

# THE CORPORATION OF THE TOWN OF WASAGA BEACH

Request for Proposal for #EDO2025/02

– Destination Waterfront Master Plan

Issue Date: June 26, 2025

Submission Deadline: July 18, 2025



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## Part A – Introduction



## General

This Request for Proposals ('RFP') is issued by the Town to secure the services of a multi-disciplinary consultant team to assist with the development of a master plan to guide the redevelopment of waterfront lands on the world's longest freshwater beach. The Province of Ontario will soon begin the process of transferring a portion of the provincially owned beachfront in Wasaga Beach Provincial Park to the Town in order to support its integration into the broader development of Destination Wasaga, under the condition that the beach remains public.

The terms Bidder and Proponent are used interchangeably within this RFP.

The Bidder shall bear all costs of participating in this RFP.

## Disclaimer

The Town does not represent or warrant the accuracy or completeness of any information set out in the RFP Documents, any background information, or any other background or reference information or documents prepared by the Town, its employees, directors, officers, agents, representatives or by any third parties and which may be made available to Proponents or Proponent Team Members by or through the Town. Proponents and Proponent Team Members shall make such independent assessments as they consider necessary to verify and confirm the accuracy and completeness of all such information as any use of or reliance by Proponents or Proponent Team Members on any and all such information shall be at the Proponents' and Proponent Team Members' sole risk and without recourse against the Town or its Advisors.

In no event shall the Town or any of its employees, directors, officers, agents, representatives, any third parties, or elected officials, be liable to the Bidder for any damages, losses, costs, liabilities, expenses, claims or actions whatsoever which may arise directly or indirectly from any use of, reliance on, adoption of or application of the information in this document or in participating in this RFP.

## Bidder Conduct Prior to and During Bid Process

The Town may set aside any proposal of a Bidder that has a history of poor performance, is not in good standing with the Town, does not maintain minimum standards of conduct, or does not comply with the Supplier Code of Conduct. Any violation of these standards may lead to disqualification.

## Bid Submission

Proponents must submit their Bids through the Bidding System. Delivery by another means will result in Bid rejection.

Proponents may revise and resubmit their Bid Submission prior to the Submission Deadline. Proponents are solely responsible for making sure their Bid is fully received by the Bidding System

prior to the Submission Deadline and are advised to allow sufficient time to resolve any technological issues that may arise. If any technical questions or issues arise, the Proponent should contact the Bidding System's technical support for assistance.

### Pre-Contract Verification

Prior to finalizing the contract with the selected Bidder, the Town may verify the information provided in the selected Bidder's proposal including verifying references provided or contacting third parties for references. The Town may choose not to contract with the selected Bidder if it is not in the best interest of the public or the Town to award the contract to the highest Bidder, such as where there is evidence of criminal activity, professional misconduct, insolvency, or a history of significant or persistent deficiencies in performance.

### Confidentiality and Conflicts

The information provided by or obtained from the Town in any form in connection with this RFP is confidential and cannot be disclosed without authorization, unless such information is already in the public domain.

The Bidder represents and warrants that there is no actual, potential, or perceived conflict of interest in submitting a response to this RFP.

The Bidder represents and warrants that any of its advisors, employees and representatives have not discussed or communicated, directly or indirectly, with any other Bidders, any information regarding this RFP in a manner that would contravene any governing laws.

The Bidder agrees to provide submissions, including pricing, independently and without any connection, knowledge, comparison of information or arrangement, direct or indirect, with any other Bidders and shall not take any action for the purpose of restricting competition in connection with this RFP.

### Acquisition of Goods or Services

The acquisition will be conducted through a process that promotes the best value for money and abides by the OPS Procurement Directive, including the Procurement Restriction Policy.

### Bidder Acknowledgments

The Bidder acknowledges and agrees to comply with and be bound by the terms of this RFP.

## Part B – Background Information



## A Rich Legacy at the Waterfront Core

Wasaga Beach is celebrated for its rich and diverse history, natural beauty, and its unique status as the world's longest freshwater beach. Spanning more than 14 kilometres of pristine sand along the southern shore of Georgian Bay, Wasaga Beach welcomes millions of visitors annually, drawn by its panoramic views, clean, shallow waters, vibrant recreational opportunities and world-class sunsets.

Centuries before its rise as a modern tourist hotspot, the area was home to the Huron-Wendat Nation and recognized as part of the traditional territory of the Anishinaabe people of the Three Fires Confederacy, as well as the Wyandot Nation. The name "Wasaga Beach" is derived from the Algonquin word "Nottawasaga," meaning "mouth of the river," which highlights the region's significance as a meeting place for Indigenous cultures, commerce, and travel. The waterways here were vital for trade, sustenance, and cultural exchange long before European settlers arrived.

The region's historical significance grew during the War of 1812 when the British schooner HMS Nancy was intentionally scuttled in the Nottawasaga River to avoid capture. An event commemorated today at Nancy Island Historic Site, which preserves the ship's remains and tells the story of Wasaga's strategic role in Canadian history. The site offers interactive tours and educational exhibits, connecting visitors to this pivotal chapter in history.

