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Date: September 3, 2019
To: Mayor and Council
Author: Peggy Van Mierlo-West, CAO
RE: 2019 Business Retention and Expansion RFP Results
Report No.: CAO 19-2019

AIM

To provide Council with the results of the 2019 Business Retention and Expansion RFP and to award the contract as per the Rural Economic Development Grant.

BACKGROUND

In 2018 the Town of Kingsville applied to the Rural Economic Development (RED) Fund for the above noted project. In 2019 the Town was notified of our success in the grant process and was awarded \$26,637.50 towards the project.

A Business Retention and Attraction Program is a multifaceted approach that is designed to preserve and enhance the Town's business environment. This includes ongoing discussions with the business owners, support and government agencies. A BRE develops KPI for the Town to implement to assist in maintaining and improving the business culture.

DISCUSSION

Four consulting firms provided complete proposal submissions. Three were chosen to move to the interview process. The following are the results (HST excluded);

D Hunt Consulting	\$53,980.00
MBD Insight	\$53,635.00
Strecher Harrop and Associates	\$51,098.60
Explorer	\$55,669.45

The interview process entailed the consultant presenting their unique delivery system of the BRE process, knowledge of the business culture within the Town and experience.

MDB Insight ranked very favorably within all criteria. MDB Insight have completed numerous BRE studies through Canada and specialize in Rural Economic Development. They have developed a BRE Triage which provides their partners with a snapshot of any red flags in which the Town should immediately concentrate on.

Data will be received through a three-dimension approach through, online surveys, face to face interview and review of statistical data. They are anticipated to host at least 120 interviews with assistance of volunteers.

Staff resources will be used to assist in advertisements, meeting organization and website updating.

LINK TO STRATEGIC PLAN

Support growth of the business community.

FINANCIAL CONSIDERATIONS

This project was approved within the 2019 Economic Development Budget in the amount of \$53,275.00.

CONSULTATIONS

Tourism and Economic Development Committee

RECOMMENDATION

That Council award the Request for Proposal to MDB Insight for completion of the 2019 Kingsville Business Retention and Expansion Study in the amount of \$53,635.00 and that Council adopt the requisite by-law authorizing the Mayor and Clerk to execute the agreement.

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer