

# Request for Proposal

## *Business Plan for the Development of the North Bay Community Waterfront Park*

### **1. Introduction:**

This Request for Proposal (“RFP”) seeks to establish a firm or consortium of firms (“Consultant”) to develop a plan for the continued development of parkland located adjacent to Lake Nipissing in the City of North Bay.

The Community Waterfront Friends (“CWF”) is a not for profit organization that has been assigned the responsibility by the City of North Bay, through Heritage North Bay, to develop a park that is sustainable socially, environmentally, and economically.

This park contains approximately 38 acres of reclaimed rail lands that has just finished a phase of construction installing piped infrastructure, railway underpasses, parking and partial landscaping of the property.

Community Waterfront Friends is interested in securing the services of a qualified consulting firm with proven urban park planning and development experience, to complete a detailed business plan.

Interested Proponents must register their intention to bid to ensure they receive any Addendum or notifications regarding this RFP.

An electronic copy of the Proposal must be submitted no later than 11:59 P.M. local time, Monday, June 10, 2013, to Allison Quinn, c/o Community Waterfront Friends at [info@waterfrontfriends.org](mailto:info@waterfrontfriends.org). Proposals received after this date will not be accepted. Proponents may elect to submit hardcopy Proposals or additional information to the address below.

<b>Community Waterfront Friends</b>
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245 Oak St East, Suite 100
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North Bay, ON
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P1B 8P8 Phone: (705) 476-0673
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\*\*The lowest priced Proposal will not necessarily be accepted.

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# **REQUEST FOR PROPOSAL**

## ***Business Plan for the Development of the North Bay Community Waterfront Park***

### **2. Timelines and Contact Information**

Copies of the RFP document are available Monday, May 13, 2013 at [www.waterfrontfriends.ca](http://www.waterfrontfriends.ca) and [www.merx.com](http://www.merx.com).

If you intend to submit a Proposal, please submit an e-mail with the subject title “*Waterfront Plan*” to Allison Quinn at [info@waterfrontfriends.org](mailto:info@waterfrontfriends.org) by 11:59 P.M. Monday, May 27, 2013. Please provide a single point of contact.

**Only registered Proponents’ Proposals will be accepted.**

#### **Timelines**

<b>Monday, May 13, 2013</b>	<b>RFP Issued</b>
<b>Monday, May 27, 2013</b>	<b>Deadline for submission of Intent to Bid</b>
<b>Tuesday, June 10, 2013</b>	<b>Deadline for RFP Submissions</b>
<b>Monday, June 14, 2013</b>	<b>RFP Evaluations Completed</b>
<b>Week of June 17, 2013</b>	<b>Proponent Presentations</b>
<b>Monday June 24, 2013</b>	<b>Notification of Successful Proponent</b>

### **3. Background**

In 2000, CWF started as a grass roots group to come up with an alternative to commercial development of the recently acquired rail lands between the downtown core and the waterfront park along Lake Nipissing. It was incorporated as a non-profit corporation February 9, 2001. CWF developed a vision for the parklands and in 2003 the City of North Bay passed a resolution adopting the vision as the plan for the future development of the rail lands.

The concept was to make a spectacular park that would have several sustainable attractions, and together with the park would create a destination attraction. Since then, a business plan by consultants IBI Group was completed, then an initial design with detailed drawings was completed outlining the landscaping, railway and miniature train underpass.

Next the environmental clean-up was completed as well as the restoration of the abandoned CP Station, converting it to a museum.

The pedestrian underpass and miniature train underpass were completed in 2010. This was followed by the installation of the piped infrastructure, parking lot, landscaping, and grass covering. In 2012 the central town square on the city side of the Museum (CP Station) was bricked and a clock tower and memorial pergola was installed. Total investments to date are in excess of \$10 Million.

The last phase is now ready for the individual attractions to be started, and thus it is time for the business plan to be developed with capital and operating costs so that the CWF can determine what funding is required as well as what commercial or sponsored attractions may be suitable to complete the original vision, and create the destination attraction.

### **4. Objectives**

Now that over \$10 Million has been invested in the infrastructure and landscaping of the rail lands and Waterfront Park, it is critical to develop multiple attractions to transform the space in to a “go to destination”.

Since the original plan was formulated the possibilities of new and different attractions has developed, along with new ideas for sustainable funding. The construction of the pedestrian underpass to Lake Nipissing and the redevelopment of Oak Street have enabled a spillover effect that will draw the downtown area into the park and justify private sector investments surrounding the park that will compliment the attractions in the area and draw more visitors to the waterfront/downtown area.

The City of North Bay has recently commissioned a study to revitalize the Kings Landing wharf and marina and surrounding areas. Execution of the resulting revitalization plan will create further pedestrian traffic that will traverse the Waterfront Park. In addition, the Downtown Improvement Area has commissioned a business attraction and retention analysis for Main Street

and the Museum has recently completed a sustainability analysis. Both of these will factor into the plan for the waterfront. As the synergies between the waterfront park attractions and the downtown businesses develop the area will become a destination attraction for Ontario and Canada. Without the attractions, it is just a park that has limited local impact.