By the late 1800s, permanent settlements began to take shape, with fishing, logging, and tourism forming the foundation of a growing community. In the early 1900s, Wasaga Beach emerged as a beloved summer destination, attracting visitors from across Ontario. Iconic venues such as the Capstan Inn and Dardanella Dance Hall contributed to a lively atmosphere of recreation, music, and social gatherings.





For nearly 80 years, Beach Area One, commonly referred to as the "Main End," was the heart of the town's social and cultural life. A bustling seasonal hub for families, tourists, and soldiers from nearby Base Borden. Carnival rides, bowling alleys, dance halls, and classic beachfront attractions created a vibrant, nostalgic experience. In 1972, Main Street was closed to vehicles and converted into a pedestrian mall. However, over time, the area lost its relevance to daily life as suburban development spread and investment in the downtown area declined. A devastating fire in 2007 destroyed much of the remaining Main Street, marking a turning point for the community.

Despite these challenges, Wasaga Beach remains one of Ontario's fastest-growing communities, with a strong sense of identity rooted in its shoreline and natural assets. Today, Wasaga Beach is reimagining its downtown as a vibrant, walkable, year-round destination. This transformation will be shaped by the creation of the destination waterfront master plan designed to foster investment, support the local economy, and create a source of pride for future generations.

What truly sets Wasaga Beach apart is its unique combination of history, natural beauty, and its record as the world's longest freshwater beach. Offering endless opportunities for relaxation, adventure, and connection. With Ontario's announcement in May 2025 of funding to support the redevelopment of Nancy Island Historic Site, along with the proposed transfer of administrative responsibility for the site from the Ministry of the Environment, Conservation and Parks (MECP) to the Ministry of Tourism, Culture and Gaming (MTCG), Wasaga Beach is poised to reclaim its legacy as a premier, world-class destination for all seasons.

## Background Overview of the Opportunity

The Town of Wasaga Beach is seeking an innovative and visionary partner to help reimagine our waterfront into a globally recognized destination. We seek bold ideas, creative execution, and a commitment to cultivating a vibrant, year-round waterfront destination that attracts visitors, supports local businesses, and drives sustainable, long-term growth.

With the Province of Ontario's recent announcement that it will soon begin the process of transferring a portion of the provincially owned beachfront in Wasaga Beach Provincial Park to the Town in order to support its integration into the broader development of Destination Wasaga, the Town of Wasaga Beach, has a unique, once-in-a-generation opportunity to redefine the heart of this iconic area. This pivotal moment empowers the Town with the unprecedented ability to shape its waterfront's future, complementing ongoing redevelopment efforts and positioning Wasaga Beach as a premier, four-season destination.

Stretching along the shores of the world's longest freshwater beach, these lands provide the foundation for a bold, comprehensive Destination Waterfront Master Plan that reflects our community's aspirations while attracting new investment, tourism, and year-round activity.

This transformation builds upon significant projects already underway:

- The Town is rebuilding its iconic Beach Drive with a \$30 million investment to raise beach drive to address flooding issues and create a world class beachfront promenade. This will revitalize the public realm and strengthen shoreline resilience.
- Sunray Group is investing over \$45 million to build a premium-brand Marriott hotel with upscale amenities, a signature restaurant, convention facilities, and a public festival square, creating over 100 local jobs and raising the town's tourism profile. The hotel is the first of four phases of development.
- Stonebridge Building Group is building a dynamic mixed-use development with more than 150 residential units and 31 commercial spaces, complemented by public gathering areas and innovative live-work townhomes.

This is more than a redevelopment project. It is a rare opportunity to create a destination that draws global visitors, strengthens the local economy, and delivers lasting benefits for residents. Guided by the Destination Waterfront Master Plan, the Town aims to transform underutilized areas into a cohesive, welcoming, and future-focused waterfront that weaves together public space, culture, recreation, and business in a way that captures the unique spirit of Wasaga Beach – a place known for family-friendly fun.

With local leadership and community support, the Town is ready to move forward with a partner who shares our ambitious vision and can help bring it to life.

## Project Objectives

This Destination Waterfront Master Plan will build on current and past initiatives to advance the following high-level objectives:

### 1. Sustainability, Resiliency and Urban Innovation

Urban innovation in Wasaga Beach's waterfront redevelopment will be defined by adaptable public spaces and forward-thinking design practices that respond to the evolving needs of the community. The Destination Waterfront Master Plan will champion compact, walkable, and mixed-use development patterns, fostering year-round activity, reducing car dependency and supporting a lively, accessible waterfront. It will also consider new technologies and digital infrastructure that can enhance visitor experience, streamline operations, and bolster local businesses.

Aiming to set a new benchmark for sustainable urban design, the Destination Waterfront Master Plan will integrate climate-conscious strategies with visionary planning principles. The master plan will explore opportunities to integrate green infrastructure, low-impact development techniques, and nature-based solutions to enhance shoreline health and mitigate climate-related risks, such as flooding, erosion, and extreme weather events.

This is a pivotal opportunity to demonstrate how the world's longest freshwater beach can evolve into a world-class destination that is environmentally responsible, economically dynamic, and socially connected. Delivering lasting value for residents, visitors, and future generations.

