



**Request for Proposal:  
Economic Development Strategy for the Town of Blackfalds**

**Closing location:**  
Civic Cultural Centre  
5018 Waghorn Street  
Blackfalds, AB T0M 0J0

**Closing date and time:**  
August 14<sup>th</sup>, 2026  
3:30PM, Mountain Daylight Time

**General Contact Person**  
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Town of Blackfalds  
Box 220, 5018 Waghorn St.  
Blackfalds, AB  
T0M 0J0

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## 1. Background

The Town of Blackfalds is seeking qualified consulting services through a formal Request for Proposal process to undertake the Town of Blackfalds 2026 5-year Economic Development Strategy to guide our economic development work through 2031.

The Town of Blackfalds is situated in North-Central Alberta, along the QE II Hwy and Hwy 2A, between the cities of Red Deer and Lacombe and operates under a council-manager form of government. The Council is comprised of six elected members and an elected Mayor. The Chief Administrative Officer is responsible for the Town administration functions.

Blackfalds has been one of Canada's youngest and fastest-growing communities for more than a decade, consistently outperforming provincial growth trends. Recent 2024 census indicates the Town reached a population of approximately 11,415, reflecting a strong annual growth rate and nearly 9.7% growth rate over the past five years. This sustained growth underscores Blackfalds' position as a key growth centre within Central Alberta.

The community continues to experience strong residential, commercial, and industrial development activity. Competitive land pricing, development-ready lands, and a business-friendly environment have supported record levels of investment in recent years. These conditions are further enhanced by Blackfalds' strategic location within the Red Deer Region and access to major transportation corridors.

Quality of life remains a central driver of growth and investment attraction. Blackfalds offers a comprehensive suite of amenities, including the Abbey Centre, Eagle Builders Centre, a skateboard and bike skills park, an extensive parks and trails network, and the Blackfalds Area Bus (BOLT) regional transit system. These amenities contribute to a high standard of living and support workforce attraction and retention—critical components of long-term economic development success.

With a population now exceeding 11,000 residents, Blackfalds provides a full range of municipal services, including administration, finance, public works, recreation, and water and wastewater utilities. The Town maintains a workforce of approximately 90 full-time equivalent employees, supplemented by part-time, casual, and seasonal staff, ensuring the delivery of high-quality programs, services, and infrastructure to support continued growth.

The Town completed an in-house Economic Development and Tourism Strategy in 2021. Due to the shelf life of a strategy, major changes in the economy (i.e. COVID, tariffs), and growth in Blackfalds it is time to completely re-evaluate our economic goals.

Consulting firms who are considering a proposal pursuant to this request are encouraged to visit the Town of Blackfalds website @ <https://blackfalds.ca/> for an overview of the Town. Also available online are documents pertinent to this proposal such as the Town's [Economic Development and Tourism Strategy](#) and the [Blackfalds Business & Investment Intelligence Tool](#).

## 2. Overview

The purpose of this Request for Proposals (RFP) is to seek a qualified Economic Development firm to provide services as detailed in this Request for Proposal document.

Economic Development Strategy will include, but are not limited to:

- A 5-year strategic plan with goals, objectives, tactics, and desired results.
- Assessment of Local, Regional, National and International trends impacting Blackfalds current and future economy.
- Identify priority industry sectors and subsectors and the trends and opportunities they provide.
- Evaluation and assessment of Blackfalds economy and business environment using SWOT, SOARR, or similar techniques.
- Review regional partners and identify opportunities to be unique, better, and/or collaborate.
- Identify strategic economy sectors and assess the suitability of available land.
- Development of implementation plan with timelines, goals and measurable results including a mid-plan review.
- Business, regional partners, Town Administration, Council and EDTAC member engagement via interviews, online research, etc. resulting in recommendations.
- A final full report, plus a short form summary report that is easy to consume and post on our website.

The Town's Economic Development and Tourism Strategy is available on the Town's website (<https://blackfalds.ca/>) for further information

### 3. Definitions

Throughout this Request for Proposal the following terminology will be used:

**“Additional Services”** means services requested by Town of Blackfalds not listed within this agreement.

**“Business Day”** means Monday to Friday, excluding holidays.

**“Business Hours”** means 8:30 a.m. to 4:30 p.m. MDT on Business Days.

**“Close of Proposals”** means August 14th, 2026, 3:30PM, Mountain Daylight Time

**“Contract”** means the written agreement between the successful Vendor and the Municipality to provide Economic Development Strategy contemplated by this RFP.

**“Council”** means Council of the Town of Blackfalds.

**“Evaluation Team”** means the individuals who will evaluate the Proposals on behalf of the Town.

**“Town”, “Municipality”** means the Town of Blackfalds

**“Municipal Government Act”** means the Municipal Government Act, RSA 2000, c M-26 and its relevant regulations as amended from time to time.

