



**Town of Fairview**  
**Request for Proposals (RFP)**  
**Town of Fairview Sustainable Growth Action Plan Project**  
**RFP # ADM 2025-05-16**

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The Town of Fairview, in collaboration with the Fairview Economic Development Committee, invites Proposals for the development of a Sustainable Growth Action Plan. Fairview has completed foundational work through 3 Strategies: Thrive835, Fairview Event Strategy, and Fairview Housing Strategy initiatives, which have identified key economic sectors and opportunities, which can be found here <https://www.fairview.ca/business/fairview-economic-development/>. The next logical step is to create a sustainable Investment Strategy and Growth Plan that will build capacity and drive long-term rural economic development. This project will build on the data and recommendations from these previous strategies, focusing on engaging the business community and like-minded stakeholders and identifying the top priorities with the strongest ROI over the next three years. By developing a clear, actionable plan, Fairview can attract both local and external investment, fostering economic growth and enhancing the region's competitiveness and sustainability.

The project budget is up to \$125,000, and the estimated timeline is 12-18 months.

### **Project Scope and Deliverables**

#### **Key Activities (including but not limited to);**

- Develop an investment plan and growth strategy for Fairview.
- Conduct a minimum of three stakeholder consultations or roundtables.
- Research and identify 20 potential business opportunities.
- Develop at least 10 ready-to-launch "Business in a Box" plans.
- Complete business plans across target sectors: housing, tourism, youth retention, and agriculture.
- Identify and engage potential private sector partners.
- Map existing infrastructure and resources to support business development.
- Perform a gap analysis to position Fairview as an event-centric community.
- Research event-related business opportunities.
- Develop a marketing plan targeting both local and macro markets.
- Identify North American best practices for business incentives.
- Explore licensing/purchasing agreements for "Business in a Box".
- Create a joint venture framework with key stakeholders.
- Produce a comprehensive final report outlining findings and recommendations.

**Expected Outcomes:**

- A targeted, actionable strategy for community growth.
- A list of 20 viable business opportunities, with 10 prioritized.
- A minimum of 10 market-ready “Business in a Box” models including but not limited to: housing, tourism, youth retention, and agriculture.
- Infrastructure and resource inventory.
- Actionable recommendations for targeted investments in infrastructure and assets.
- Solutions to position Fairview as an event-centric community along with a list of event-related business opportunities for Fairview.
- A comprehensive marketing and incentive plan.
- Clear guidelines for acquiring a “Business in a Box.”
- Partner engagement and joint venture opportunities.
- A final report with complete findings, strategies, and recommendations.

**Project Evaluation Criteria:**

Proposals will be based on the following:

- Proposal price and value
- Quality and relevance of the proposed plan and activities
- Project timeline and deliverability
- Team experience and qualifications
- References
- Interview performance (shortlisted candidates only)

**Proposal Requirements:**

Please include but not limit the proposal information to:

- Price quote
- Description of the approach and planned activities
- Expected outcomes
- Team qualifications
- Experience with similar projects
- References
- Proposed timeline
- Completed Schedule A (Evaluation Criteria)
- Completed Schedule B (Proposal Submission Form)

<p><b><u>Return Sealed Proposals to:</u></b> <b>Daryl Greenhill</b> Chief Administrative Officer Box 730 Town of Fairview, AB T0H 1L0 Phone: 780-835-5461 Fax: 780-835-3576 email: <a href="mailto:cao@fairview.ca">cao@fairview.ca</a> Hand Deliver to: 101, 10209 – 109 Street</p>	<p><b><u>Closing Date:</u></b> <b>May 16, 2025 @ 4:00 pm MST</b></p> <p>RFP # <b>ADM 2025-05-16</b>, title, and closing date are to be marked on the sealed envelope. Will accept Proposals that are mailed, emailed, or hand-delivered. Proposals may be emailed, by closing date &amp; time, to: <a href="mailto:cao@fairview.ca">cao@fairview.ca</a> The RFP# and description must be on the subject line.</p>
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## **Terms and Conditions:**