### 2. Complete Communities

The Destination Waterfront Master Plan design should foster the development of a complete community that is inclusive, vibrant, active, and resilient throughout the year. A key component of the plan will be to identify key anchor uses and attractions that can drive year-round tourism. The plan should also include a diverse mix of housing, employment opportunities, services, and community amenities, all thoughtfully integrated within a walkable and well-connected waterfront area. This design approach should ensure that the evolving needs of residents and visitors across all age groups and life stages are met.

At the heart of this vision is a steadfast commitment to keeping the beach public and accessible to everyone. The shoreline remains a defining feature of Wasaga Beach, and its preservation as a shared public asset will be safeguarded throughout the redevelopment process.

This objective underscores the importance of creating a place that feels authentic and deeply rooted in Wasaga Beach's unique identity, while opening new possibilities for people to live, work and thrive in a dynamic waterfront setting.

### 3. Economic Development and Prosperity

The Destination Waterfront Master Plan is envisioned as a powerful catalyst for sustained economic growth in Wasaga Beach. By attracting private investment, fostering local entrepreneurship, and promoting a vibrant mix of commercial activity, the redevelopment aims to generate new employment opportunities, broaden the municipal tax base and establish Wasaga Beach as a premier year-round destination.

A central objective is to cultivate a resilient local economy by strengthening core sectors such as tourism, hospitality, culture, and retail, while also exploring opportunities in emerging industries. The plan will prioritize high-quality, place-based development that stimulates local spending, encourages extended visitor stays, and elevates the town's appeal for both investors and residents alike.

Through a combination of strategic planning, thoughtful urban design, and dynamic public-private partnerships, the Destination Waterfront Master Plan will provide the framework to drive long-term prosperity and reinforce Wasaga Beach's identity as a vibrant, inclusive and forward-looking community.

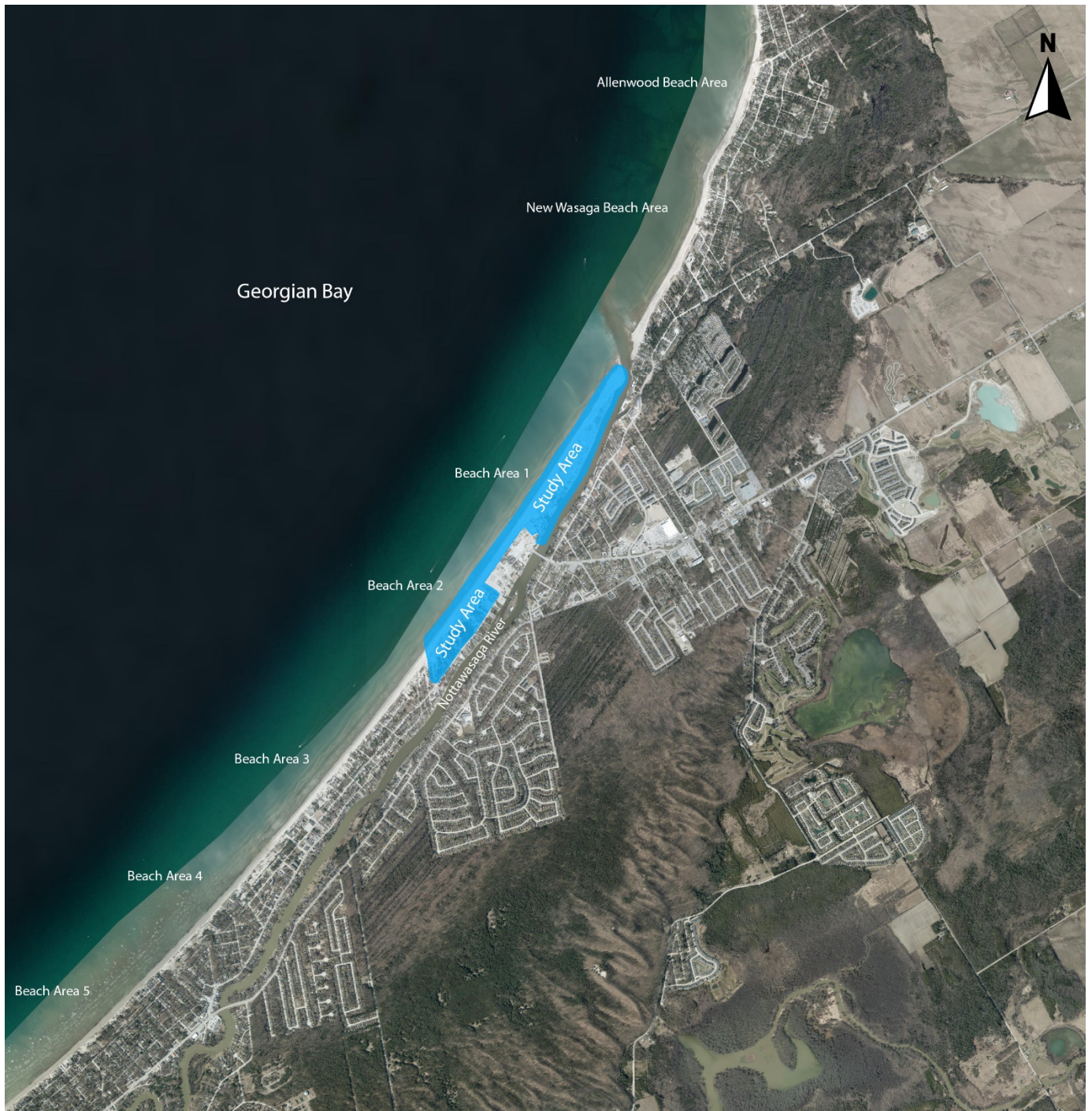
### 4. Partnership and Investment

A central objective of the Destination Waterfront Master Plan is to establish a clear, actionable implementation plan. The plan should provide a clear roadmap on how to unlock the value of the subject lands in a logical manner to drive economic growth through partnerships. A thoughtful phasing strategy will be critical.



