

Request for Proposal (RFP)

Business Planning and Advisory Services for Cold Storage Facility & Seafood/Food Processing Venture

North Shore Mi'kmaq Tribal Council Inc. (NSMTC)

I. Introduction

Purpose

The North Shore Mi'kmaq Tribal Council Inc. (NSMTC) is requesting proposals from qualified service providers to support the development of a business plan, marketing plan, and advisory services for a cold storage, food processing and distribution facility. The proposed facility will primarily serve the seafood and broader food processing industries, contributing to local economic growth, food security, and sustainability in NSMTC's seven member communities.

This RFP seeks to engage a consultant or firm with expertise in business planning, commercial development, food processing, cold storage, marketing, industry engagement and Indigenous culture. The successful respondent will assist in completing key project phases, including business plan development, design recommendations, and industry outreach. Focus on facility to meet highest standards of energy efficiency and most technologically modern operations.

II. Applicant Information

- **Applicant Name:** North Shore Mi'kmaq Tribal Council Inc. (NSMTC)
 - **Address:** 38 Micmac Rd, Eel Ground, NB E1V 4B1
 - **Phone:** 506.627.6010
 - **Contact Person:** Jim Ward, General Manager
 - **Email:** jimward@nsmtc.ca
-

North Shore Mi'kmaq Tribal Council (NSMTC)

Main Office – 38 Micmac Road, Natoaganeg (Eel Ground) First Nation, NB E1V 4B1

T: 506.627.4611 | **F:** 506.627.4613 | **E:** Info@NSMTC.ca | **W:** NSMTC.ca

III. Project Background

NSMTC is a non-profit organization serving seven Mi'kmaq communities, with a demonstrated record of successful program delivery and strong financial management. The project involves the creation of a **cold storage facility, food processing operation and distribution facility** that will process and store seafood, fruits, vegetables, meats, and other community resources, enhancing local economic and food security.

Currently, there is no food processing or cold storage infrastructure in the region. The planned facility will support local fisheries, specifically the striped bass fishery, which holds a significant commercial license for seafood harvesting and could benefit from value-added processing and year-round storage. Other opportunities will focus on blueberry/cranberry processing, packaging and distribution.

Key Project Objectives:

1. **Develop a comprehensive business plan** for a food processing, cold storage and distribution facility, covering market analysis, financial projections, and operational models and capital estimates.
2. **Provide advisory services** to establish the legal and regulatory requirements for setting up the facility, including obtaining necessary licenses, permits, and addressing export/import needs.
3. **Design a marketing and community engagement strategy** to ensure the facility's utilization and success in the community.

IV. Scope of Work

The selected consultant or firm will be expected to provide the following services across the outlined project phases:

1. **Business Plan Development:**
Develop a detailed business plan, including:
 - Business model and structure.
 - Financial projections and funding requirements.
 - Risk analysis and mitigation strategies.
 - Legal structure and entity formation.
 - Staff requirements, facility/land layout, and design considerations and training requirements.
 - Additional equipment requirements.
 - Focus on being the most energy efficient and technically modern facility.
2. **Advisory Services:**
Provide advisory support across key areas, including but not limited to:

North Shore Mi'kmaq Tribal Council (NSMTC)

Main Office – 38 Micmac Road, Natoaganeg (Eel Ground) First Nation, NB E1V 4B1
T: 506.627.4611 | **F:** 506.627.4613 | **E:** Info@NSMTC.ca | **W:** NSMTC.ca



- **Legal and Accounting:** Recommendations for legal entity formation, compliance with regulations, and accounting systems.
 - **Licenses, Permits, Regulations:** Identify required permits and guide the application process.
 - **Export/Import Regulations:** Assistance in understanding and complying with export/import requirements for seafood and other food products.
3. **Marketing and Industry Engagement:**
- Develop a comprehensive marketing strategy that includes:
- Industry engagement and communication strategies.
 - Branding, name development, and marketing materials.
 - Development of local markets, transportation analysis of Canadian/American and Overseas markets.
 - Promotion of the facility to potential users and investors.
 - Key conferences & trade shows for business promotion.
 - List of Federal/Provincial/Other funding programs to support marketing efforts.
 - Important to focus on Indigenous Branding Strategy in addition to fresh and healthy food choices.
-

