

THE COUNTY OF LENNOX & ADDINGTON



REQUEST FOR PROPOSALS

FOR

FOOD AND BEVERAGE (FAB) REGION CRAFT BEER RESEARCH AND TABLET APPLICATION DEVELOPMENT PROJECT

The County of Lennox & Addington
97 Thomas Street East
Postal Bag 1000
Napanea, ON, K7R 3S9

January 4, 2013

INTRODUCTION & BACKGROUND

Overview

Lennox and Addington County is part of Ontario's Food and Beverage (FAB) Region – a partnership of Hastings County, Lennox & Addington County, Prince Edward County and the Frontenac Community Futures Development Corporation. The FAB Region is an investment marketing partnership structured to attract and grow small scale (artisanal) food and beverage businesses. (See: www.FabRegion.ca)

Background

Originally, our FAB Region partnership labeled itself as “Invest in Cheese”. The main focus was to attract artisan cheese producers. As part of that initiative, we developed an award winning handbook and iPad application to walk an individual through all aspects of starting a cheesemaking business. Now that we have expanded our focus to other artisan foods and beverages, we are wanting to turn our attention to developing a “*How to start a craft brewery in Eastern Ontario*” handbook and iPad application for tablets including the iPad and Android.

Why craft beer?

According to the Liquor Control Board of Ontario (LCBO), craft beer led sales at their liquor stores in all categories, including wines and spirits. It has experienced a sales growth of nearly 45% over the past twelve (12) months. As well, since 2005, the number of craft breweries in Ontario has increased from 31 to 47. Within and

surrounding the FAB Region, there are only two craft breweries (Barley Days and Church–Key) and two other proposed craft breweries including one near Bancroft (brewing a test batch through Niagara College) and another in Bath. We believe the time is now to focus more effort on attracting the attention of beer enthusiasts and investors and to entice them to consider opening craft breweries in our four–County Region.

Evidence suggests that craft breweries can range in varying sizes and scales.

For example, an investor could expect to invest at least \$1 million, or as little as \$20,000 to purchase equipment for a small–scale on–farm commercial brewery. In addition to cost, Church–Key Brewing demonstrates that breweries can be located just about anywhere, even an old rural church, without municipal water and sewer services. Some breweries have also started out, or continue to use, repurposed dairy milking facilities.

THE PROJECT

There are two components to this project:

Part A – Review and Analysis of the Latest Craft Beer Trends

1. Conduct an extensive review and analysis of the latest trends in the brewing industry, with particular focus on what is taking place within the Province of Ontario, and search for the most popular events, published materials and Internet websites and social networking sites that attracts craft beer enthusiasts; and,
2. Prepare a report outlining the findings and include a set of recommendations on how best to find, attract and come in contact with craft beer enthusiasts and potential investors.

Part B – Startup Handbook and App Development

1. Research and develop the content for a comprehensive step by step guide on starting a craft brewery in our Eastern Ontario FAB Region, including, but not limited to, start-up costs, operational costs, regulations, packaging, marketing and financing. The sections and headings of the award winning “How to start a cheese making business in eastern Ontario” may be used as a template to follow. (see: <https://itunes.apple.com/ca/app/invest-in-cheese/id439079717?mt=8>)

2. Develop an interactive PDF version of a craft brewery startup handbook.

3. Develop an interactive tablet application that can be utilized on iPad and Android Tablets.

4. Coordinate the uploading of the free interactive application to the iTunes store and Android store.

Timelines

January 4	RFP Issued
January 21	RFP closes at 4:30pm
February 1	The partnership will apply for Project Funding
March 29	The recommendation to award the Project to the Successful Respondent is estimated for 29th March 2013, however, this is conditional upon receiving project funding.
May 1	Potential project start date.

Submission Instructions

The County of Lennox & Addington will receive applications until 4:30pm on January 21, 2013. All applications can be delivered electronically to:

spaul@lennox-addington.on.ca

All entries become the sole property of, and are subject to verification by, the County of Lennox & Addington. The County assumes no responsibility for entries lost, stolen, delayed, damaged or misdirected, or for the failure, interruption or delay of any communication to be received, for any reason.

The County of Lennox & Addington reserves the right, at its sole discretion and without prior notice, to amend, cancel, close, suspend or reinstate this call for proposals at any time, and for any reason whatsoever.

Lennox and Addington is not obligated to pay for any work done by any organization in connection with any submission.

Submissions shall be no more than 10 pages and shall include as a minimum:

- Outline of the work to be performed.
- The proposed project manager.
- The consultants, other key project staff and/or sub-consultants and their experience and qualifications.
- The proposed approach or methodology
- A schedule with major milestones using May 1 as the start date.
- A brief listing of at least three similar projects undertaken, including references.
- Detailed itemized costing of all expenditures to be incurred in completing the project.

Obligation to Award

Publication of this RFP and the resultant receipt of any Proposal submission does not imply a reciprocal obligation on the part of the County of Lennox and Addington to award the Services to any Respondent.

The Recommendation to award the Project to the Successful Respondent is conditional upon receiving project funding and budget approval by the Counties of Hastings, Lennox & Addington and Prince Edward.

Proprietary Ownership

The Successful Respondent agrees that Lennox and Addington County will be provided ownership of all products and materials developed for this project.

Contacts

For further information:

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