## The Subject Lands and Their Context

The map below depicts the various Beach Areas along Wasaga Beach's shoreline. The Study Area for the Destination Waterfront Master Plan will focus on Beach Areas 1 and 2. The Study Area is bounded by Georgian Bay to the west, Mosley Street to the east, the mouth of the Nottawasaga River to the north and 12<sup>th</sup> Street to the south. Applicants must be cognizant of how streets, public spaces, neighbourhoods, and corridors adjacent to and outside this study area interact with and connect to those within the study area.



## Regional Context

Understanding the broader regional context is crucial for positioning Wasaga Beach as a competitive and complementary destination within a vibrant tourism corridor. Wasaga Beach is strategically located in close proximity to the GTA and significant regional destinations.

### Regional Neighbours and Their Influence

- **The Greater Toronto Area (GTA)**, located approximately 1.5 hours from Wasaga Beach, is Canada's largest metropolitan region, encompassing the City of Toronto and surrounding municipalities such as Peel, York, Durham, and Halton. With a population exceeding 7 million, the GTA is a vibrant economic and cultural hub, known for its diverse communities, world-class attractions, and extensive infrastructure. The region offers a wide range of amenities, including major sports venues, theatres, museums, shopping districts, and a rich culinary scene that reflects its multicultural population. Wasaga Beach has been a choice destination for day-trippers and longer stay tourists and cottagers from the GTA for decades. Major infrastructure such as 400-series highways provide convenient access from the GTA to Wasaga Beach.
- **Collingwood** is the westerly neighbour of Wasaga Beach. It is recognized for its vibrant downtown, marina, and proximity to Blue Mountain Resort. Collingwood has successfully leveraged its natural setting and amenities to attract visitors year-round, offering a mix of cultural events, outdoor recreation, and dining experiences. Its growth as a tourism and residential center offers opportunities for Wasaga Beach and Collingwood to work together to grow regional tourism while ensuring that each community complements and not directly competes with one another.
- **Blue Mountains** is a premier resort community anchored by the Blue Mountain Resort, a major draw for both winter and summer tourism that attracts over 3 million visitors a year. Located approximately 30 minutes by car from Wasaga Beach, Blue Mountain's focus on outdoor adventure, wellness, and family-friendly activities complements Wasaga Beach's strengths.
- **Barrie** is a regional urban centre and gateway to Central Ontario. The city offers a range of amenities, including a vibrant waterfront along Kempenfelt Bay, featuring parks, marinas, and trails that attract residents and visitors. Its strategic location and strong transportation links make it a key source market for Wasaga Beach tourism.
- **Midland** serves as a regional hub with a strong focus on heritage tourism, cultural attractions, and access to the Huronia region. Its all-season attractions and amenities broaden the range of experiences available to visitors. While there is currently limited overlap in visitors between Midland and Wasaga Beach, there is potential to strengthen connections and expand the reach of both communities.
- **Horseshoe Valley Resort** is a permit four-season destination known for its extensive outdoor recreation offering. The resort features alpine and Nordic skiing, mountain biking,

golf, treetop trekking, and a full-service spa, attracting families and adventure seekers year-round.

- **Snow Valley** is a well-established winter recreation area. Renowned for its family-friendly atmosphere, Snow Valley offers skiing, snowboarding, snow tubing and snowshoeing, making it a popular choice for beginners and families. The resort's focus on accessible, inclusive winter fun adds to the region's diverse tourism mix and presents opportunities for cross-promotion with Wasaga Beach, particularly for visitors seeking multi-activity getaways.



## Part C – Invitation & Submission Instructions



## Invitation to Proponents

The Town of Wasaga Beach invites qualified firms to submit proposals for the development of a Destination Waterfront Master Plan. Through this Request for Proposals (RFP), the Town seeks to select a firm with the vision, expertise, and capacity to help transform Wasaga Beach into a world-class destination, in alignment with the objective outlined in Part B.

This RFP process is open to all interested firms (hereinafter referred to as “Proponents”) possessing the necessary experience, qualifications, and resources, as detailed below. Proponents may be individual firms or multidisciplinary teams with demonstrated expertise across the required disciplines.

The ideal Proponent team will include, but not be limited to, the following areas of expertise:

- Architecture
- Planning, Urban Design, Space Planning
- Landscape Architecture
- Civil Engineering
- Transportation Expert
- Waterfront Specialists and Shoreline Engineering
- Environmental/Ecological Specialists
- Graphic Design
- Market Economist
- Tourism

The Town of Wasaga Beach intends to identify one (1) successful Proponent to undertake this transformative project, as further specified in the section below.



