

## Economic Impact of Creative Industries in Calgary

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**Responses Due: July 20, 2018**

**Calgary Economic Development Ltd.**

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## 2. Introduction

Calgary Economic Development Ltd (CED) invites qualified firms to submit a proposal for Creative Industries in Calgary – Economic Significance Study RFP. A proposal, in electronic form, together with one hardcopy must be submitted as outlined in clause 17. The electronic copy should be sent to the attention of the contracting manager by email as noted in clause 15. The hardcopy proposal must be submitted in a sealed envelope labeled Economic Impact of Creative Industries in Calgary RFP 1807-01 before the closing date with the Vendor's name on the outside of the envelope. Late proposals will not be accepted

## 3. Timelines

RFP Release	07/09/2018
Deadline for Questions	07/16/2018
Proposal Submission Date	07/20/2018
Meetings with Short-Listed Vendors (if required)	07/25//2018
Bid Notification Date	07/26/2018
Project kick-off	07/27/2018*
Draft Report	09/03/2018*
Final Report	09/10/2018*

\*Ideal timeline, which is subject to negotiation

## 4. Definitions

"CED" means Calgary Economic Development Ltd.

"CADA" means Calgary Arts Development Authority

"City of Calgary" refers to the municipal government of the City of Calgary.

"Request for Proposal or "RFP" means this document including attached appendices.

"Contracting Manager" means the person identified in clause 15 of this RFP.

"Vendor" means an organization responding to this RFP.

"Proposal" means a Vendor's response to this RFP and includes all of the Vendor's attachments and presentation materials.

"Selection Committee" means the committee that will be reviewing RFP proposals and overseeing work on this project. The committee is made up of representatives from CED, CADA and the City of Calgary.

"Services" means the duties, tasks, and responsibilities of the Vendor as described in this RFP.

## 5. Standard Form Contract

By submitting a Proposal, a Vendor acknowledges it agrees that the terms and conditions of this RFP are incorporated by reference into its Proposal. If a Vendor's Proposal is accepted the Vendor will be expected to execute CED's standard contractor agreement. Vendors who are unwilling to abide by these standard terms and conditions should not submit a Proposal.

## 6. Vendors Questions

All questions regarding this RFP must be directed via email to the Contracting Manager. Enquiries and responses may be recorded and may be distributed to all Vendors.

The Vendor must immediately notify the Contracting Manager in writing of any ambiguity, divergence, error, omission, oversight, or contradiction in this RFP discovered by the Vendor and request whatever clarification is required to prepare the Vendor's Proposal.

In order for CED to deal effectively with Vendor questions or concerns about any terms, conditions or requirements of this RFP, including the standard terms and conditions, such questions or concerns must be communicated in writing to the Contracting Manager in accordance with the Timeline indicated in clause 3 above. Questions received after this time will be answered if, in the opinion of CED, the circumstances warrant and time permits.

## 7. Conflict of Interest

Vendors must fully disclose, in writing, to the Contracting Manager on or before the Proposal Submission Date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest then known to Vendor between the Vendor and CED and/or the Selection Committee. CED may reject any Proposal where, in the opinion of CED, the Vendor is or could be perceived to be in a conflict of interest.

## 8. Vendor Expenses

The Vendor is responsible for all costs of preparing and presenting its Proposal.

## 9. Confidentiality

All information provided by or obtained from CED in any form in connection with this RFP either before or after the issuance of this RFP, including any confidential information is the sole property of CED and must be treated as confidential; is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract; must not be disclosed without prior written authorization from CED; and must be returned by the Vendor to CED, or destroyed if held in electronic format, immediately upon the request of CED.

## 10. Background

Calgary Economic Development (CED) is the lead economic development agency that markets Calgary's competitive advantages and pro-business climate within Canada and across the world. Through business retention, expansion, and investment attraction activities and in collaboration with business, community and government, CED plays an integral role in promoting and facilitating sustainable economic growth and prosperity. The organization's efforts are focused on the following four areas:

- Business investment and attraction
- Business retention and expansion (including trade development)
- Research, marketing and communications
- Workforce innovation

Calgary's prosperity, its considerable growth and the opportunity that this has afforded its citizens has attracted the brightest minds from all around the world to study in its universities, work in its industries, open small businesses and build lives in its communities. This dynamism is felt on the streets of Calgary today with a growing number of cultural and creative industries, a strong festival and events scene and a new generation of engaged citizens and community leaders who are thinking innovatively and creatively about the city in which they want to live.

