

B. M. ROSS AND ASSOCIATES LIMITED
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VIA EMAIL ONLY

File No. 25035

February 20, 2025

Andrea Fisher, Director of Legislative Services/Clerk
 Town of Goderich
 57 West Street
 Goderich, ON N7A 2K5

**RE: Goderich Memorial Arena - Comprehensive Plan and Recommendations
 on the Future Use and the Financial Viability of the Building/Property
 Review of Proposals Received**

In 2024, the Memorial Arena Task Force was formed to help guide the planning process related to the future use of the Goderich Memorial Arena Building/Property. To support this initiative, the Town issued a Request for Proposal in January 2025, looking to engage a consulting team to review and develop options for the arena property and recommend a preferred option through a consultative process with the community, Town Staff and Council, and the Task Force. The budget established for this component of the project is \$85,000.

Prior to receiving proposals, an evaluation team was established consisting of members of Council, Town Staff, and representation from BMROSS.

Proposals were received by the evaluation team on January 31, 2025, from the following consultants:

Lead Consultant	Partnering Firm(s)	Main Office Location
The Innovation Group	None	Centennial, CO, US
GSP Group Inc.	McQueen Galloway (MGA), Invizij Architects	Kitchener, ON, CA
JPM Architecture Inc.	MHBC (Planning Urban Design Landscape Arch.)	Goderich, ON, CA

The evaluation team conducted a thorough review process that included:

- a) Detailed proposal screening.
- b) Individual consultant interviews as led by BMROSS.
- c) Consideration of various criteria, including project understanding, expertise of the firm, experience with similar projects, experience in smaller communities, resource commitment, implementation, public/stakeholder engagement plan, and workplan cost.

A summary of the total workplan costs provided with each submission is listed below:

Consultant	Workplan Cost		
	Without HST	With Net HST	With Full HST
The Innovation Group	\$65,000.00	\$66,144.00	\$74,742.72
GSP Group Inc.	\$79,987.50	\$81,395.28	\$91,976.67
JPM Architecture Inc.	\$93,758.00	\$95,408.14	\$107,811.20

It is worth noting that while cost was a factor in the overall evaluation, it was not the primary consideration. The evaluation team prioritized the consultants' qualifications, experience, and approach to the project.

Based on the information provided, the overall evaluation of the proposals, and the insight gained during the interview process, GSP Group Inc. was unanimously selected by the evaluation team as the preferred consultant for the Memorial Arena project in Goderich. Key factors that contributed to GSP Group Inc.'s selection include:


1. Project understanding and expertise
2. Experience with similar projects, particularly in smaller communities
3. Proposed public and stakeholder engagement plan (i.e., Charrette process)
4. Resource commitment and implementation strategy
5. Competitive pricing within the allocated budget

The unanimous selection of GSP Group Inc. suggests that their proposal and interview performance demonstrated a strong understanding of Goderich's needs, and the complexities involved in repurposing the Memorial Arena/Property.

Should you have any questions, please contact the undersigned.

Yours very truly,

B. M. ROSS AND ASSOCIATES LIMITED

Per 
Dale Erb, P. Eng.

DLE:hv