**“Must”, “mandatory”, “required”, “shall”** means a requirement that must be met in substantially unaltered form in order for the Proposal to receive consideration.

**“Optional”** means a requirement not considered essential, but for which preference may be given.

**“Partners”** means Town of Blackfalds, regional economic development or tourism organizations, and neighboring municipalities.

**“Proponent”** means a party signing and delivery of the Proposal documents to the Town.

**“Proposal”** means an offer by the Vendor to perform the Services in accordance with the Contract Documents and for the proposal price.

**“Request for Proposals (RFP)”** means the solicitation for the Economic Development Strategy.

**“Services”** means the functions, duties, tasks and responsibilities to be provided by the Vendor as described in this RFP.

**“Should”, “desirable”** means a requirement having a significant degree of importance to the objectives of this RFP.

**“Vendor”** means an organization or a Consortium responding to this RFP with a proposal.

## 4. Request for Proposal

The Town of Blackfalds will receive proposals for the provision of a 5-year Economic Development Strategy to the Town of Blackfalds.

This RFP will be conducted with the objective of maximizing the benefit to the Municipality, while offering Vendors a fair and equitable opportunity to participate.

Vendors are advised that failure to satisfy any term or condition of this RFP may result in an unacceptable Proposal.

### ***4.1 RFP Schedule of Events***

RFP Issue Date: July 13, 2026

RFP Inquiries received up to: August 4<sup>th</sup>, 2026

RFP Closing Date and Time: August 14th, 2026

RFP Award to Successful Proponent (if any): August 21, 2026

Contract Commencement Date: Upon Award

### ***4.2 Proposal Submissions***

The proponent shall: Submit three (3) hard copies of the full proposal and one (1) electronic copy, plus 1 digital strategy summary. Proposals may be delivered by hand, courier, or mail. In responding to this RFP, your attention is drawn to the following:

- A Proposal Submission Letter and Proposal Response Form (Appendix 1) must be completed, signed by an authorized representative of the Vendor and included in the Proposal;
- Proposals received unsigned or after this RFP’s closing date and time may be rejected;
- Ambiguous, unclear or unreadable Proposals may be cause for rejection; and
- Proposals must be sealed and clearly marked with this RFP’s name and RFP closing date and addressed as follows:

Attention: Peter McGee, Economic Development Officer  
5018 Waghorn Street  
Blackfalds, AB T0M 0J0  
[pmcgee@blackfalds.ca](mailto:pmcgee@blackfalds.ca)

### **4.3 Vendor Questions**

All questions regarding this RFP must be directed to the RFP Contact in writing by August 4th, 2026. Enquiries and responses may be distributed to all Vendors, at the Town's discretion.

The Vendor has a responsibility to notify the RFP Contact in writing, of any ambiguity, divergence, error, omission, oversight, contradiction, or item subject to more than one interpretation in this RFP, as it is discovered, and to request any instruction, decision, or direction required to prepare the Proposal.

Verbal responses to enquiries are not binding on any party.

## **5. Confidentiality and Security of Information**

### **5.1 The Vendor, the Vendor's employees, subcontractors, and agents shall:**

- Keep strictly confidential all information concerning the Municipality and/or third parties, or any of the business or activities of the Municipality and/or third parties acquired as a result of participation in the RFP;
- Only use, copy or disclose such information as necessary for the purpose of submitting a Proposal or upon written authorization of the Municipality; and,
- The Vendor shall maintain security standards, including control of access to data and other information, consistent with the highest standards of business practice in the industry.

### **5.2 Conflict of Interest**

Vendors must fully disclose, in writing to the RFP Contact on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Vendor were to become a contracting party pursuant to this RFP.

The Evaluation Team shall review any submissions by Vendors under this provision and may reject any Proposals where, in the opinion of the Evaluation Team, the Vendor could be in conflict of interest or could be perceived to be in a possible conflict of interest position if the Vendor were to become a contracting party pursuant to this RFP.

## **6. Vendor Expenses**

The Vendor is responsible for all costs of preparing and presenting its Proposal and for subsequent negotiations, if any, with the Municipality.

## **7. Period of Commitment**

Proposals shall be final and binding on the Vendor for 90 days from this RFP's closing date and time and may not be altered by subsequent offerings, discussions, or commitments unless the Vendor is requested to do so by the Evaluation Team.

## 8. Multiple Proposals

If multiple Proposals are offered, the Vendor must submit each Proposal separately in the same format as outlined in the RFP. Proposals must meet the fundamental intent of this RFP. The Evaluation Team will decide the acceptability of each Proposal.