## **5. Deliverables**

The Consultant will be required to provide a detailed business plan to support the development of the subject areas. The plan is to include the following components:

1. Determine what attractions could be realistically developed taking into account financial, social and environmental sustainability, longevity, and similar successes in other Cities.
2. Determine how new attractions will integrate with existing attractions and facilities including the redevelopment plans for the Kings Landing area and downtown core.
3. Estimate capital costs of each attraction that is planned for the waterfront park.
4. Determine probable funding sources for identified attractions, both capital and operating. These could involve fund raising, government grants, sponsorships or private sector ownership.
5. Determine appropriate time phases of development and prerequisites of each phase.
6. Estimate the annual operating income and costs of each attraction.
7. Develop the total operating income and costs once all the attractions have been completed. Ideally a ten year cash flow analysis would be provided taking into account recommendations from point 4 above.
8. Estimate the economic impact that the park with attractions will have on the surrounding area in terms how much it will bring annually to the surrounding area and North Bay. Visitation estimates should be broken down to indicate local attendance (within 100KM) and outside the region. If possible the monetary impact of these estimates should be broken down into broad categories. i.e. food, accommodation, other entertainment purchases, retail, etc.
9. Estimate the economic benefits as a result of the park in terms of new capital development and redevelopment around the park, by providing an initial plan for what type of private sector development could occur in the downtown area that is linked to the park based on experiences with other Cities.
10. It is envisioned that the Consultant will deliver a formal presentation of the final results of the plan. The audience will include representation from the CWF, Heritage North Bay, the DIA, the North Bay Chamber of Commerce, the City of North Bay as well as Provincial and Federal funding agencies.

## **6. Demographics**

These numbers have been provided by the City of North Bay and are for the year 2011. They are all approximate numbers but provide a base for the number of people attending various events.

- Approximately 57,000 riders used the Heritage Carousel and Mini-Train
- 3,500 visited the Discovery North Bay Museum (CP Station)
- 6,040 Wristbands were sold for the Summer in the Park concerts, and approximately 6,000 people attended each evening.
- The police estimated the number of people at all the Summer in the Park events at 42,000 people for the three days of the festival.
- A count of the number of people using the underpass was done, and it was approximately 150 per day in the summer. If that was multiplied by 365, then 54,750 people walked through the underpass over the entire year.
- 47% of attendees live within a 40 km radius
- 51% of attendees live outside the 40 km radius and are considered “tourists” by the province of Ontario
- 1.5% came from other provinces within Canada
- 0.2% were international (excluding the USA)

## **7. Submission Requirements**

The RFP is intended to encourage responses from potential consultants and to provide a fair and open process for the required services and a partnership arrangement between the Consultant and the Community Waterfront Friends.

Proposals are invited from any company or organization with an interest in participating in the proposed project either as a single Consultant or as a consortium.

In the case of a Proposal from a consortium, details on the consortium including a statement of its legal status and the relationships amongst the consortium members are to be described. There must be one Consultant identified as the prime Consultant who assumes the overall responsibility and liability for the Proposal. An executed consortium agreement of all participants will be required as a condition of award of contract.

Proponents may respond in any format they wish providing they address the following items.

1. An overview of the suggested approach to the project
2. A profile of the consulting team, including relevant past work experience.
3. A clear, concise and detailed staged work plan which identifies the services to be provided, number of meetings, time lines and the costs associated with each step required to complete the entire project. In addition, a breakdown of time allotted for travel, expenses, disbursements, etc. should also be provided as well as a breakdown of time to be allocated on the project by specific

team members and associated per diem rates in the event that work beyond the scope of this RFP is required.

4. A brief description of previous projects of similar size, along with reference contacts.

5. Any recent or ongoing projects which would conflict with the interests of the municipal partners

## **8. RFP Questions**

The Community Waterfront Friends will not accept or respond to oral questions or requests for clarification on any matter pertaining to the document from any Proponent except at sessions or meetings specially arranged for the oral exchange of information.

All questions and requests for clarification other than those mentioned above shall be submitted by e-mail to Allison Quinn at [info@waterfrontfriends.org](mailto:info@waterfrontfriends.org). All questions and requests for clarification, together with the appropriate response, shall be emailed to each registered Proponent. An exception may be made if the Proponent makes a proprietary claim for the question or request for clarification and provides justification. Community Waterfront Friends may contact a Proponent with the strict purpose to clarify a submitted question.

Questions and requests for clarification shall be accepted up to seventy-two (72) hours before the Proposal closing date and time.

## **9. Evaluation Criteria**

Community Waterfront Friends has formed an evaluation committee that is charged with the task of evaluating the Proposals and determining the Proposal with the highest merit to proceed to the contract award stage. The RFP evaluation committee consists of members of the Community Waterfront Friends, Heritage North Bay, the City of North Bay, and independent technical experts.