## RFP Timetable

Completion Date	Activity
June 26, 2025	RFP Issue Date
July 11, 2025	Deadline for Questions
July 18, 2025	Bid Closing Date
July 21-25, 2025	Rectification Period / Interviews

The above timetable is subject to change in the Town's sole discretion. In the event a change is made to any of the above dates, the Town will post any such change in an addendum online.

## Bidder Questions

Proponents should submit questions, clarifications or request for changes to this RFP ("inquiries") through the Bidding System before the Deadline for Questions. Questions received after the Deadline for Questions may not be addressed.

Responses to inquiries received by the Deadline for Questions will be provided through an addendum posted on the Bidding System. Addenda will not identify the Proponents that submitted the inquiry.

The Town will respond to any reasonable request for relevant information. All questions and any responses will be recorded by the Town. If a response will include new information or clarification of prior information, then the response will be incorporated into an addendum and will be made available simultaneously to all Proponents, in a timely manner.

## Addenda

This Bid Document may only be amended by an Addendum, in accordance with this section. If the Town, for any reason, determines it is necessary to provide additional information relating to this Bid Document, such information will be communicated to all Proponents by Addenda. Each Addendum shall form an integral part of this Bid Document.

Such Addenda may contain important information, including significant changes to their Bid Document. Proponents are responsible for obtaining all Addenda issued by the Town.

Proponents are instructed to acknowledge receipt of any addenda in their submission.

In the event an Addendum is issued forty-eight (48) hours prior to the Bid Closing Date, it may include an extension of the Closing Date. It is the responsibility of the Proponent to have received all Addendum/Addenda that have been issued. It is the sole responsibility of the Proponent to check online prior to submitting their Bid and up until the closing date and time, just in case an additional addenda is posted.

If an addendum is posted online following the submission of their Bid, Proponents are solely responsible for:

- a) making any required adjustments to their bid;
- b) acknowledging the addenda;
- c) ensuring the resubmitted bid is *received* by the Town servers before the closing date and time.

## Evaluation and Award

The Town will evaluate each proposal based on the Proponent's responsiveness to the RFP requirements, utilizing a matrix scoring system as detailed in Part D (Evaluation Criteria), ensuring the process is impartial, objective and fair.

An evaluation team, comprised of the CAO, Deputy CAO, General Manager of Infrastructure Services, General Manager, Legislative & Development Services/Clerk, Chief Financial Officer, Director of Planning and the Project Manager, will conduct the review and scoring of all submissions.

### *Stage I – Mandatory Submission Requirements*

Stage I will consist of a review to determine which proposals comply with all of the mandatory submission requirements. If a proposal fails to satisfy all the mandatory submission requirements, the Town will issue a rectification notice to the Proponent, identifying the deficiencies, and provide the Proponent with an opportunity to rectify them.

If the Proponent fails to satisfy the mandatory submission requirements within the Rectification Period, its proposal will be excluded from further consideration. The Rectification Period will begin to run from the date and time that the Town issues a rectification notice to the Proponent. The mandatory submission requirements are set out in Part D (Mandatory Submission Requirements).

### *Stage II – Evaluation of Technical Proposal*

The Town will evaluate each compliant proposal on the basis of the rate criteria as set out in Part D (Evaluation Criteria).

This stage of evaluation may include a written request for clarification from any or all Proponents, and the Town may invite any or all Proponents to participate in an interview to discuss and clarify

the details of their proposal. Information received through written clarifications and/or interviews, if any, will be considered in the evaluation and scoring of the rated criteria.

### *Stage III – Evaluation of Financial Proposal*

At this stage, the Town will assess the financial proposals of Proponents who have advanced from the previous stages. Each financial submission must comply with the format and requirements outlined in Part D (Evaluation Criteria).

Evaluation will focus on total cost, transparency of pricing, and how well the budget supports the proposed work. The Town reserves the right to seek clarification on any aspects of the financial proposal.

## Part D - RFP Particulars (Submission Requirements & Evaluation Criteria)



## Scope of Work and Deliverables

### PHASE 1: RECONNAISSANCE & STARTER IDEAS

#### *Objective:*

Establish a shared vision, clarify key project objectives and begin to articulate the framework around which the plan will evolve.

#### *Scope of Work:*

1. Prepare a community engagement strategy for the project that includes at minimum a design charrette or series of charrettes, public workshops and/or other appropriate engagement tools to develop the overall master plan.
2. Phase 1 work should include the following:
  - Identification of “Opportunities and Constraints” for the study area lands based upon a solid understanding of the study area history, initiatives that are already underway and social, cultural and market opportunities and background information that will be supplied to the successful consultant.
  - Preparation of a community-based vision and objectives to guide the plan development.
  - Prepare a “starter ideas” plan that includes at minimum the following:
    - Conceptual street and block structure for the study area.
    - Conceptual open space network (parks, trails, beach, river).
    - Emerging big ideas and potential anchor uses.
  - Identification of key economic and tourism drivers that will influence the plan.

