

## ATHABASCA COUNTY EXPRESSION OF INTEREST (“EOI”)

for a lobbyist to assist the Athabasca Regional Economic Development Committee to achieve its goals and objectives of sustainability and viability through growth and diversification

3602-48 Avenue, Athabasca, Alberta

Issue Date: September 25, 2023

**CLOSING TIME: proposals must be received by Friday, October 27, 2023, at 2:00 p.m. (MST)**

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### INTRODUCTION

Athabasca County is looking to solicit offers to provide lobbyist services for the Athabasca Regional Economic Development Committee which is the economic development arm of Athabasca County, the Town of Athabasca and the Village of Boyle. This is not a formal tender process or closed bidding process; the County is seeking to test the market for potential firms or individuals and to receive proposals which the County may then accept or use as the basis for negotiations with one or more proponents.

### SUBMISSION OF PROPOSALS

Proposals must be in English and must include a copy of the “**Appendix A – Acknowledgement Form**” signed by an authorized representative of the Proponent or otherwise; identify the Proponent and include the signature of an authorized representative of the Proponent that confirms the Proponent’s intent to be bound.

Proponents must submit an electronic Proposal in the form attached as “**Appendix B – Offer of Services**” by email which needs to be submitted to [cao@athabascacounty.com](mailto:cao@athabascacounty.com) in accordance with the instructions at Section 2.3 and 2.4 of this Expression of Interest (“EOI”) with the following details in the subject line:

**EOI for lobbyist services to assist the Athabasca Regional Economic Development Committee  
3602-48 Avenue, Athabasca, Alberta**

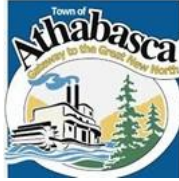
Proposals must be received before “Closing Time” to be considered.

### COUNTY REPRESENTATIVE

Enquiries related to this EOI, including any requests for information or clarification may only be directed to the following departments by email, who will respond within two (2) business days of receipt of such inquiry. Information obtained from any other source is not official and should not be relied upon.

**Department:** Office of the Chief Administrative Officer  
**Email:** [cao@athabascacounty.com](mailto:cao@athabascacounty.com)

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## 1.0 DEFINITIONS

For the purpose of this proposal:

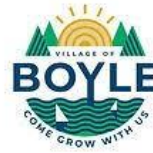
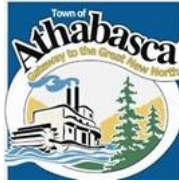
- i) **Addenda** means all additional information regarding this EOI including amendments to the EOI;
- ii) **ARED** means Athabasca Regional Economic Development;
- iii) **Closing Location** includes the email address for submissions indicated on the cover page of this EOI;
- iv) **Closing Time** refers to the closing time and date for this EOI as set out on the cover page of this EOI;
- v) **County** refers to the municipal corporation of Athabasca County as the entity with the legal capacity to enter into this EOI; also  
  
refers to Athabasca County as the entity with the legal capacity to enter into an agreement, that submits a Proposal in response to the EOI.
- vi) **County Representative** refers to the contact for the Athabasca County in the EOI;
- vii) **Expression of Interest** or **EOI** refers to the solicitation described in this document, including any attached or referenced appendices, schedules or exhibits;
- viii) **Proposal** refers to the written agreement resulting from the EOI executed by Athabasca County and the successful Proponent;
- ix) **Property** refers to 3602-48 Avenue, Athabasca, Alberta
- x) **Proponent or Purchaser** refers to a person or entity (excluding its parent, subsidiaries or other affiliates) with the legal capacity to enter into an agreement, that submits a Proposal in response to the EOI;
- xi) **Proposal** refers to a written response to the EOI that is submitted by a Proponent.

## 2.0 EXPRESSION OF INTEREST INVITATION

### 2.1 Project Background

Working for the Athabasca Regional Economic Development Committee and assisting the Committee to achieve its purpose in developing or overseeing the development, and implementation of an economic development and regional tourism plan for the Athabasca region.

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## 2.2 Project Overview

**Advisory** – demonstrate unique experience and ability to bring advice forward to regional councils and staff on the direction of both government and private sector as it may relate to both risks and opportunities for the region for economic development and how to best action.

**Business Development** – seek out specific opportunities for the region for economic development, nurture those opportunities by identifying them to councils and staff and helping bring them to potential close and supporting the councils and staff and by facilitating introductions to projects and principals in private and public sector who can be future partners or constituents for the region and create employment.

**Advocacy** – seek to advance the best interests of the region with private sector and government. Specifically, as it relates to opportunities to expand economic development and seeking to mitigate risks to Economic Development. Also seek out and facilitate introductions and relationships with other parties that can be supportive or helpful to the Economic Development of the region.

