



Pictou County Partnership Request for Proposals (RFP)

Economic Data Dashboard

Date Issued: January 5, 2026

Submission Deadline: January 16, 2026 at 4:00 p.m. AST

Purpose

The Pictou County Partnership is issuing this Request for Proposals (RFP) to invite qualified firms to design and develop a simple, interactive data dashboard that presents up-to-date economic, demographic, and liveability information for Pictou County in Nova Scotia.

The dashboard will support investment attraction and foreign direct investment (FDI) by clearly communicating the county's economic strengths, workforce characteristics, and quality of life to investors, site selectors, and business decision-makers. The final product will be embedded within the Invest Here section of the Pictou County Partnership's website.

About the Pictou County Partnership

The Pictou County Partnership initiates, leads, and contributes to sustainable economic growth in Pictou County by fostering a culture of collaboration, navigating organizations to the resources they need, and engaging in meaningful economic development projects.

In 2024, the Partnership engaged a consulting firm to develop a comprehensive investment attraction strategy. In 2026, Phase 2 builds on this work by developing the marketing assets required to support investment attraction efforts, including promotional videos and enhancements to the investment attraction section of our website.

Administrative Requirements

For tendering, legal and billing purposes, the client is Pictou County Partnership. Submissions in response to this request for proposals assume acceptance of all terms described herein.

Eligibility

Vendors must be registered businesses, with the legal authority to conduct business in the Province of Nova Scotia. Any vendor proposed for this project must be legally entitled to work in Canada.

RFP Guidelines and Schedule

Schedule:

- Questions can be submitted to Pictou County Partnership until 12 p.m. (noon) AST on January 16, 2026.
- Proposals will be accepted until 4 p.m. AST on January 16, 2026.
- Pictou County Partnership to notify the successful candidate and start contract negotiation by January 23, 2026.
- The selected vendor is required to attend a Project Launch meeting in the week of January 26, 2026, and then submit a detailed Project Plan by January 30, 2026.

- Dashboard development begins by February 2, 2026.
- Project Completion date is March 20, 2026.

All proposals must be signed by an authorized representative of the submitting firm. If any portion of the work will be outsourced or subcontracted, this must be clearly identified within the proposal, including the name and a brief description of the partner organization(s). All proposed costs must be all-inclusive and account for any outsourced work. Proposals must be submitted in PDF format.

Project Scope and Deliverables

The selected firm will deliver:

- One fully functional, simple, interactive data dashboard
- Embedded or embeddable output suitable for web use
- Full administrative access to the dashboard
- Documentation outlining data sources, update methods, and technical requirements

The dashboard should provide a clear, credible, and visually engaging snapshot of Pictou County, including but not limited to:

Economic Profile	Demographics	Liveability and Quality of Life
<ul style="list-style-type: none"> • Key industries and sector composition 	<ul style="list-style-type: none"> • Total population 	<ul style="list-style-type: none"> • Climate indicators
<ul style="list-style-type: none"> • Employment by sector 	<ul style="list-style-type: none"> • Education levels 	<ul style="list-style-type: none"> • Average commute times within the county
<ul style="list-style-type: none"> • Labour force participation and availability 	<ul style="list-style-type: none"> • Age Distribution 	<ul style="list-style-type: none"> • Average cost of commercial and residential real estate, where available
<ul style="list-style-type: none"> • Household income 	<ul style="list-style-type: none"> • Median Age 	<ul style="list-style-type: none"> • Cost of living or comparative affordability indicators, where available

The dashboard should be designed for a non-technical audience, with intuitive navigation, concise explanations, and strong visual storytelling.

The Partnership anticipates using Tableau Public for this project. Proponents may recommend an alternative free, publicly accessible, and functional data visualization tool if they can clearly demonstrate equal or greater suitability.

The selected proponent will be responsible for:

- Identifying reliable, authoritative data sources
- Designing the dashboard so that data can be updated efficiently
- Documenting all data sources and update processes

The dashboard must align with the Partnership's branding guidelines, including colours, fonts, and visual style. Branding assets will be provided to the successful proponent.

All intellectual property, source files, and digital assets must be fully transferred to the Pictou County Partnership upon project completion, granting the Partnership full ownership and control.

Pricing

All proposals must include a detailed cost breakdown for the full scope of services. Vendors are encouraged to provide scalable pricing models that reflect potential economies of scale based on project size and complexity. Proposals must also include the following cost components:

If applicable, optional or add-on services should be listed and priced separately. These may include, but are not limited to:

Please clearly indicate whether prices are fixed, hourly, or based on milestones, and identify any recurring or one-time costs.

Value Add

Respondents are encouraged to include any services or components that add value or offer unique benefits beyond the requirements outlined in this RFP. These should be clearly described, along with associated costs (if not already included in the fee breakdown). Value-added items should be listed separately with estimated values provided.

Bidder Qualification

We ask bidders to follow the following format for their proposal:

- Business Name and Contact Information
- Business Background and Relevant Experience
- Examples of similar dashboards or data visualization projects
- Project Approach and Methodology
 - Description of how the project will be planned, built, and deployed
 - Outline of dispute resolution and management processes
- Proposed Schedule and Timeline

- Detailed Budget and Pricing Breakdown
- References (three references from previous clients)

Proposal Evaluations Criteria

To be considered for this RFP, your proposal must be complete and will be evaluated based on the following criteria:

Criteria	Weight
Organizational Experience & Portfolio: Bidders will be evaluated based on their relevant experience in relation to the project scope, as well as their demonstrated ability to complete the project on time and within budget.	35%
Quality of Proposal & Creativity: Proposals will be evaluated on the clarity, organization, and overall quality of the submission, as well as the creativity and thoughtfulness of the proposed solutions in addressing the project scope.	15%
Awareness and understanding of the project goals and objectives	30%
Pricing and Value Add: Bidders will be evaluated based on the cost of their proposed solution in relation to the project scope, as well as any additional value-added components they choose to include in their proposal.	20%

Notification of Proponents

Note that while pricing is an important factor, the lowest price bid will not necessarily determine the winning proposal. Pictou County Partnership may contact individual respondents during this process for clarification or elaboration of proposal elements. Selected proponents may also be expected to meet with the Pictou County Partnership team to present their proposals.

Pictou County Partnership reserves the right to negotiate the final scope and price of the project with the selected proponent.

Inquiries and Proposal Submissions

All inquiries and proposals are to be directed to:

Jean-Luc Lewis
 Project Intern – Economic Growth
 Email: jeanluc.lewis@pictoucountypartnership.com

Inquiries and responses may be recorded and distributed to all proponents at the option of the Pictou County Partnership.