#### *Deliverables:*

- Detailed PowerPoint presentation that summarizes the Phase 1 work.
- Presentation to the community and Town Council.
- Supporting Economic and Tourism Analysis.

### PHASE 2: PLAN REFINEMENT

#### *Objective:*

Layer buildings and land uses onto the Starter Idea framework plan.

#### *Scope of Work:*

- In an iterative manner, test the framework plan by layering on land uses and buildings.
- Identify conceptual building massing.
- Identify key anchor uses and attractions that will drive visitation.
- Identify key commercial areas.
- Prepare conceptual density and unit take-offs for infrastructure modelling purposes.
- Begin to articulate a parking strategy.

*Deliverables:*

- Draft Land Use Plan.
- Conceptual Massing Model.
- Conceptual trails and open spaces.
- Density and unit take-off assumptions (residential GFA, number of residential units, non-residential GFA, density, parks and open space areas, etc.).
- Conceptual parking strategy.
- Green strategies.
- Shoreline approaches.

### PHASE 3: PLAN TESTING AND REFINEMENT

*Objective:*

Confirm plan assumptions through infrastructure testing and market analysis.

*Scope of Work:*

- Test the plan to identify infrastructure implications.
- Develop a project phasing strategy.
- Confirm market analysis assumptions that informed the plan (residential and non-residential)
- Prepare an Economic Impact Assessment of the plan.
- Refine the plan as appropriate.

*Deliverables:*

- Project Phasing Strategy.
- Infrastructure assessment, including servicing capacity assessments.
- Economic Impact Assessment.
- Market Analysis.

### PHASE 4: PLAN FINALIZATION & IMPLEMENTATION

*Objective:*

Finalize the plan, prepare marketing collateral and identify the implementation strategy.

*Scope of Work:*

- Prepare the final illustrative master plan.
- Prepare the final land use plan.
- Prepare multiple project character sketches/renderings
- Prepare a computer 3D model of the final plan.
- Finalize the Phasing Strategy.
- Develop an Implementation Plan that identifies key first moves to make the plan real.

- Finalize the Parking Strategy
- Prepare Urban Design/Green Building Guidelines
- Prepare Investment Attraction Collateral

*Deliverables:*

- Illustrative Master Plan
- Land Use Plan
- Character Sketches/Renderings
- 3D Computer Simulation
- Phasing Strategy
- Implementation Plan
- Parking Strategy
- Urban Design/Green Building Guidelines
- Marketing Collateral

NOTE: The above Scope of Work should be considered a best attempt by the Town of Wasaga Beach to identify how best to achieve a world-class destination plan. The Proponent has liberty to adjust the Scope of Work and add to it should they believe that there are additional deliverables that have been missed or that can add value to the plan.

**THE DESTINATION PLAN MUST BE COMPLETED PRIOR TO JULY 31, 2026.**

## Insurance Requirements

In order to proceed with finalization of the contract, the selected Bidder will be required to provide proof of insurance, as required based on proposal submission. Insurance guidelines are provided below;

*a. Insurance Requirements*

Insurance	Minimum Coverage Limits
<p><b>Commercial General Liability insurance</b>, underwritten by an insurer licensed to conduct business in the Province of Ontario for a limit of not less than <i>[see next column]</i> per occurrence, an aggregate limit of not less than <i>[see next column]</i>, within any policy year with respect to completed operations, and a deductible of not more than <i>[see next column]</i>. This policy shall include but not be limited to:</p> <p>(a) Name the Town as an additional insured</p> <p>(b) Cross-liability and severability of interest</p>	<p><b>\$2M</b> per occurrence</p> <p><b>\$5M</b> minimum aggregate limit within a policy year</p> <p><b>\$100,000</b> maximum deductible</p>

(c) Blanket Contractual (d) Products and Completed Operations (e) Premises and Operations Liability (f) Personal Injury Liability (g) Contingent Employers Liability (h) Owners and Contractors Protective (i) Non-owned automobile liability (j) The policy shall include 30 calendar days' notice of cancellation.	
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<b>Professional Liability or Errors and Omissions insurance</b> in the amount of not less than [see <i>next column</i> ] providing coverage for acts, errors and omissions arising from their professional services performed under this Agreement. The policy deductible shall not exceed [see <i>next column</i> ] per claim and if the policy has an aggregate limit, the amount of the aggregate shall be not less than double the required per claim limit. The policy shall be underwritten by an insurer licensed to conduct business in the Province of Ontario. The policy shall be in place for the Term of the Contract and shall be renewed for 2 years after termination or expiration of the Contract. A certificate of insurance evidencing renewal is to be provided each year. If the policy is to be cancelled or non-renewed for any reason, 30 calendar day notice of said cancellation or non-renewal must be provided to the Town.	<b>\$1M</b> coverage <b>\$100,000</b> maximum deductible
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### Certificate of Insurance

The Proponent shall provide a Certificate of Insurance evidencing the required coverage before the commencement of Work and shall be required to ensure the coverage is maintained throughout the Term of the Contract. Any claims-made policy needs to be maintained for at least 24 months following termination or expiration of the Agreement.

### Additional Insured.

At Contractor's sole expense, the Town, its affiliates and each of their respective officers, councillors, directors, agents and employees shall be named as Additional Insureds on a primary basis on all liability policies with the exception of professional liability/errors and omissions.

