



315 Jespersen Avenue
Spruce Grove, AB
T7X 3E8

REQUEST FOR PROPOSAL

Industrial Land Strategy
June 28th, 2019

RFP Closing Time:
July 31st, 2019
4:00 PM

1. Invitation to Submit Proposal

The City of Spruce Grove is inviting proposals from qualified consultants to prepare an Industrial Land Strategy. This initiative was recommended as part of the Spruce Grove Economic Development Strategy & Action Plan Update 2017 – 2022.

The purpose of the Industrial Land Strategy is to help Spruce Grove increase its supply of industrial land to accommodate future development such that it does not become a barrier to growth.

Description: Industrial Land Strategy
RFP Number: RFP #06-2019
Date Issued: June 28th, 2019
RFP Closing Date: July 31st, 2019 at 4:00pm

Please indicate the Request for Proposal Number and description on all correspondence.

This Request for Proposal does not commit the City of Spruce Grove to award a contract or pay any costs incurred in the preparation of a proposal, or attendance at a meeting with the City of Spruce Grove staff.

2. Background

Located 11 kilometers west of Edmonton, the City of Spruce Grove - population 35,766 - holds a prominent position within the Edmonton Metropolitan Region. Ideally situated between the TransCanada Yellowhead Highway 16 and Highway 16A, Spruce Grove is a fully urban regional service and supply centre for a greater trade area population of 138,000. With an annual population growth rate of 5.8% over the last 5 years, and 8% in 2015, Spruce Grove is one of the fastest growing cities in Alberta.

Spruce Grove's strong locational factors and high-visibility commercial areas has resulted in vibrant and growing commercial and retail sectors in the City. To ensure the continued availability of land, the City has taken a proactive approach in facilitating new commercial development opportunities. For example, Westwind Centre, a 60 acre phased development along the TransCanada Yellowhead Highway, is slated to become a major regional commercial destination. Spruce Grove's City Centre revitalization has resulted in private redevelopment projects and expanded commercial opportunities.

Spruce Grove's industrial base is diverse with 227 businesses employing an estimated 2,200 people. Located south of the tracks that run along Highway 16A, the industrial district has six industrial parks that span 1,700 acres. In 2015, NAIT acquired 140 acres of land within the area on which to establish their specialized construction trades campus.

Spruce Grove has been successful in attracting consistent new investment into its industrial parks, particularly companies within the oil and gas pipeline industry that require sites of significant size. As the majority of industrial land is privately held, the City is left reliant on the few land developers who may or may not have the motivation to actively target new investment or to prepare their land to accommodate the immediate needs of potential new businesses. As such, the majority of land currently targeted for future industrial development remains dormant. With Spruce Grove's competitive position at stake, it is necessary that the City actively seeks ways to ensure the industrial land supply is adequate to accommodate employment growth proportional to the City's population growth.

3. Target Audience

The primary audience for the Industrial Land strategy will be the City of Spruce Grove and land developers who own, or are interesting in acquiring, land to develop in Spruce Grove’s industrial areas.

4. Terms of Reference

You proposal must address the specific terms of reference set out below.

4.1 Review Existing Reports & Strategies

To inform the development of the Industrial Land Strategy, a thorough review of the Economic Development Strategy & Action Plan 2017-2022, 2019 Industrial Sector Targeting Strategy, the 2018 Industrial Profile Summary, and the Here We Grow Industrial Profile shall be conducted. Other material for review may include the 2017 Retail & Office Market Analysis and the City’s 2016 Growth Plan.

4.2 Purpose & Definition

The purpose of the Industrial Land Strategy is to help Spruce Grove increase its supply of industrial land to accommodate future development such that it does not become a barrier to growth.

This section is to include objectives that support the overall purpose of the strategy and why this strategy is important for Spruce Grove to pursue as well as a recommended approach for the City to consider in increasing the supply of industrial land. These may include incentives, strategic land acquisition, entering the land development business, and others.

Provide a definition of ‘industrial lands’ as it relates to Spruce Grove that includes land usage, density, and service standards.

4.3 Inventory & Assessment of Industrial Lands

Develop an inventory of industrial lands including status (vacant/non-vacant land), zoning, current use, services, age of land, and ownership. The inventory will also include potential future industrial lands within the City of Spruce Grove’s municipal borders as well as lands identified in the annexation plan.

The assessment of the industrial land will determine the demand, availability, quality and cost of industrial land in Spruce Grove as well as the percentage of total lands used for buildings and the purpose of these buildings vs. storage, and laydown yards. Employment growth vs. absorption rates of industrial properties will be considered as part of the assessment.

4.4 Competitive Status

The valuation of Spruce Grove’s competitive status will include the strengths and weaknesses of Spruce Grove industrial lands, the competition for industrial land within the immediate and metropolitan regions including location, size, cost, services, access, etc. An assessment of the industrial land developers currently in Spruce Grove will be conducted which includes identification, level of motivation to develop, current projects, and their plans for future development including timeframes.

4.5 Future Opportunity

Identify the current development trends for industrial land in the region – what types of sectors/industry are developers targeting/bringing to market – and what opportunities make the most sense for Spruce Grove in utilizing existing and future industrial lands. Identify what needs to take place in Spruce Grove’s

industrial area to attract new investment and determine the potential for sector-based industrial parks such as clean-tech related clusters and others.

In identifying future opportunities for Spruce Grove, it is important to investigate the potential for Spruce Grove to leverage the specialized trades NAIT campus located in the industrial area. A list of industrial land developers who are currently not in Spruce Grove but may have interest in entering the Spruce Grove market is also required.