## 9. Cost

Annual cost to complete the assessment service must be quoted in Canadian dollars and exclusive of GST.

## 10. Irrevocability of Proposals

Vendors may amend or withdraw their Proposal prior to this RFP's closing date and time by submitting a clear and detailed written notice to the RFP Contact. All Proposals become irrevocable after this RFP's closing date and time.

Until the close of Proposals, the Proponent may withdraw its Proposal without penalty or forfeiture.

## 11. RFP Closing

This RFP will close August 14<sup>th</sup>, 2026, at 3:30 p.m. MDT. Proposals must be received by the RFP Contact before 3:30 p.m. MDT on this RFP's closing date.

The Town may, by notice or addendum to all Proponents, postpone the Close of Proposals. **All notices and addendum, including the proposal documents, will be issued via the Province of Alberta's "Alberta Purchasing Connection" website and the Town of Blackfalds website. Notices to the Town of Blackfalds website are for information only and are not to be interpreted as binding on the Agreement.**

## 12. Consent to Use Information

The Vendor consents and has obtained the written consent from any individuals identified in the Proposal, to the use of their personal information in the Proposal by the Municipality, the Municipality employees, subcontractors and agents, to enable the Municipality to evaluate the Proposal.

## 13. Information Disclosure and Confidentiality

### **13.1 Access to Information**

All documents submitted to the Municipality will be subject to the protection and disclosure provisions of the *Access to Information Act*. The Act allows persons a right of access to records in the custody and control of the Municipality, subject to limited and specific exceptions. It also prohibits the Municipality from disclosing the Proponent's personal or business information where disclosure would be harmful to the Proponent's business interests or would constitute an unreasonable invasion of personal privacy as defined in Sections 19 and 20 of the Act. Proponents are encouraged to identify all portions of their submissions that are confidential and what harm could reasonably be expected from its disclosure. The Municipality cannot assure Proponents that any portion of the Proponent's documents will remain confidential under the

Act. Under no circumstances, however, will the Municipality disclose information contained in a Proposal to any other Proponent prior to the award of a contract.

### **13.2 Proposal Return**

Proposals and accompanying documentation submitted by Vendors are the property of the Municipality and will not be returned.

### **13.3 Proposal Rejection**

The Evaluation Team may reject the lowest cost Proposal, or any or all Proposals.

## **14. Vendor Profile**

The Proposal must include:

- A brief introduction of the Vendor, identifying the members of the consortium (if applicable) and the Prime Vendor who will be the Consortium's contact with the Municipality;
- The full legal name of the Vendor. In the case of Consortium Proposals, the full legal name of the Prime Vendor and each Consortium member must be provided;
- The location of the Vendor's head office and service centers. For Consortium Proposals, head office and service centre locations must be provided for each Consortium member;
- A Vendor contact for all questions and clarifications arising from the Proposal. The contact information should include the person's title, address including email, telephone and facsimile number;
- A Vendor contact authorized to participate in contract negotiations. The contact information should include the person's title, address including email, telephone and facsimile number;
- Response to each of the Vendor Requirements identified in this RFP; and
- Details of any and all subcontracting arrangements proposed by the Vendor.

### **14.1 Vendor References**

The Proposal must include corporate references from at least three (3) clients in which the Vendor has provided services that are similar in scope and complexity to the services described in this RFP. References must include the name of the municipality and official contact person, and should include a street address, email address, and telephone number. The Municipality may contact these or other references without prior notice to the Vendor. Vendors who, in the opinion of the Municipality, receive unsatisfactory references may have their Proposal rejected.

### **14.2 Appendices**

If the Vendor wishes to include any other material not specifically requested by this RFP, it may do so by including additional appendices in the Proposal.

### ***14.3 Disclaimer of Liability and Indemnity***

By submitting a Proposal, a Proponent agrees:

- To be responsible for conducting its own due diligence on data and information upon which its Proposal is based;
- That it has fully satisfied itself as to its rights and the nature extended to the risks it will be assuming;
- That it has gathered all information necessary to perform all of its obligations under its Proposal;
- That it is solely responsible for ensuring that it has all information necessary to prepare its Proposal and for independently verifying all information itself with respect to any terms or conditions that may affect its Proposal;
- To hold harmless the Municipality, its elected officials, officers, employees, insurers, agents or advisors and all of their respective successors and assigns, from all claims, liability and costs related to all aspects of the RFP process;
- That it shall not be entitled to claim against the Municipality, their elected officials, officers, employees, insurers, agents or advisors on grounds that any information, whether obtained from the Municipality or otherwise (including information made available by its elected officials, officers, employees, agents or advisors, regardless of the manner or form in which the information is provided) is incorrect or insufficient;
- That the Municipality will not be responsible for any costs, expenses, losses, damages or liability incurred by the Proponent as a result of or arising out of submitting a Proposal or due to the Municipality's acceptance or non-acceptance of its Proposal; and
- To waive any right to contest in any proceeding, case, action or application, the right of the Municipality to negotiate with any Proponent for the contract whomever the Municipality deems, in their sole and unfettered discretion, to have submitted the Proposal most beneficial to the Municipality.