### Notice of Cancellation or Changes.

Except as otherwise approved by the Town, the policies shall be endorsed to provide the Town with not less than 30 calendar days written notice in advance of any cancellation, change or amendment which restricts coverage such that the Contract requirements are no longer met.

### Insurance Not to Affect Other Contract Obligations.

Insurance procured by Proponent shall not reduce or limit Proponent's contractual obligation to indemnify and defend the Town as provided in the Contract.

#### *b. Workers Safety Insurance Requirement*

As a condition precedent to entering into the Contract, the selected Proponent must deliver to the Town a clearance certificate from the Workers' Safety and Insurance Board ("WSIB"). The Town may provide written notice to the Proponent of waiving the requirement for a clearance certificate upon receiving proof satisfactory to the Town that WSIB coverage is not required. The selected Proponent shall indemnify and save harmless the Town from all WSIB fines and penalties related to the Proponent's failure to provide a clearance certificate or pay WSIB premiums when due.

### Mandatory Submission Requirements

Appendix A contains the RFP Submission Forms, which should be completed as part of the Proponent's submission. Each proposal should include Submission Forms completed and signed by an authorized representative of the Proponent. Proponents must submit their complete proposal through the Bidding System. Delivery by another means will result in a proposal rejection.

Bidders may revise and resubmit their Bid Submission prior to the Submission Deadline. Bidders are solely responsible for making sure their Bid is fully received by the Bidding System prior to the Submission Deadline and are advised to allow sufficient time to resolve any technological issues that may arise. If any technical questions or issues arise, the Bidder should contact the Bidding System's technical support for assistance.

Proponents should submit an RFP submission documents that contains the following information, in two separate parts:

#### Part 1:

- Cover Letter
- Table of Contents
- Technical Proposal
- RFP Submission Forms

#### Part 2:

- Pricing Proposal

## Evaluation Criteria

The following sections outline the categories, weightings, and proposal content requirements of the rated criteria for the RFP. As explained in Part B of the RFP, the rated criteria provided below will be evaluated by the evaluation team in an impartial, objective and fair manner.

Rated Criteria Category	Weighing (Points)	Minimum Threshold
<b>Strategic Capability &amp; Experience (40 points)</b>		
Demonstrated Expertise in Destination Waterfront Master Planning	10	
Proven Track Record of Community-Engaged Planning	5	
Quality and Relevance of Case Studies	5	
Team Experience and Qualifications	10	
Economic Insight & Market Analysis	5	
Knowledge of the Ontario Tourism Landscape	5	
<b>Methodology &amp; Approach (45 points)</b>		
Statement of Understanding	10	
Methodology	10	
Comprehensive Stakeholder Engagement Strategy	5	
Integration of Community Input	5	
Project Management & Communication Framework	5	
Alignment with Economics & Tourism Development Strategies	10	
<b>Implementation Framework (15 points)</b>		
Clarity of Proposed Timeline and Milestones	10	
Resource Allocation & Management Plan	5	
<b>Rated Criteria</b>	100	75%
<b>Pricing Proposal (20 points)</b>		N/A
Direct Project Costs	5	
Clarity & Transparency	5	
Cost Effectiveness	10	
<b>Total Points</b>	120	N/A

## Technical Proposal

The following area technical submission requirements corresponding to the rate criteria above that Proponents should address:

### 1. Strategic Capability & Experience (40 points)

Assessment of qualifications, relevant experience, and capacity to deliver a successful destination waterfront master plan.

- **Demonstrated Expertise in Destination Waterfront Master Planning (10 points)**  
Clear evidence of knowledge and application of best practices in destination waterfronts development, including design, tourism integration, and place-based strategies.
- **Proven Track Record of Community-Engaged Planning (5 points)**  
Documented success in facilitating inclusive, transparent, and impactful engagement processes for complex, high-profile projects, ensuring diverse community voices shape outcomes.
- **Quality and Relevance of Case Studies (5 points)**  
Case studies with references should be comparable in scale and complexity, with a clear articulation of the proponent's role, innovative approaches, and measurable project outcomes.
- **Team Experience and Qualifications (10 points)**  
Depth, diversity, and interdisciplinary strength of the project team, covering urban design, tourism, planning policy, economic development, and related fields.
- **Economic Insight & Market Analysis (5 points)**  
Demonstrated understanding of economic drivers, market trends, and financial modeling relevant to waterfront redevelopment.
- **Knowledge of the Ontario Tourism Landscape (5 points)**  
Familiarity with Ontario's tourism trends, opportunities, and regulatory frameworks, with proven experience aligning master plans with tourism development goals.

## 2. **Methodology & Approach (45 points)**

Evaluates the clarity, innovation, and suitability of the proposed approach for delivering a successful master plan

- **Statement of Understanding (10 points)**  
Demonstrate a clear and comprehensive grasp of the project's objectives, context, and desired outcomes. The proponent should articulate the understanding of the unique challenges and opportunities associated with the Wasaga Beach waterfront, referencing relevant background information and project intent.
- **Methodology (10 points)**  
Present a well-structured and innovative approach tailored to the project's needs. The methodology should outline the technical processes, data collection and analysis methods to be used throughout the master planning process. It should also address how

the approach aligns with best practices in waterfront development and sustainable urban design.