4.6 Role of the Municipality

The strategy is to clearly define the role the City should take in their efforts to attract investment into the industrial area and provide examples of what other municipalities are doing to successfully attract new investment into their industrial parks.

This section will also describe an approach for the City to take in marketing the industrial area to attract new investment and a scope of potential incentives that can be leveraged as part of these efforts.

4.7 Consultation

As part of the process for developing the Industrial Land Strategy, the consultant will prepare a consultation plan that identifies relevant stakeholders including industrial land developers active within Spruce Grove, other industrial land developers in the region but currently not active within Spruce Grove, select commercial and industrial realtors, Edmonton Global, NAIT, City of Spruce Grove Planning & Engineering Departments, and other municipalities who have undertaken similar industrial land strategies.

4.8 Cost Model

Develop a financial model that provides a reasonable understanding of the costs required for bringing on new industrial lands. This will include, but not limited to, cost of land, off-site levies, servicing, storm water facilities and grading, access, etc.

4.9 Recommended Strategy & Implementation Plan

Provide an overall strategic plan for expanding the supply of industrial land which includes a sequenced implementation plan that includes timeframes, costs, reasonable success indicators, and other necessary information.

5. Final Report

5.1 Design

The Strategy will reflect a professional design with quality images, an attractive cover page, practical layout, and content in a clear, easy-to-read font.

5.2 Delivery

The consultant will compile a draft document that will be forwarded by email to Spruce Grove's Economic & Business Development Department for review and feedback. The consultant will make all necessary revisions to the draft and, on approval by the City, will be finalized. The final Strategy will be provided to the City in electronic PDF form and two (5) printed and bound hard copies.

5.3 Presentations

The consultant will prepare and deliver three (3) presentations of the DRAFT strategy, each with a targeted PowerPoint presentation to the following groups:

- Spruce Grove Economic Development & Advisory Committee (EDAC)
- Spruce Grove Strategic Leadership Team (SLT)
- Spruce Grove City Council

6. Budget & Timeline

6.1 Budget

Proposals must clearly detail a summary of project costs including a payment schedule, cost breakdown by actions required to complete the Strategy, billing rates, and hours for key personnel involved in the assignment. The consultant will propose a travel expense budget which, upon approval, will be billed separately.

6.2 Timeline

Proposals are to be received no later than July 31st, 2019 and must clearly detail a proposed timeline that includes project initiation, key milestones, and project completion.

The contract for the Industrial Land Strategy will be awarded by August 23rd, 2019. The DRAFT strategy will be due November 29th, 2019 with the final strategy due December 16th, 2019.

7. Proposal Requirements

The proposal should include:

- Experience of the consultant in doing this type of project
- Name and qualifications of the team assigned to develop the Strategy, including time allocation for each person
- Workplan, timelines, budget
- Minimum three (3) references

Interested consultants must submit their proposal either in hard copy or electronically by 4:00pm on July 31st, 2019 to:

Karla Gould
Economic Development Specialist – Industrial
The City of Spruce Grove
315 Jespersen Avenue
Spruce Grove, AB T7X 3E8
kgould@sprucegrove.org

More information can be obtained by contacting Karla Gould at kgould@sprucegrove.org or at 780-962-7634 ext. 293

8. Source Documents

Following are a list documents and other tools that will support the development of the Industrial Sector Targeting Strategy:

- Economic Development Strategy & Action Plan 2017-2022
- 2019 Industrial Sector Targeting Strategy
- 2018 Industrial Profile Summary
- Here We Grow Industrial Profile
- 2016 Growth Plan
- Retail & Office Market Analysis

9. Miscellaneous

- a) **Proposal Expenses:** Any risk, cost and expenses incurred by each Proponent in, or arising from, the preparation of Proposals or any associated presentation, discussions or negotiations, shall be the sole cost and expense of the Proponent. The City shall not under any circumstances be responsible for the payment or reimbursement of the same.
- b) **Conflicts of Interest:** Any material familial, social, financial, commercial or other interest that the Proponent (or any director, shareholder, employee or representative of the Proponent) has with any employee or representative of the City (or any contractor of the City) should be disclosed in your Proposal. Such disclosure will generally not of itself disqualify a Proponent but must be frankly and honestly disclosed so that proper safeguards can be employed to avoid any actual or perceived unfairness or bias.
- c) **Confidentiality:** Any information provided by, or obtained from, the City in connection with this RFP, and the terms of any contract ultimately entered into, is confidential information held for the benefit of the City and shall not be disclosed or released by the Proponent (or used by the Proponent for purposes other than responding to this RFP) without the City's express written consent.
- d) **Freedom to Contract:** The City is not obliged to accept any of the Proposals submitted in response to this RFP and may terminate this RFP process at any time without notice. The City is not obligated to accept the lowest bid.
- e) **FOIPP:** The City is a public body subject to the privacy and disclosure provisions of the Freedom of Information and Protection of Privacy Act (FOIPP) and any information provided by the City to the Proponents or provided by the Proponents to the City may become subject to disclosure upon application of a third party.
- f) **No Legal Rights Created:** Without any limitation to or by the foregoing, nothing in this RFP or in any communications, discussions or negotiations made or entered into pursuant to this RFP or in any further statements or information made or provided by the City or its representatives give to any Proponent any legal rights whatsoever and in particular, no contractual obligation, duty of care, duty to inform or any other obligation is imposed upon the City. Any liability of the City to a Proponent arising out of this RFP or any Proposal hereunder, including any contract negotiations, whether in tort, contract or otherwise, shall be limited to the sum of \$1,000 in the aggregate for any and all causes and claims. In no event, shall the City be liable or otherwise responsible for claims for lost profits or any indirect or consequential losses of any kind.