## **15. Project Team Information**

### ***15.1 Requirements***

- Qualifications of all those identified in the Proposal who would be responsible for delivering the services to the Town.
- Having sufficient staffing, facilities, financial resources, and expertise to address the scope of the services.

- Demonstrate an understanding of legislation relevant to the local government environment.
- Description of economic development professional services provided to other local government clients and innovative products offered by your firm as well as any specific pricing structure for such services.

### **15.2 Scope of Work**

The vendor must:

- Examine current and past Blackfalds Economic Development strategies/reports, regional economic development strategies, and land use planning documents.
- Provide information to the Town, in writing, a 5-year strategic plan with goals, objectives, tactics, and desired results. This plan will include:
  - Local, Regional, National and International trends impacting Blackfalds current and future economy.
  - Identify priority industry sectors and subsectors and the trends and opportunities they create, plus recommendations on how to leverage them.
  - An evaluation of the current economic environment and review of regional partners and identify opportunities and a schedule to continue to evaluate.
  - Identify strategic economy sectors and assess the suitability of available land.
  - Implementation plan with timelines, goals, and measurable results.
  - Business, regional partners, Town Administration, Council and EDTAC member interviews, findings, and recommendations.
- The strategic plan should be suitable for printing and posting in public forums.
- The strategic plan should be visually appealing, including charts, graphs, and infographics for ease of consumption.
- Council presentation on completion of project.

### **15.3 Insurance**

- Proof of Errors and Omissions Liability Insurance coverage to a minimum of \$2,000,000 per occurrence.
- Provide a valid Workers Compensation Board account number and be responsible for WCB coverage.

## 16. Fee Schedule

- The Proposal shall identify the fee structure for the identified services over the entire life of the contract. The Town reserves the right to seek clarification on such information during the evaluation process.

## 17. Termination

Agreement may be terminated as follows:

- By the Municipality effective immediately, for cause, upon notice to the Vendor.
- By either the Municipality or the Vendor for any reason whatsoever upon ninety (90) days' notice to the other party;

## 18. Evaluation Criteria

The Town reserves the right to accept or reject any or 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 reasons. By the act of submitting its Proposal, the Proponent waives any right to contest in any proceedings or action the right of the Town to award the Services to any party in its sole and unfettered discretion. Without limiting the generality of the foregoing, the Town will evaluate proposals based on the following weighting:

- |                                                            |     |
|------------------------------------------------------------|-----|
| • Proposal Quality (readability, layout, etc.)             | 5%  |
| • In accordance with RFP                                   | 5%  |
| • Approach and Methodology                                 | 40% |
| ○ Quality and quantity of Information Source(s) – (10%)    |     |
| ○ Stakeholder/regional partner engagement – (10%)          |     |
| ○ Sector and Land Use Assessment (10%)                     |     |
| ○ Implementation of Strategy and Performance Metrics (10%) |     |
| • Qualifications (Experience, Education, etc.)             | 15% |
| • References (including Municipal)                         | 10% |
| • Timeline                                                 | 10% |
| • Fee Structure                                            | 15% |

This is a Request for Proposal and not an Invitation to Tender or Invitation to Request for Proposal. You are therefore advised that the Town reserves the right to:

Accept a proposal with negotiation.

Reject a proposal without negotiation.

Negotiate changes in the technical or financial content of the successful proposal.

Subject to the requirements of the *Access to Information Act*, ratings shall be confidential, and no totals or scores of such ratings shall be released to any party.

## 19. Approval Process

Acceptance of a Proposal by the Town shall only be communicated by written notice from the Town to the successful Proponent. Notice of acceptance by the Town shall be delivered in writing at the address for the successful Proponent set out in the Proposal received.

The Town of Blackfalds 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 reasons. By submitting its Proposal, the Bidder waives any right to contest, in any proceedings or action, the right of the Town to accept or reject any Proposal in its sole and unfettered discretion. Without limiting the generality of the foregoing, the Town may consider any other factor besides price and capability to perform the work in its sole and unfettered discretion.

Bidder/Company Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_ Email/Website: \_\_\_\_\_

| Item | Cost/Hour | Total Hours | Total Cost |
|------|-----------|-------------|------------|
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#### References

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_

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