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P.O. Box 368, Windsor, Nova Scotia B0N 2T0
221-239 Wentworth Road
Exit 5A off Highway 101

NORTH AMERICA'S OLDEST AGRICULTURAL FAIR

Request for Proposals

Developing a Business and Concept Plan for the Hants County Exhibition Site

Background

The Windsor Agricultural Society is issuing a request for proposals to complete a site assessment, business and concept plan for the Hants County Exhibition Park.

The Hants County Exhibition Park is owned and maintained by the Windsor Agricultural Society. The Hants County Exhibition is the oldest agricultural fair in North America (since 1765). The rich agricultural area in and around Windsor had become known as the “bread basket” for Halifax. The fair was originally hosted at Fort Edward, located on the only passable road from Halifax.

After WWII, the Windsor Agricultural Society (the group organizing the fair) was comprised of progressive farmers who saw the potential to purchase the current property, a former army camp, and move the exhibition to this site. There were many skeptics who felt the site was too far from the downtown. The land cost \$50 per acre and the two drill halls were purchased for a total of \$7,250. The drill halls were moved and joined to create an arena to seat 2,500 people. After two successful exhibitions at the Wentworth Road location, local citizens thought the arena should also be used for hockey. Hockey had always played a strong role within the local farming communities. The Society agreed. Boisterous loyal hockey fans regularly packed the exhibition arena to the rafters in those days, with standing room only, to cheer on the local senior team. In January 1981, the arena burned to the ground. A new 1200 seat arena was completed in September for the Hants County Exhibition. It is a four-season facility - a livestock show venue from May through September and the community rink from October to April.

Today, a four-acre parcel is being sold to the municipality for the construction of a new arena. This provides an opportunity to examine the remainder of the site for best use.

The site is adjacent to Highway 101 in the Town of Windsor on Wentworth Road (Exit 5A), 40 minutes from Halifax. It is within town, close to the industrial park and highway service area including a gas station, several restaurants and a 66 room hotel. The property consists of 40 acres of serviced land with four acres of that being under cover. The area boasts the birthplace of hockey, the gateway to the Annapolis Valley, horse show capital of Nova Scotia, among other things. The town slogan is “the little town of big firsts”.

The current arena is also a horse show facility in the spring, summer, early fall season. There is

also an indoor riding facility close to the main structure that acts as a warm up ring during horse show season and a local pony club riding facility in the winter months. Other facilities include several buildings used for the exhibition in September then used for storage in the winter months. There is an active campground with 15 and 30 amp services on site. A private company leases space to host a waterslide, go carts and mini putt. There are approximately 250,000 site visits each year to major events including Hants County Exhibition (including the largest beef show east of Quebec/top 5 in Canada), hockey and skating activities/tournaments, 4-H Shows, RV campouts, horse shows, music festivals, Relay for Life, flea markets, movie sets, reunions and family events, etc.

Project Description

The Windsor Agricultural Society wishes to develop a sustainable site plan for this piece of property, celebrating the historic agricultural strength of the site and the region. There is opportunity for a mixed-use plan and partnerships that can sustain the core activity, provide an agricultural and recreational site for the community and draw others in to spend money in the region. The Society believes the “Gateway to the Annapolis Valley” spin can be used to celebrate local food, food preparation, animal husbandry and animal shows and contests, demonstration and celebration of local wine and spirits. The property is prime for hosting events. Private sector opportunities that complement the theme would be welcomed and could help with long term sustainability.

Project Deliverables:

1. Site assessment report including:
 - a. An inventory of buildings, equipment and amenities including specifications and current conditions (infrastructure, historical use, state of repair, etc)
 - b. Description of land base and recommendations for best use, including existing services and identification of any property liens or restrictions of use
 - c. Overview of current business model including revenue sources, existing services and any current municipal agreements
2. Business and site concept plan with capital and operating budgets:
 - a. Identification of feasible and sustainable uses for the facility that align with and complement the long-term plans of the Windsor Agricultural Society and community
 - b. A concept plan including site upgrades and costs (class C), stages of progression, etc, and a visual map that can be used as a demonstration tool with partners
 - c. Operations strategy:
 - i. Review and recommendation of board structure, governance and bylaws
 - ii. Identification of an appropriate business model and partnerships for overall facility operation
 - iii. Identification of potential facility uses and key stakeholders
 - iv. Appropriate combination of government / private sector revenue streams with broad budgets included
 - v. Demonstration of anticipated economic impacts for the newly proposed use of the facilities
3. Map (print and electronic)

Costs

Consultant is to provide a proposed budget for this scope of work, not to exceed \$60,000.

Methodology

The chosen company will work with the Windsor Agricultural Society. The company will meet with the Society immediately upon contract award and agree on a work plan. (Proposal should define methodology). There shall be no less than three meetings with the Agricultural Society proposed.

Consultation to include:

- Up to ten meetings with strategic partners
- Three meetings with committee members
- Stakeholder survey

The company will be required to make a presentation of the final report to the Society, funders and stakeholders.

Timeline:

Work will commence immediately upon contract award. Total project timeframe not to exceed 120 days.

Payment

Proponent will be paid according to the following schedule:

- 30% upon receipt by the Society of the first draft of the site assessment report
- 30% upon receipt by the Society of the first draft of business and site concept plan
- 30% upon receipt of full report
- 10% upon Society approval of final report

Proponent Knowledge and Qualifications

- Knowledge of Nova Scotia's agricultural, tourism, recreation and events sector
- Experience conducting critical reviews of organizational operations
- Experience creating business plans
- Experience creating site concept plans
- Knowledge of or access to knowledge of engineering, as required for site assessments

Evaluation Criteria

General Instructions

The Proponent will submit a proposal outlining how they will meet the project tasks and deliverables set out in this RFP.

The Proponent will submit an estimate of project costs. The Proponent's estimate of costs will include the number of days estimated to complete the project as well as the per diem rate for each individual of the team proposed for the project. Please note that travel expenses including transportation, accommodations and meals that are directly attributable to the project must be in accordance with the principles, guidelines and rates prescribed by the National Joint Council Directive (www.njc.cnm.gc.ca).

Criteria: Scores will be recorded for each criterion to determine a total score.

Criterion	Weight (pts)	Minimum Score Required (pts)
Demonstrated Expertise		
<ul style="list-style-type: none">Knowledge of Nova Scotia's tourism, agricultural, recreation and events sector	30	20
<ul style="list-style-type: none">Experience conducting critical reviews of organizational operationsExperience creating business plansExperience creating site concept plans	10	7
Approach Proposed		
<ul style="list-style-type: none">Realistic and flexible plan for achievement of the task, ability to meet conditions in the contract and the needs of the Society	15	10
<ul style="list-style-type: none">Demonstrated understanding of objectives of the study	15	10
Subtotal A – Qualifying Score	70	47
Cost of Proposal	30	25
Maximum Score Possible	100	

Note: A minimum qualifying score of 60 is required at Subtotal A for the bid to be deemed compliant.

Contact:

Proposals should be mailed to the following address by the following date: January 15, 2019

Lisa Hines

C/O Hants County Exhibition

P.O. Box 368

Windsor, N.S.

BON 2T0

EMAIL: hantscountyex@eastlink.ca

EXHIBITION OFFICE 902 798 0000 / CELL: 902 790 3151

If proposals are to be couriered or dropped off please arrange via email or phone as we are currently on limited winter office hours.

MUST BE RECEIVED BY: JANUARY 15 2019, by 4PM

5 PRINTED COPIES REQUIRED.