



REQUEST FOR
PROPOSALS

MASTER PLAN

RECREATION, COMMUNITY LIFE & CULTURE
2026-2036

Shediac 



PROJECT OVERVIEW

The Town of Shediac is recognized for its exceptional quality of life, supported by a vibrant calendar of activities that take place throughout the year. Citizen participation and strong visitor interest reflect the community's pride and deep attachment to this unique coastal municipality.

Over the past three years, the town has experienced one of the highest growth rate in New Brunswick. To properly manage this development, a new municipal strategic plan was adopted in 2025.

As part of this ongoing process, the municipality is seeking proposals from qualified consultants for the development of an integrated master plan to guide the growth, improvement, and management of recreational, community life and cultural services, facilities, and programs over the next ten years.

This plan aims to address the evolving needs of the population while promoting collaborative, inclusive, and sustainable planning. It will also include the modernization of the municipal Cultural Policy, ensuring coherence between cultural, community, and recreational components, and supporting the vision of a lively, welcoming, and forward-looking town.



PROJECT OBJECTIVES

The main objectives of this Integrated Master Plan for Recreation, Community Life and Culture are as follows:

1. Needs Assessment

Conduct a comprehensive analysis of current and future community needs in recreation, community life, and culture, including:

- A full evaluation of existing recreational, cultural, and community facilities and infrastructure, including their condition, accessibility, usage, and relevance to community needs.
- An analysis of current utilization of these spaces, based on both quantitative and qualitative data.
- Recommendations and optimized future uses based on trends, demographic growth, emerging needs, and local priorities.

2. Community Engagement

Engage residents, organizations, institutional partners, and user groups through public consultations, surveys, workshops, and targeted interviews.

The goal is to ensure a collaborative and representative approach that reflects the community's diversity.



PROJECT OBJECTIVES (next)

3. Modernization of the Cultural Policy

Integrate the current Cultural Policy of the Town of Shediac into a renewed, coherent, and operational vision.

This update will aim to:

- Strengthen culture's role as a driver of community and economic development;
- Reinforce partnerships with artists, organizations, and citizens;
- Equip the Town with concrete tools to support creation, dissemination, and cultural participation.

4. Sustainable and Inclusive Development

Propose strategies that promote:

- Inclusion and universal accessibility;
- Cultural, linguistic, and intergenerational diversity;
- Environmental sustainability of facilities;
- Social and community resilience.

5. Strategic and Operational Planning

Develop a clear, prioritized, and realistic action plan that includes:

- Concrete short, medium, and long-term recommendations;
- An implementation timeline;
- Potential funding sources;
- Performance indicators to monitor and evaluate progress.



SCOPE OF WORK

The selected consultant will be responsible for:

- Conducting a documentary and contextual analysis of existing policies, plans, and data, including demographic information, recreation and cultural trends, best practices, and local and provincial cultural policies.
- Designing and implementing an inclusive community engagement process, including public consultations, surveys, workshops, and targeted meetings, to gather input from citizens, organizations, and partners.
- Evaluating the condition, use, and performance of existing recreation, community life, and cultural facilities, programs, and services.
- Proposing optimized future uses for existing facilities and recommending new developments, programs, or services based on identified needs and priorities.
- Developing concrete and prioritized recommendations related to infrastructure, programs, policies, partnerships, and governance models.



SCOPE OF WORK (next)

The selected consultant will be responsible for:

- Integrating the pillar, orientations, and objectives of the municipal Cultural Policy into the master plan, ensuring alignment with other municipal and regional plans, including those of the Southeast Regional Service Commission.
- Develop a strategic action plan by targeting priority actions based on current and future needs.
- Produce a clear, structured, and visually appealing final document, including an executive summary, analysis results, recommendations, action plan, and relevant appendices.
- Present the report to the Town Council at a public meeting, highlighting the identified needs and proposed improvements.
- The Town expects to establish a schedule of milestone meetings with the selected consultant to validate that the process remains aligned with the Town's expectations.
- The Town expects the project to be completed within a timeframe that allows for the final report to be submitted by the end of August 2026 at the latest.



SCOPE OF WORK (next)

The plan must also reflect the objectives of the Framework for Recreation in Canada and the provincial framework, namely:

- **Active Living:** Encourage physical activity, civic engagement, and healthy lifestyles.
- **Connecting People with Nature:** Promote outdoor activities, environmental stewardship, and sustainable land use.
- **Inclusion and Access:** Ensure equitable, inclusive, and affordable access to recreation, culture, and community spaces.
- **Supportive Environments:** Create spaces and facilities that foster recreation, creativity, and social interaction.
- **Recreational Capacity:** Strengthen the municipality's capacity to plan, manage, and deliver a wide range of recreation and cultural services.
- **Active Transportation:** Promote infrastructure and networks that support walking, cycling, and other active modes of transportation.



PROPOSAL CONTENT

Submissions must include:

- A methodological approach outlining the key steps and tools proposed.
- The relevant skills and experience of the project team.
- A work plan with a clear timeline.
- A detailed budget estimate, including professional fees and related expenses.
- A list of similar projects completed by team members.
- Client references for comparable mandates.
- A demonstration of understanding of the Town of Shediac's current Cultural Policy and its integration into the future master plan.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- 20%: Relevance of the team's experience and skills.
- 20%: Quality and realism of the proposed methodological approach.
- 15%: Relevance of the community engagement strategy.
- 15%: Consistency of the proposed schedule and budget.
- 10%: Overall quality of the presentation and references provided.
- 20%: Ability to integrate the priorities and guidelines of the cultural policy into an overall municipal vision (recreation, community life, and culture).



IMPORTANT NOTE:

- The Town of Shediac reserves the right to select the proposal offering the best overall value, based on all evaluation criteria, and is not required to accept the lowest bid.
- Bidders are responsible for all costs associated with preparing and submitting their proposals.

SUBMISSION AND CONTACT

Any questions regarding this request for proposals must be submitted in writing to the following address:
julie.belanger@shediac.ca

Proposals must be submitted no later than January 27, 2026, at 3:00 p.m., addressed to:

Julie Bélanger
Director – Community Life and Recreation
Town of Shediac
290 Main Street, Unit 300
Shediac, NB E4P 2E3
julie.belanger@shediac.ca