Calgary's cultural life and community spirit is experienced through Jane's Walks, Neighbour Day events, street festivals, neighbourhood markets, Calgary Stampede, and theatre, film and music festivals. Calgary is home to festivals such as the High Performance Rodeo and Sled Island

The significance of creative industries is seen through film and television production and the opening of the Calgary Film Centre; the growing number and size of art & design fabricators and interactive digital media companies; the largest comic festival in Canada for the cosplay crowd; a significant and growing design, architecture and digital media scene and made- in- Calgary commercial/craft events such as Market Collective.

Calgary is a place of city builders that want accessible culture in every quadrant, outlets for diverse creative expression, and spaces to create and engage with each other through culture. They want to be connected, informed and supported in their efforts around cultural expression.

## 11. Purpose of the Project

Calgary in the new economy: the Economic Strategy for Calgary acknowledges the important and expanding contribution cultural resources and creative industries make to the quality of life in Calgary critical to attracting talent and investment in today's economy. In so doing the Economic Strategy for Calgary embraces purposeful diversification and a sustainable and resilient economy that builds from our strengths, encourages the growth of creative industries and the digital economy, and promotes tourism through enhanced local attractions and better collaboration, with world-class regional destinations.

To that end, Calgary Economic Development intends to conduct an economic impact study on the creative industries in Calgary. This report will give us an understanding of the value of the creative industries and the creative economy in Calgary and the importance of the sector in terms of GDP, labor income, employment, productivity, and taxes generated for Calgary.

## 12. Objective of the Project

As part of their combined efforts to recognize the value of Creative Industries in the city of Calgary, this study will provide Calgary Economic Development, Calgary Arts Development Authority, the City of Calgary, and the Calgary community with understanding of the role and impact of the city's creative economy.

This will allow us to:

- Acknowledge the impact and contribution that culture and creativity has on the local economy;
- Develop strategies to further grow this core sector in Calgary;
- Further recognize the growing and intrinsic value of rich cultural and artistic life for citizens and communities of Calgary;
- Better integrate and align cultural resources, priorities, goals and opportunities; and
- Establish the city as an artistically vibrant location and cultural destination in Canada.

## 13. Assumptions

As a baseline for this economic impact analysis, we intend to use the definitions of cultural and creative industries as described by [Statistics Canada Canadian Framework for Cultural Statistics](#). Under this framework, the following statistical dimensions of culture (and corresponding occupations) have been selected for the economic impact study. The project team is open to suggestions to different approaches and options to consider for this economic impact analysis and approaches that may allow for benchmarking with other cities.

Domains	Transversal Domains	Infrastructure Domains
Heritage and Libraries	Education and Training	Mediating Products
Live Performance	Governance, Funding and Professional Support	Physical Infrastructure
Visual and Applied Arts		
Written and Published Arts		
Audio-visual and Interactive Media		
Sound Recording		

Note: This list is not exhaustive and is subject to negotiation

## 14. Deliverables

The consultant is expected to assess the output, employment, tax impact, and productivity of the creative industries using the assumption and definitions described in section 13. Data from Statistics Canada will be supported with data from CED, CADA and The City of Calgary.

We foresee this project being broken down into the following phases:

### The Creative Economy

The consultant is expected to use the expenditures approaches to calculate the overall GDP of Calgary's creative industries sector. The analysis of the output of the creative industries sector in Calgary will include:

- Total economic injections into the local economy through Private Household Consumption, which is spent by Calgary residents on various elements of Creative Industries.
- Public Sector Expenditures in this sector, that includes direct federal government support, provincial expenditures, net municipal spending, and spending by public educational institutions.
- Private Sector Investment in creative industries considering the major investment projects that occurred in this sector in Calgary.
- The 'Balance of Trade' - a measure of the net contribution to the local economy of non-residents. It will consider the total value of spending flowing from the economy and the injections into the economy (i.e. Tourism).
- Federal, provincial and municipal taxes generated from Creative Industries industry

To make this study as comprehensive as possible, we expect the study to cover all spectrums within each of the above components. Having determined the expenditures associated with creative industries in Calgary, the consultant will provide an assessment of the estimated impact that this spending has on economic output, wages, employment, and taxes for the Calgary economy. We would ideally like to see these outputs broken down by domains (and subdomains) with an approximate percentage dedicated to each subsector and event types as shown in the chart in Section 13.