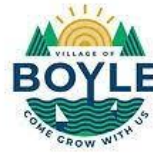
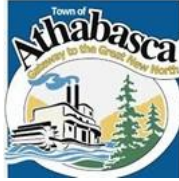
**Time Commitment** – part time consulting. Contemplated to be an annual retainer-based work that is informative and supportive in nature. To seek and identify and nurture opportunities but not be the lead on the 'sales cycle' after they are identified - this role will be played by councils and staff with the support of the consultant. The time commitment will ebb and flow per month depending on demand and opportunities and emerging issues. The consultant should be available to dialogue on weekends/ evenings for advice and discussion on issues or opportunities as they emerge.

**Reporting** – the lobbyist shall report directly to the ARED Committee and liaison through the Economic Development Officer position. The lobbyist shall do quarterly updates to Tri-Council.

**Fee for Services** – proposed fees should be based on monthly retainer basis, and/or hourly basis including a schedule of expenses.

## 2.3 Proposal Process

- a) It is the specific intention of the County to enter into further negotiations with any Proponent responding to this EOI. It is the specific intention of the County to conduct consecutive or concurrent discussions or negotiations with Proponents in the County's sole discretion based on the results of the evaluation of the Proposal submissions.
- b) Athabasca County will be employing a multi-stage process to select potential Proponents. The process will be as follows:
  - i) Proposals will be submitted in accordance with the instructions of this document;
  - ii) Submissions will be evaluated based on the County's requirements and the criteria provide in this document;
  - iii) Potentially suitable Proponent(s), in the County's opinion, may be identified;
  - iv) The most suitable Proponent(s), in the County's opinion, as may be viewed by County Representatives;



- v. The County and the Proponent(s) will then enter into further negotiations for finalizing a Service Agreement; and
- vi. The Service Agreement will be subject to approval of Council.

## **2.4 Submission of Proposals**

The Proponent is solely responsible for ensuring that, the County receives a complete Proposal, including all attachments or enclosures when submitting a response to this EOI. Proposals will be marked with their receipt time and date received via the email received. The County will review complete Proposals based on the terms of this EOI. Any Proposals deemed incomplete will be returned to the Proponent, the Proponent is welcome to resubmit. The Proponent is solely responsible for ensuring that the submission method is completed in the method defined on the front page of the EOI. It is at the discretion of the County if they choose to review a submission by a Proponent in a method outside of that defined in the EOI.

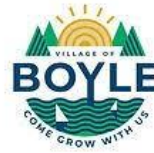
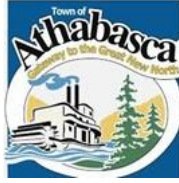
## **2.5 Proposals Received after Successful Proponent Chosen**

Once a successful Proponent has been chosen, the County at its discretion may choose to review other submissions where other opportunities may be present with the County but unknown at the time of releasing this EOI. No negotiations or notifications as part of this EOI process will be binding upon the County until such time as the execution of an Offer to Purchase approved by Council for the Athabasca County.

## **3.0 CONDITIONS**

### **3.1 Conflict of Interest/No Lobbying**

- a) A Proponent may be disqualified if the Proponent's current or past corporate or other interests, or those of a proposed subcontract, may, in the County's opinion, give rise to an actual or potential conflict of interest in connection with the services described in the EOI. This includes, but is not limited to, involvement by a Proponent in the preparation of the EOI or a relationship with any employee, Proponent or representative of the County involved in the preparation of the EOI or the subject matter of this EOI. If a Proponent is in doubt as to whether there might be a conflict of interest, the Proponent should consult with the County Representative – in writing, from an email or through a call, prior to submitting a Proposal. By submitting a Proposal, the Proponent represents that it is not aware of any circumstances that would give rise to a conflict of interest that is actual or potential, in respect of the EOI.
- b) A Proponent must not attempt to influence the outcome of the EOI process by engaging in lobbying activities. Any attempt by the Proponent to communicate for this purpose directly or indirectly with any employee, Proponent, or representative of the County, including members of the evaluation committee and any elected officials of the County, or with the media, may result in disqualification of the Proponent or further illegal action.



### **3.2 Proponents' Proposal Expense**

Proponents are solely responsible for their own expenses in participating in the EOI process, including costs in preparing a Proposal and for subsequent finalizations with the County, if any. The County will not be liable to any Proponent for any claims, whether for costs, expenses, damages or losses incurred by the Proponent in preparing its Proposal, loss of anticipated profit in connection with any final contract, or any other matter whatsoever. By submitting a proposal, each Proponent acknowledges and agrees that this is a non-binding process and that the County is not agreeing to select any Proposal or enter into a Service Agreement with any Proponent.

### **3.3 Limitation of Damages**

By submitting a Proposal, the Proponent agrees that it will not claim damages, for whatever reason, relating to the Proposal or in respect of the EOI process.