V. Deliverables

The project deliverables for the consultant/firm will include:

1. **Business Plan:** A comprehensive document covering all aspects of the facility's operation, including financials and operational considerations. This will include all potential opportunities related to sold storage opportunities.
 2. **Site Development Selection and Facility Design** recommendations (including conceptual diagrams).
 3. **Marketing and Community Engagement Materials.**
 4. **Legal Documents:** Including the formation of the legal entity and any permits or licenses obtained.
 5. **Funding Application:** Documentation to support future funding applications for facility construction and any/other necessary business costs..
-

VI. Proposal Requirements

Your proposal should include the following:

1. **Company Profile:**
A brief overview of your company or team, including relevant experience and

North Shore Mi'kmaq Tribal Council (NSMTC)

Main Office – 38 Micmac Road, Natoaganeg (Eel Ground) First Nation, NB E1V 4B1

T: 506.627.4611 | **F:** 506.627.4613 | **E:** Info@NSMTC.ca | **W:** NSMTC.ca



qualifications related to business planning, food processing, cold storage, Indigenous engagement, and any similar projects you've completed.

2. **Proposed Approach:**

Outline your methodology for developing the business plan, providing advisory services, and executing the marketing strategy. Highlight any specific strategies or tools you will use to ensure successful project completion.

3. **Project Timeline:**

Provide a detailed timeline for the completion of each phase of the project, including milestones for deliverables.

4. **Budget and Pricing:**

Submit a detailed cost breakdown for each phase of the project, including fees for each deliverable. Note that the budget for the entire project is \$160,000.

5. **Team Composition:**

Provide bios and relevant qualifications for the key team members who will work on this project.

6. **References:**

Provide at least two references from previous clients or projects that are similar in nature or scope.

VII. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. **Experience and Expertise (30%)**

- Proven expertise in business planning, marketing, food processing, cold storage, distribution and working with Indigenous communities.

2. **Proposed Approach and Methodology (30%)**

- The proposed approach should clearly demonstrate how the consultant will meet the project objectives and deliverables.

3. **Budget and Value for Money (20%)**

- The overall cost-effectiveness and alignment with the project's funding constraints and work to be completed.

4. **References and Past Performance (20%)**

- Demonstrated success in similar projects, particularly those involving community engagement and food-related businesses.

VIII. Proposal Submission Instructions

- **Submission Deadline:** February 14, 2025 @ 3:00 PM

North Shore Mi'kmaq Tribal Council (NSMTC)

Main Office – 38 Micmac Road, Natoaganeg (Eel Ground) First Nation, NB E1V 4B1

T: 506.627.4611 | **F:** 506.627.4613 | **E:** Info@NSMTC.ca | **W:** NSMTC.ca



- **Submission Method:** Proposals must be submitted via email to jimward@nsmtc.ca by the submission deadline. Late submissions will not be considered.
 - **Questions:** For any questions related to this RFP, please contact Jim Ward at 506.627.6010 or jimward@nsmtc.ca
-

IX. Terms and Conditions

- NSMTC reserves the right to accept or reject any proposal, in whole or in part.
 - All proposals will be kept confidential and will only be used for the purpose of evaluating the RFP.
 - Any intellectual property or materials produced as part of this project will be owned by NSMTC.
-

Conclusion

NSMTC is excited to coordinate the potential of establishing a cold storage and food processing facility for interested communities. This project presents an excellent opportunity to foster economic development and food security in our communities. We look forward to receiving your proposal and working together on this vital initiative.

North Shore Mi'kmaq Tribal Council (NSMTC)

Main Office – 38 Micmac Road, Natoaganeg (Eel Ground) First Nation, NB E1V 4B1

T: 506.627.4611 | **F:** 506.627.4613 | **E:** Info@NSMTC.ca | **W:** NSMTC.ca