### Additional Qualitative Information

A qualitative piece on the value accompanying the various non-economic benefits associated with creative industries, such as improved quality of life, improved perception of Calgary as a cultural centre, and mental health benefits, social or community development, and increase in culture and artistic flare. This section will also characterize Calgary's cultural environment today, considering social, economic and demographic trends that will impact cultural development in the future.

### Additional Quantitative Information

- An estimate of the Gross Domestic Product per workforce job of the creative industries in Calgary, as a proxy for the productivity of the sector.
- Volunteer contribution to creative industries in the city of Calgary and the value of this contribution to the Calgary economy.

## Report, Fact Sheet and Presentation

Material for this study should be delivered in report, fact sheet and PowerPoint formats. It should be delivered to Calgary Economic Development in such a way that it could be used immediately for business development purposes and does not require much manipulation or edits by Calgary Economic Development staff.

## 15. Fees and Payment Terms

Proposals should include a breakdown of the Vendor's fees and disbursements in completing the Services. Please include the following with breakdown of costs:

- Per diem rates;
- Travel, if required;
- Administration overhead;
- IT costs;
- Prices must be stated in actual dollars and cents expressed in Canadian funds and inclusive of all taxes except for GST, which should be itemized separately.

Please provide options for the project team to contribute to reduce project costs and be prepared to consider which aspects of the proposal might be optional.

## 16. Contracting Manager

For the purposes of the provisions of information surrounding this contract or the administration of the contract, the Contracting Manager is:

Calgary Economic Development Ltd.  
Attention: Hubba Khaton, Economist

731 1st Street SE  
Calgary, Alberta T2G 2G9  
Canada

Telephone: (403) 767-1319  
Fax: (403) 221-7928  
Email: hkhaton@calgaryeconomicdevelopment.com

## 17. Proposal Evaluation Criteria

Vendors should be aware that certain mandatory requirements have been set out in the Evaluation form (scope, methodology, experience, and deliverables). Proposals that fail to provide these requirements may not be evaluated. See Appendix A for Report and Evaluation criteria.



## 18. Submission Information

Proposals must be received by email before 16:00 MDT, July 20, 2018 (hardcopy must be received by July 23, 2018) at:

Calgary Economic Development Ltd  
731 1<sup>st</sup> Street SE  
Calgary, Alberta T2G 2G9  
Canada

Attention: Hubba Khatoon, Economist  
hkhatoon@calgaryeconomicdevelopment.com

- After the Proposal Submission Date, CED may post the identity and addresses of the Vendors.
- CED may elect to not consider any proposal that:
  - Is received after the exact time and date noted above.
  - Does not indicate the request for proposal's title, closing date and Vendor's name on the proposal in response to the RFP;
  - Is delivered to an address other than that provided above;
  - Transmitted proposals will be accepted if the proposal is received before the submission deadline to the email address provided above.

## 19. CED Reservation of Rights

CED reserves the right:

- To not consider, or to reject, any or all Proposals in whole or in part for any reason whatsoever in its sole and absolute discretion;
- To accept any proposal in whole or in part, even if it does not comply with the terms of this RFP or is not the highest rated proposal in accordance with the evaluation criteria;
- To short list Vendors, and require a presentation by the Vendors short-listed and/or the provision of additional information by such short-listed Vendors;
- To, at any time, add, delete or modify this RFP and to have the Vendors advise CED of the effect of such changes on their Proposal and/or have the Vendors resubmit their Proposals in light of same;
- To negotiate at any time with any one or more of the Vendors to the exclusion of the other Vendors; and
- To not proceed, for any reason, with this RFP or the project contemplated in this RFP.