### **3.4 Ownership of Proposals**

All Proposals and other records submitted to Athabasca County in relation to the EOI become the property of the County and, subject to the provisions of the Freedom of Information and Protection of Privacy Act and the EOI, will be held in confidence.

### **3.5 Liability of Errors**

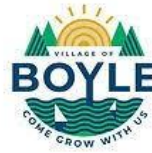
While the County has used considerable efforts to ensure information in the EOI is accurate, the information contained in the EOI is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the County, nor is it necessarily comprehensive or exhaustive. Nothing in the EOI is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in the EOI.

## **4.0 PROPOSAL CONTENT**

Proposals submitted should be in enough detail to allow the County to determine the Proponent's qualifications and capabilities from the documents received. Every effort should be made to include complete details. Proposals should contain, at minimum, the following items and should be identified accordingly:

### **4.1 Letter of Transmittal**

- a) Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.
- b) Provide the name(s) of the person(s) authorized to make representations for your firm, their titles, address, and telephone numbers.
- c) The letter of for the proposal be signed by a corporate officer or other individual who has the authority to bind the firm. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.



#### **4.2 Proposal Narrative (limited to 2 total pages)**

- a) Firm Experience and Key Project Staff providing Lobbying Services
  - i) detail the firm's experience in the same or similar areas of expertise, stability, and its adaptability to providing the required services;
  - ii) provide at least three references for which your firm has provided the same or similar services. Include a point of contact, current telephone number, and a brief description of the services provided;
  - iii) identify your firm's performance on similar projects;
  - iv) identify key project staff and task leaders expected to provide services on behalf of the firm. Resumes should be included, in an appendix;
  - v) available Resources and Consultant Location.

#### **4.3 Describe the firm's location where the primary services are to be provided, noting if the firm or individual has an office in the province of Alberta.**

#### **4.4 Project Methodology and Approach**

- a) Provide information on the firm's approach in meeting the scope of work requirements identified.
- b) Describe overall approach to include special considerations in managing tasks.
- c) Provide information on methodologies and practices used to communicate with the County and working with key staff.

#### **4.5 Additional Information from Proponents**

If the Proponent wishes to include any other material not specifically requested by this EOI, they may do so.

### **5.0 EVALUATION OF PROPOSALS**

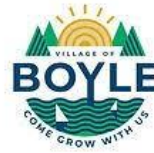
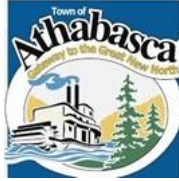
#### **5.1 Clarification**

Athabasca County reserves the right to seek clarification from any Proponent to assist in the evaluation of its Proposal.

#### **5.2 Evaluation Process**

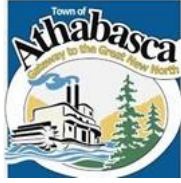
- a) Once a Proposal has been accepted as eligible, the County will evaluate it on the basis of services offered by the Proponent, as well as the Proponent's experience and demonstrated ability to provide lobbyist services. Without limiting the County's sole discretion to determine the offer it deems most beneficial to the County's interests.
- b) Based on such initial evaluations, the County may enter into negotiations with one or more Proponents regarding the terms of their Proposal and Offer of Services or may accept an Offer of Services it deems most advantageous.
- c) Prior to or during such negotiations, the County may seek additional information from any Proponent or from other sources to assist in that evaluation; provided that the County will be under no obligation to receive further information, whether written or oral, from any

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Proponent. The County is under no obligation to perform any investigations or to otherwise verify any statements or representations made in a Proposal.

- d) Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.
- e) Evaluation of Proposals will be by a committee formed by the County and may include employees and consultants of the County and other appropriate participants.



## Appendix A – Acknowledgement Form

By signature below, the Proponent hereby acknowledges that

- 1) it understands and agrees with the EOI process described in this document, in particular that this is not a binding process and that they shall have no claims against the County as described in the document,
- 2) they have the authority to commit his/her/their firm into this agreement with Athabasca County, and
- 3) have thoroughly reviewed the information contained in this EOI and has complied with the documents making up this Proposal, including all drawings and specifications as may be listed in the index, and any amendments or Addenda thereto:

Company/Proponent Name \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Province: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ GST No: \_\_\_\_\_

Primary Contact No: \_\_\_\_\_ Office: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

Provide the information for an alternate contact person in the event that the above person is not available:

Office (location): \_\_\_\_\_

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

\_\_\_\_\_  
Title (position)

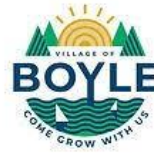
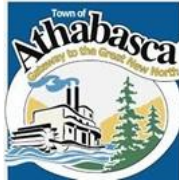
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## **Appendix B – Offer of Services (see attached)**

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