- The Town reserves the right to cancel the Proposal for any reason without any liability to any proponent or to waive irregularities at its own discretion
- Proposals may be withdrawn by written notice once provided such notice is received by the CAO, prior to the closing date and time.
- No proponent shall have any claim for any compensation of any kind as a result of participating in the proposal process. By the submission of the proposal each proponent shall be deemed to have agreed that it has no claim.
- A proposal which contains an error, omission or misstatement, which contains qualifying conditions, which does not fully address all the requirements of this proposal, or which otherwise fails to conform to the requirements of this proposal may be rejected in whole or in part by the Town at its sole discretion.
- The Town may waive any non-compliance with the proposal, specifications or any conditions including the timing of delivery of anything required by the RFP and may at its sole discretion elect to retain for consideration proposals which are non-conforming, which do not contain the content or form required by the RFP or because they have not complied with the process for submission set out herein.
- All proposals will remain confidential.
- The Town has the right to contact the proponent for proposal clarification.
- It is the sole responsibility of the proponent to check on the APC site and Town of Fairview website for available updates and addendums. Can also be provided upon request.
- The lowest or any proposal may not be selected.
- The successful proponent will be required to enter into a contract with the Town prior to starting the project.

## **Contract Award:**

The contract award will be made on a best value basis as determined by the Town of Fairview relating to the evaluation criteria outlined in Schedule 'A'.

## **Appendixes to be completed:**

- Schedule 'A' (Evaluation Criteria) – page 4
- Schedule 'B' (Proposal) – page 5
- References – page 6

## **Contact for Inquiries:**

Daryl Greenhill  
Phone: 780-835-5461  
Email: [cao@fairview.ca](mailto:cao@fairview.ca)

Or

Jenna Armstrong  
780-835-5461  
[ecdev@fairview.ca](mailto:ecdev@fairview.ca)

## Schedule 'A' - Evaluation Criteria Agreement

### Conditions of Proposal – Privilege Clause

The Town of Fairview reserves the right to accept or reject any and all Proposals and to waive irregularities and informalities at its discretion. The Town reserves the right to accept a proposal other than the lowest proposal without stating the reasons.

By the act of submitting its proposal, the proponent waives any right to contest in any legal proceedings or action the right of the Town to award the bid to any bidder in its sole and unfettered discretion. Without limiting the generality of the foregoing, the Town may consider any other factor besides the price and capability to perform the work, that it deems in its sole discretion to be relevant to its decision including but not limited to:

- Proposal price and value
- Quality and relevance of the proposed plan and activities
- Project timeline and deliverability
- Team experience and qualifications
- References
- Interview performance (shortlisted candidates only)

The Town reserves the right to seek proposal clarification with the Proponents to assist the evaluation process.

The undersigned hereby acknowledges that the "Conditions of Proposal" has been read and accepted:

Legal Name of Firm: \_\_\_\_\_

Signed By: \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Schedule 'B': Proposal Submission

**Proponent:**

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**Contact Name:**

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**Address:**

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**City:**

**Province:**

**Postal Code:**

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**Telephone:**

**Email:**

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The undersigned Proponent, having carefully examined the documents and having knowledge of the requested project, hereby agrees to provide for the development and deliverance of the Fairview Event Development Strategy and recommendations, and fulfill everything as set forth and in strict accordance with the supplied documents for the prices stated:

The undersigned also agrees:

1. That the Owner is in no way obligated to accept this proposal;
2. That the Owner may, at Owner's discretion, award to other than the lowest proposal;
3. That, if the RFP Form is improperly completed or incomplete, Owner shall have the right to disqualify and/or reject this Proposal;
4. That this Proposal is made without knowledge of the prices to be submitted for this work by any other company, firm, or person;
5. That this Proposal is made without any connection or arrangement with any other company, firm, or person submitting a proposal for this work;
6. Once formally given notice to proceed, will fulfil all agreed upon conditions.
7. That, in preparing this proposal, the proponent has drawn their own conclusions from the supplied information and any further requested information.

The Proponent agrees to provide the services quoted at stated price in accordance with the attached RFP Terms and Conditions.

Legal Name of Firm \_\_\_\_\_

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

This RFP request is subject to Chapter Five (Procurement) of the Agreement on Internal trade.

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**Town of Fairview Event Development Strategy RFP # ADM 2025-05-16**

Town of Fairview

Box 730

Fairview, AB

T0H 1L0

## References

Name: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Description of Work Completed:

Name: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Description of Work Completed:

Name: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Description of Work Completed: