



IMPACT ANALYSIS STUDY

RFP

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July 21, 2021

Request for Proposal

Project: Impact Analysis Study for the Thunder Bay and District Entrepreneur Centre

Client: Community Economic Development Commission (CEDC)

Department: Thunder Bay & District Entrepreneur Centre

Company background:

The purpose of the CEDC is to facilitate community-based economic development in Thunder Bay. This facilitation includes; the development of an environment that fosters the creation of new business, providing a catalyst to increase job opportunities, financial investment, and/or the assessment base in Thunder Bay, and any complementary activities not inconsistent with these ones.

The CEDC mission is to capitalize on the energy associated with ideas by putting partners, financial and otherwise, together. The Corporation will use its resource to leverage public and private sector funding, both in dollar value and in in-kind value.

The CEDC runs the Thunder Bay & District Entrepreneur Centre that is exists to help entrepreneurs create operate and grow businesses. The department is funded through a partnership with the Ministry of Economic Development, Job Creation and Trade, Ministry of Energy, Northern Development and Mines, and the City of Thunder Bay. The Thunder Bay & District Entrepreneur Centre's goal is to support small businesses' success and growth by providing the latest advice, information, workshops, and business plan reviews. The Centre delivers a series of funding delivery programs.

Project Overview:

The Thunder Bay & District Entrepreneur Centre is seeking evaluation services with the intent of establishing program impact for the past 3 years. The evaluation of previous clients is to provide insight into how to improve or develop new programs and services at the Centre.

Project goals:

The evaluation will be conducted on past clients of the Centre to generate useful metrics and data on the following:

1. Level of Customer Service received
 - a. Did they see value in the interaction(s)
 - b. Did they feel staff had appropriate knowledge/training
 - c. Would they recommend to fellow entrepreneurs
2. What services and/or programs they were able to partake in

3. Source of referral (how did they find out about us)
4. Measures of success from clients that may be attributed to the interaction:
 - a. How many current FTE / PTE
 - b. Estimated gross revenue (ranges 0-\$100k, 101k – 200k, 250-500k, 500k+)
 - c. Estimated local spend in services and supplies
5. Feedback on methods to improve customer service
6. Feedback on improved services options
7. Suggestions for improved marketing opportunities

Scope of work:

The successful bidder would plan, design, undertake a survey with past clients (contact information would be provided by the Centre). Based on the data collected, provide a summary of findings outlining discovered trends, recommendations and lessons learned.

Project deliverables include:

- A comprehensive program evaluation report

Existing roadblocks or technical issues within scope of work

There may be some difficulty with contacting older clients. The Entrepreneur Centre will assist with discovering new or current contact information for clients as needed.

Some clients may not as willing to divulge information.

Target Deliverable Schedule:

- **Proposals due:** August 6th, 2021
- **Selection of Evaluation Provider:** August 13th, 2021
- **Notification of selection and contract approval:** August 16th, 2021
- **Date to begin work:** August 23rd, 2021
- **Progress update and review of preliminary findings:** monthly from commencement
- **Full report outline:** October 1, 2021
- **Final Project Due:** Dec 31, 2021

Budget Constraints

Project budget is \$7,500.

Please complete Schedule 1 (See below). Consultant price submitted on a fixed cost lump sum basis in accordance with Schedule 1 for Scope of Work; only upon the consultant submitting a Change Order complete with scope of additional work, hourly rates and fixed additional costs. No additional work to proceed without prior authorization by the Project Administrator.

The CEDC reserves the right to approve any additional work and associated costs required in addition to the tasks outlined in the RFP for this project prior to completion.

Evaluation Metrics

Submitted proposals will be evaluated based on the following:

- 60% - budget
- 30% - demonstration of past experience
- 10% - extra value presentation in submission

Proposal Requirements:

- Name of Company
- Proposed budget
- Examples of similar work that would be appropriate to provide capacity to deliver
- Proposed timeline to complete.

Proposal Submission:

Proposals must be submitted electronically to ryan.moore@thunderbay.ca by 4:30pm on August 6, 2021.

Contact Information

For questions or concerns connected to this RFP, please reach out to:

Ryan Moore

Development Officer

Thunder Bay Community Economic Development Commission

ryan.moore@thunderbay.ca

807-625-3972

Schedule 1

Schedule 1 Work Plan & Fixed Cost Summary			
Consultant Firm:			
Project Tasks	Hourly Rate	Total Hours	Total Costs
Total Project Price (HST excluded)			