## 20. Intellectual Property

Unless otherwise agreed and confirmed in writing:

- (a) All material, including but not limited to programs, reports, notes, maps, drawings, photographs, data, forms and other records prepared, created, written or recorded by ("IP"): (a) the Vendor, or (b) CED or (c) the Vendor and CED jointly, in connection with the Services under any agreement incorporating the terms and conditions of this RFP, a proposal, or as a deliverable under any agreement arising therefrom (an "**Agreement**"), will be the property of CED; accordingly, the Vendor hereby assigns to CED all rights, title and interest it may have from time to time in such material and all intellectual property rights therein will vest in CED.

- (b) During the term of the relevant Agreement, the Vendor shall have a non-exclusive, non-transferable license to use such IP of CED or IP which is jointly created for the sole purpose of providing and completing the Services. Upon the termination or completion of a specific project or Agreement, the Vendor will promptly return such material to CED whether completed or not. Notwithstanding the preceding sentence, the Vendor may retain for archival purposes a single copy of each item of such material; and
- (c) Every invention, discovery or improvement developed by the Vendor in the course of, or in connection with, performing the Services under an Agreement where the invention, discovery or improvement has been initiated or directed or specifically requested by CED, will be the property of CED and, accordingly, the Vendor hereby assigns any intellectual property right to any such invention, discovery or improvement developed to CED. The Vendor will cooperate fully in the establishment and maintenance of all intellectual property rights accruing hereunder to CED. This provision will survive the termination of any Agreement and to the extent necessary or desirable, the Vendor will take such actions as are reasonably requested by CED after termination of an Agreement with respect to intellectual property rights created during the term of the Agreement.

The parties acknowledge and confirm that any intellectual property that was developed prior to the relevant Agreement, or that was developed by the Vendor independently from such Agreement with CED, or that was developed at the sole initiative of the Vendor without any prior initiation or direction or request from CED, will be outside the scope of this clause 16.

If the Vendor needs access to data of CED in order to carry out Services under an Agreement incorporating the terms and conditions of this RFP, CED will grant a non-exclusive, non-assignable license to have access to and to use that data.

### **21. No Further Contract or Liability Arising from RFP Process**

By submitting a Proposal, the Vendor agrees and acknowledges that:

- Nothing in this RFP nor the submission of the Proposal nor the review and consideration of the Proposal by CED nor any communication between the parties in relation to the RFP or the Proposal will operate to obligate any party to enter into any further business relationship with the other party and, in particular, if CED decides to engage the Vendor in connection with any Proposal or the subject matter of the RFP then such engagement may only occur pursuant to a written agreement that has been signed by both parties and, absent such written agreement, CED will have no further liability or obligation to the Vendor in connection with the subject matter of the RFP;
- The Vendor is participating in this RFP process at its sole risk and expense, and CED will not be liable to the Vendor for any costs, expenses or liabilities incurred by the Vendor in any way arising in connection with the Vendor's participation;
- CED has made no representations other than those expressly stated in this RFP;
- CED has the right to cancel this RFP at any time, CED may reissue this or a similar request for Proposal at any time, for any reason whatsoever or decide not to reissue it for any reason, without incurring any liability and no Vendor will have any claim against CED as a consequence; and

The Proposal and any accompanying documentation submitted by the Vendor will become the property of CED and will not be returned.

APPENDIX A – EVALUATION

**Creative Industries in Calgary: RFP Evaluation**

Criteria		Point	Mark	Comments
Quality of submission: 1. Clear and concise 2. Quality of writing		10		
Team competence and resources: 1. Experience of the project team 2. Relevancy of past projects 3. Understanding of economic development 4. Staff available to complete project in timely and cost effective manner		20		
Deliverable content: 1. Clearly demonstrated ability to develop a comprehensive study that encompasses how spending associated with Creative Industries events, projects, and organizations flow through the regional economy. (20 points) 2. Process & methodology a. Clarity in defining study framework including study area, industry and inputs. b. Clarity in study methodology comprising tools used and results calculated. c. Demonstrated ability to utilize fundamentally sound base data that is updated, complete, substantial, and uninflated. d. Clarity of process 3. Schedules, work plans & timelines 4. Progress reporting		50		
Fees (ranked separately): 1. Breakdown of fees and disbursements.		20		
<b>Total</b>		100		

Each criteria receives a score out of 5 unless otherwise noted