Submissions will be evaluated against the following criteria:

<i><u>Evaluation Criterion</u></i>	<i><u>Maximum Points</u></i>
Understanding of Scope of Work	25
Administrative (Compliance) Requirements	25
Demonstrated Ability	50
Total Cost	150

Addition Costing for supplemental work	25
Presentation, References	25
<b>Total</b>	<b>300</b>

The award of the contract will not necessarily go to the Proposal with the lowest total cost.

## **10. Conditions**

1. The Community Waterfront Friends or any of its members shall not be obligated in any way by the Proponent's Proposal. Proponent's costs related to the preparation of a Proposal shall be entirely the responsibility of the Proponent. Expenses of any nature incurred by the Proponent shall be the sole responsibility of the Proponent and may not be charged to or claimed from the Community Waterfront Friends or its associated entities in any manner.

2. The Community Waterfront Friends reserves the right to reject any or all Proposals.

3. All materials submitted in response to this RFP become the property of the Community Waterfront Friends. Proposals and supporting materials will not be returned.

4. The Community Waterfront Friends will accept Proposals from a consortium subject to the following conditions:

- i. One Proponent will assume the responsibility for all work and services.
- ii. There is a clear legal contracting entity that will sign an agreement with the Community Waterfront Friends if the consortium is selected as the successful Proponent and who assumes all obligations of the consortium.
- iii. The consortium must have an executed agreement amongst its members that clearly identifies the obligations of each member of the consortium and recourse in the event of non-performance by any consortium member.

5. CWF shall have the right to negotiate on such matters as it chooses with a Proponent without obligation to communicate, negotiate, or review similar modifications with other Proponents. CWF shall incur no liability to any other Proponent as a result of such negotiation of alternative arrangements.

6. During negotiations, the Services may be refined, issues may be prioritized, responsibilities among the Proponent, all staff and sub-contractors provided by it and the CWF may be settled and the issues concerning implementation may be clarified.

7. As part of the evaluation process, CWF may make requests for further information with respect to the content of any Proposal in order to clarify the understanding of the Proponent's response. The City may request this further information from one or more Proponents and not from others.

8. The Proponent and its affiliates, associates, and sub-consultants shall not release for publication any information in connection with this RFP or any agreement without prior written permission of the CWF.

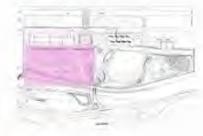
9. CWF may, after reviewing the Proposal received, enter into discussions with one or more of the Proponents, without such discussion in any way creating a binding contract. This RFP, or the Proposal, does not create a legal binding agreement.

## **11. Budget**

The budget for this project inclusive of all taxes, disbursements and expenses is \$40,000.00.

# 12. Appendix A

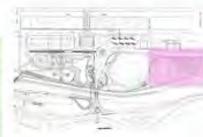




- 1 CONSERVATORY WITH MEETING ROOM & WASHROOM
- 2 PATIO
- 3 ORNAMENTAL GARDEN
- 4 ROSE GARDEN
- 5 PICNIC AREA
- 6 SEAT WALL
- 7 SIGN
- 8 CAROUSEL
- 9 TICKET BOOTHS
- 10 MINI-TRAIN STATION
- 11 TRANQUILITY GARDEN
- 12 ENGINE KID DISPLAY & RAILWAY TRACK
- 13 SEATING TRACK
- 14 FOUNTAIN
- 15 MINI-TRAIN
- 16 NATIVE BOTANICAL GARDENS
- 17 PICNIC SHELTER
- 18 CHILDREN'S PLAYGROUND
- 19 SEATING AREA
- 20 RAILWAY STOP
- 21 TRAIN THEME METAL FENCE
- 22 RAILWAY TRACK PAVING PATTERN
- 23 POND / DRINKING RIVER
- 24 UPPER POOL
- 25 MIDDLE POOL
- 26 LOWER POOL
- 52 PARKING
- 58 MUSEUM

DETAIL PLAN : CONSERVATORY AREA

NORTH BAY COMMUNITY WATERFRONT PARK



- 5 PICNIC AREA
- 10 MINI-TRAIN STATION
- 36 OBSERVATORY
- 37 CHILDREN'S GARDEN ENTRANCE
- 38 DONOR RECOGNITION SCULPTURE
- 39 WATER PLAY AREA
- 40 CHILDREN'S PLAYGROUND
- 41 FLOWER FENCE
- 42 WASHROOM / CHANGE ROOM PAVILION
- 43 CHILDREN'S GARDEN
- 44 SHED
- 45 TOWER SCULPTURE
- 46 MAZE
- 41 CHILDREN'S THEATRE
- 40 SPIRAL MOUND
- 40 SEAT ROCK
- 30 MAINTENANCE AREA
- 51 UTILITY BUILDING
- 52 PARKING

DETAIL PLAN : CHILDREN'S GARDEN

NORTH BAY COMMUNITY WATERFRONT PARK

