **Approved***
2. *That Council endorse the 'Economic Development Check Up' Report dated December 31, 2015, prepared by Cash & Associates Inc. and provided as Attachment '1'. - **Approved***
3. *That Staff be directed to issue a Request for Proposal for consulting services for the completion of an updated Economic Development Strategy and that Council authorize the expenditure of up to \$30,000 from the existing Economic Initiatives Account.*
4. *That subsequent to the Economic Development Strategy, Staff be directed to issue a Request for Proposal to facilitate the development of an Investment Attraction Strategy.*
5. *That Council support the submission of an application to the Rural Economic Development (RED) Fund and South Lake Community Futures Program to secure funding for the implementation of an updated Economic Development Strategy and Investment Attraction Strategy. - **Approved***

Council approved Recommendations 1, 2 & 5 and requested that staff review Recommendations 3 & 4 in consideration of the importance of this project to the Municipality and Council's desire to proceed with the update of the Economic Development Strategy in the most expeditious manner.

The carrying out of recommendations 3 & 4 outlined above, under the Town's Procurement By-law 2004-0120, would require that Staff prepare a Request for Proposal (RFP) for the preparation of an update to the Economic Development Strategy. The preparation of the RFP is expected to take 1-2 weeks.

The Purchasing Division would then advertise the RFP via the Ontario Public Buyers Association/Bidingo websites, the Town of Georgina website and the Town page in the Georgina Advocate. The RFP would be advertised for 3-4 weeks.

Any proposals received would then be reviewed and those short listed interviewed. The final consultant selection would then be determined. This review selection process would take approximately 3-4 weeks.

With this approach, it would take approximately 2-3 months to complete the RFP process, retain a consultant and commence with the Economic Development Strategy update.

This same process would then be undertaken to advertise for consulting services to prepare the Investment Attraction Strategy. In order to avoid delay in proceeding with the Investment Attraction Strategy, staff would commence with the RFP process for the Investment Strategy, once the draft of the Economic Development Strategy has been completed.

At the January 20th Council meeting, Staff were requested to consider ways to expedite the procurement process for the Economic Development Strategy update, and to consider the possibility of combining the Economic Development Strategy update and the Investment Attraction Strategy into one RFP.

In response to Council's request to expedite the process, staff have provided two options below for Council's consideration:

OPTION #1 – Combined RFP Process:

That Staff be directed to issue a RFP for consulting services for the completion of an updated Economic Development Strategy and Investment Attraction Strategy and that Council authorize the expenditure of up to \$30,000 from the existing Economic Initiatives Account.

This option does not provide any time savings at the front end of the project, and requires that staff prepare a RFP that includes the expected deliverables of the Investment Attraction Strategy without the benefit of an updated Economic Development Strategy. Although there is some time savings by combining the two projects into one RFP, staff are concerned and do not recommend this approach given the magnitude of the Investment Attraction Strategy project and the need to see the

outcome of the Economic Development Strategy update in order to determine the scope of the RFP for the Investment Attraction Strategy.

With this approach, staff would require 3-4 weeks to prepare the RFP required for the Economic Development Strategy update and Investment Attraction Strategy. As noted above, the advertisement of the RFP would take 3-4 weeks and the review process and final selection process would take approximately 4-6 weeks due to the estimated total value, and the need for the additional step of having Council's final approval of the preferred consultant.

With Option #1, it would take 3-4 months to complete the RFP process, retain a consultant and commence with the Economic Strategy update.

OPTION #2- Single Source the Economic Development Strategy Update:

That Council in accordance with Section 3.12 of the Town's Purchasing By-law 2004-0120 waive the provisions and direct staff to scope the Economic Development Strategy update and invite a single bid from the consulting firm of David Cash & Associates Inc.; and,

Upon the receipt of a satisfactory bid proposal, that the Chief Administrative Officer be authorized to execute the necessary agreements to proceed with the update to a maximum of \$30,000, to be funded from the existing Economic Initiatives account; and,

That upon completion of the draft Economic Development Strategy, Staff be directed to undertake a competitive Request for Proposal process to facilitate the development of an Investment Attraction Strategy.

Option #2 allows for the hiring of a consultant and commencement of the Economic Strategy update within 2-4 weeks as opposed to the 2-3 months that it would take if the Town were to proceed with the RFP process. The hiring of the consulting firm of David Cash & Associates Inc. would provide for additional time savings given the background work that has already been completed by Mr. Cash and leverage the investment the Town has made to date through the Economic Development Program Review. This approach also allows for staff to consider the outcomes of the updated Economic Development Strategy in the preparation of the RFP for the Investment Attraction Strategy.

In order to avoid delays in commencing with the Investment Attraction Strategy, it would be staff's intent to begin the RFP process for the Investment Attraction Strategy once a draft of the Economic Development Strategy is complete.