- **Comprehensive Stakeholder Engagement Strategy (5 points)**  
A robust plan for engaging a broad spectrum of stakeholders, including residents, businesses, tourism partners, and seasonal users.
- **Integration of Community Input (5 points)**  
Clear mechanisms for meaningfully incorporating stakeholder and public feedback into design alternatives, recommendations, and final deliverables.
- **Project Management & Communication Framework (5 points)**  
Clear structure for communications, reporting, decision-making, and coordination with Town staff and project partners.
- **Alignment with Economics & Tourism Development Strategies (10 points)**  
A methodical approach for identifying economic opportunities, enhancing tourism potential, and ensuring the master plan aligns with broader economic and tourism objectives.

### **3. Implementation Framework (15 points)**

- **Clarity of Proposed Timeline and Milestones (10 points)**  
A detailed and realistic work plan, including key decision points, deliverables, and public engagement touchpoints.
- **Resource Allocation & Management Plan (5 points)**  
Appropriate use of internal and external resources, team roles, and time allocation aligned with project complexity

### **4. Pricing Proposal (20 points)**

- **Direct Project Costs (5 points)**  
Proponents must provide clear and detailed breakdown of all direct project costs associated with the delivery of the destination waterfront master plan. This should include, but is not limited to, professional fees, sub-consultant costs, travel and meeting expenses, materials, and other expenses directly attributable to the project.
- **Clarity & Transparency (5 points)**  
The pricing proposal should demonstrate transparency in how costs are allocated across project phases and deliverables, ensuring alignment with the proposed work plan and resource allocation.

- **Cost Effectiveness (10 points)**

Proposals will be evaluated on their cost competitiveness and the value offered in relation to the scope and complexity of services proposed.

## Appendix A - Bidders Workbook



# Submission Confirmation Form

## Bidder Information

The full legal name of the Bidder:	
The jurisdiction under which the Bidder was incorporated or otherwise established:	
Bidder Address:	
Bidder Contact Person (name, title):	
Telephone:	
Email:	

## No Public Statements or Lobbying

The Bidder must not publish, issue or make any statements or news release, electronic or otherwise, concerning its Bid, or any other Bid, the RFP process, or the award of the Contract, without the express prior written consent of the Town.

The Bidder must not engage in any form of political or other lobbying whatsoever with respect to this RFP, or otherwise attempt to influence the outcome of the RFP process directly or indirectly by any manner whatsoever other than by submitting a Bid. This includes contacting any Town staff outside the Bidding System.

A failure to respect the above restrictions may lead to disqualification of the Bidder.

## Certification: No Collusion or Bid Rigging

The Bidder certifies that:

- (a) the prices in their Bid have been arrived at independently from those of any other bidders;
- (b) the prices in their Bid have not been knowingly disclosed by the Bidder, and will not knowingly be disclosed by the Bidder prior to award, directly or indirectly to any other bidder or competitor; and
- (c) no attempt has been made, nor will be made, to induce any other person to submit, or not to submit a Bid, for the purpose of restricting competition.

### Confidential Information, MFIPPA and Supplier Code of Conduct

The Town will use reasonable efforts to protect pricing, commercial terms and other sensitive and confidential information provided by the Bidders and identified as being confidential information ("**Bidder Confidential Material**"), however the Town accepts no liability in the event that the Bidder Confidential Material, or any part of it, is disclosed even if the Town, its advisors, staff, or consultants may have been negligent with respect to such disclosure.

The Bidder acknowledges that its name and total contract value will be publicly disclosed and that the Bid and any related information may be:

- a. disclosed to the Town's staff, advisors and consultants for the purposes of conducting the RFP process;
- b. disclosed to the Town's elected officials for the purposes of oversight and decision-making; and
- c. subject to public disclosure in accordance with the Municipal Freedom of Information and Protection of Privacy Act, RSO, 1990 or any other applicable information or privacy legislation.

The Bidder acknowledges and agrees to comply with and be bound by the Supplier Code of Conduct available at: <https://www.wasagabeach.com/en/business-and-development/bid-opportunities.aspx>

### Non-binding RFP Process

The Bidder acknowledges and agrees that:

- a. The RFP process is non-binding and does not create contractual obligations between the Town and the Bidder. There is no intention to enter into what is commonly referred to as "Contract A", and no contractual relationship will be formed until the Town enters into contract with the selected Bidder for performance of the Work.
- b. The Town is not obligated to award a contract to the highest ranked Bidder or any Bidder. The Town may accept or reject any Bid and may award a contract to any Bidder for all or part of the Work.
- c. The Town may cancel the RFP at any time prior to execution of a contract for the Work for any reason deemed appropriate and in Town's or the public interest. Following cancellation, the Town may re-advertise for new bids or negotiate a contract for the same or similar Work.

**ON BEHALF OF BIDDER, I UNDERSTAND AND ACCEPT THE TERMS OF THE RFP PROCESS:**

<b>Signature:</b>	
<b>Name:</b>	
<b>Title:</b>	
<b>Date:</b>	

This form may be executed by hand-written or electronic signature.