



UNSPOILED MOMENTS

## Request for Proposals

### **Study to Determine the Feasibility of a Zipline/Aerial Adventure Park in the Lennox & Addington County Forest**

The County of Lennox and Addington invites proposals from consulting firms to support us in determining the feasibility of a zipline/aerial adventure park within the Lennox & Addington County Forest.

Submissions by email or mail will be received by the undersigned at the Lennox & Addington County Court House, Napanee, no later than **4:00pm on Thursday, January 28, 2021.**

**Contact:**

**Rob Plumley**  
**Community Development Officer**  
**County of Lennox and Addington**  
**97 Thomas Street East**  
**Napanee, ON K7R 4B9**  
**(613) 354-4883 ext. 3271**  
[rplumley@lennox-addington.on.ca](mailto:rplumley@lennox-addington.on.ca)

# **A. The Project and Proposals**

## **1. Introduction**

The County of Lennox & Addington is inviting firms to provide a proposal regarding the feasibility of a zipline/aerial adventure park within the Lennox & Addington County Forest in Flinton, Ontario.

The successful firm will develop a plan that will include:

- Suitability of the forest environment;
- Market overview.
- Travel trends, including local and regional tourism data;
- Revenue projections;
- Estimated capital cost projections for the installation;
- Financial operating cost projections;
- Leasing plan options of the County-owned property to the developer/operator.

## **2. Term of the Project**

The term of this contract is from the date of award until the completion of the feasibility study.

## **3. RFP Schedule**

The RFP process will be governed according to the following schedule. Although every attempt will be made to meet all dates, the County of Lennox & Addington reserves the right to modify any or all dates at its sole discretion.

- Release of RFP: January 8, 2021
- RFP Closes: January 28, 2021
- Final Selection (Anticipated): Mid-February 2021

## **4. Project Authority and Involvement**

This RFP is administered by the Community Development Officer. There are no project partners or stakeholders outside the County of Lennox & Addington involved in this RFP call.

## **5. Inquiries**

Any clarification of this document, or request for additional information, must be received in writing by email to:

**Rob Plumley**  
**Community Development Officer**  
[rplumley@lennox-addington.on.ca](mailto:rplumley@lennox-addington.on.ca)  
613-354-4883 ext. 3271

## 6. Proposal Requirements

Please submit in the order shown below:

1. List key personnel assigned to the study and their experience on projects of similar size and scope.
2. Provide a comprehensive list of past projects of similar size and scope. Include an overview of the project.
3. Demonstrate your understanding of the study by discussing your proposed sequence of work and ideas you feel will bring the most value to the County.
4. Provide a Fee Estimate for the study.

## 7. Timeline

1. The deadline for RFP submission is **Thursday, January 28, 2021 at 4pm.**
2. Prospective consultants should be available for interviews during the **week of February 1, 2021.**
3. It is anticipated that the preferred consultant will be selected by mid-February.
4. The County of Lennox & Addington requires the completion of the project and all deliverables in hand by **March 31, 2021.**
5. A presentation of the final report by the preferred consultant to the Lennox & Addington Economic Development Coalition will take place in **April 2021.**

## B. Background

### 1. About L&A County

The County of Lennox and Addington is located in southeastern Ontario, midway between Toronto and Montreal. The Town of Greater Napanee, the County seat of government for Lennox and Addington is conveniently located in close proximity to the urban centres of Kingston and Belleville and within two hours travel time of Ottawa. The County of Lennox and Addington's current population is approximately 43,000 and experiencing moderate growth.

### 2. Lennox & Addington County Forest

Lennox & Addington County owns 1,191 acres of managed forest on 5 parcels of land in Addington Highlands Township. For the purpose of this project, Forest 2, a 127-acre parcel, is considered the most viable option for a zipline/aerial adventure park-type attraction. The physical address of the location is [100 John Street, Flinton, ON](#). A map detailing the location of each forest property is [available here](#).

Beginning in 2019, a series of mountain biking trails were constructed within the Forest 2 property found adjacent to the Addington Highlands Municipal Office in Flinton. To date, approximately 10

kilometres of trail have been constructed. The terrain within the Forest 2 parcel is mainly flat with some areas of minor elevation. The western edge of the property is nearest the hamlet of Flinton. The property is rural with no access to municipal water and sewer. More information about the property, including details about the trail system, photos, etc. can be [found here](#).

The area is a popular destination for outdoor enthusiasts, campers and cottagers. The major tourism attraction in the region is Bon Echo Provincial Park, which is approximately a 25-minute drive north of the County Forest property. Bon Echo attracts 200,000 visitors annually. More information about the area can be found at [www.NaturallyLA.ca](http://www.NaturallyLA.ca).

## **C. Scope of Services**

The successful firm will be charged with completing the following scope of services:

### **Task 1.1 - Scoping Session**

This task will involve a scoping meeting with the County of Lennox & Addington staff members to discuss the study's scope, schedule, and the intended outcomes. A tour of the forest property will be included in this task.

### **Task 1.2 – Suitability of the Forest Environment**

Determine whether the forest property has the appropriate characteristics to house a zipline/aerial adventure park operation.

### **Task 1.3 – Market Overview & Travel Trends**

Provide an overview of the area, and determine the potential market demand of a zipline/aerial adventure park attraction based on current and projected travel trends to the region.

### **Task 1.4 – Revenue Projections**

Provide 5-year revenue projections based on current and potential market conditions.

### **Task 1.5 – Capital Cost Projections**

Provide an estimate on the cost of equipment installation based on forest characteristics. Include a list of items that need to be considered (washrooms, change rooms, etc).

### **Task 1.6 – Operating Cost Projections**

Provide an estimate on the annual cost to operate the attraction.

### **Task 1.7 – Leasing Options**

Provide options on how the County of Lennox & Addington can lease the land to the developer/operator. Include insurance requirements and other necessary information.

### **Task 1.8 – Final Report**

This task involves developing a final report summarizing all tasks with recommendations.

## **D. Submission Instructions**

The County of Lennox & Addington will receive applications until **4:00pm on Thursday, January 28, 2021**. All applications can be delivered or sent electronically to:

**Rob Plumley**  
**Community Development Officer**  
**County of Lennox and Addington**  
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**Napanee, ON K7R 4B9**  
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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 and Addington will award the contract at its sole discretion. There is no guarantee, expressed or implied, that the lowest cost application or any other application will be awarded. The County of Lennox and Addington is not obligated to pay for any work done by any organization in connection with any submission.

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.