



## Retail Market & Gap Analysis

### Request for Proposals

**Issued:** December 19, 2025

**Closing:** January 30, 2026, at 12:00:00 p.m. (Noon) Mountain Standard Time (MST)

**Contact:** Mary Lee Prior, Economic Development Officer

**Telephone:** 780-581-2419

**Email:** [economic@vermilion.ca](mailto:economic@vermilion.ca)

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## 1.0 INVITATION/BACKGROUND

### 1.1 Background

The Town of Vermilion (hereinafter referred to as the “Town”) is seeking Proposals for a **Retail Market & Gap Analysis**. The objective is to assess existing retail and service market conditions and to identify gaps and opportunities in the business sectors within the Town and its surrounding trade area. The Town of Vermilion places a high priority on Economic Development and prides itself on providing big city amenities with a small-town atmosphere. Strategically located along the picturesque Vermilion River at the main intersection of Yellowhead Highway #16 and Buffalo Trail Highway #41, Vermilion is a hub within the Alberta Eastern Trade corridor. The Town is actively seeking to better understand its retail market composition, trade area dynamics, consumer spending, leakage, and opportunities for expansion and diversification of retail and service offerings.

### 1.2 Invitation

This is a Request For Proposals (hereinafter referred to as “RFP”) only. Proposals shall be prepared and submitted at the sole expense of the proponent and without cost to the Town of Vermilion. Proponents are solely responsible for ensuring all specifications and addendums have been reviewed and included in their submissions. All Proposals received by the Town of Vermilion become the property of the Town of Vermilion and as such are subject to the Access to Information and Protection of Privacy Acts, as amended from time to time. The Town of Vermilion is not obligated in any manner whatsoever to select a Proposal or award a contract to any proponent, person or company who endeavors to prepare and submit a Proposal for consideration.

Inquiries and submissions must be made by **email only** to:

**Town of Vermilion**

Attention: Mary Lee Prior, Economic Development Officer  
5021 49 Avenue, Vermilion, AB T9X 1X1  
[economic@vermilion.ca](mailto:economic@vermilion.ca)

**DATE ISSUED:** December 19, 2025

**DESCRIPTION:** Retail Market & Gap Analysis

**CLOSING DATE:** January 30, 2026

**CLOSING TIME:** 12:00:00 p.m. (noon) Mountain Standard Time (MST)

## **2.0 SCOPE OF WORK/DELIVERABLES**

### **2.1 Tasks and Deliverables**

The proponent's Proposal must include the following tasks and deliverables:

**a) Retail & Service Inventory**

- Catalogue of existing retail, service, and commercial businesses within the Town by category, size, location; and
- Assessment of vacant commercial/retail space and key retail nodes (e.g., downtown, Junction Sixteen 41, Lakeland Mall, Highway corridor).

**b) Trade Area Definition**

- Define primary and secondary trade-areas for Vermilion (geographic extent, population, households, mobility, commuting patterns); and
- Profile demographics, socioeconomics, spending potential (income, household size, growth trends).

**c) Consumer Expenditure & Retail Spending Analysis**

- Use current data sources (e.g., Statistics Canada, industry reports) to estimate household spending by retail/service category within the defined trade areas. Analyze "leakage" (spending flowing out of the trade-area) and "inflow" (spending attracted from outside) by category.

**d) Gap and Opportunity Identification**

- Identify specific retail/service categories which are under-represented (i.e., unmet demand) relative to local supply and spending potential;
- Identify sectors with surplus (over-representation) or high competition; and
- Provide projections for future demand based on population growth or planned development.

**e) Competitive & Locational Analysis**

- Assess competitive centres (nearby larger centres) that draw retail spending away (e.g., Lloydminster, Wainwright, Vegreville, St. Paul and other regional hubs); and
- Evaluate locational factors: visibility/accessibility of major retail nodes (Junction Sixteen 41, downtown main-street areas, highway-oriented sites).

**f) Strategic Recommendations**

- Provide actionable recommendations for the Town of Vermilion to attract targeted retail/service uses, retain local spending, and support local entrepreneurs;
- Outline appropriate site typologies, potential anchor tenants/types, marketing/branding suggestions; and
- Provide timeframe and suggested roles (Town, property owners, business associations) for implementation.

**g) Reporting & Presentation**

- A final written report (print-ready and digital) including executive summary, data tables/charts, maps (GIS or PDF), and an appendix of raw data;
- A summary presentation to the Economic Development Committee and/or Council; and
- Transfer of all data, digital files, and rights to the Town.

## **3.0 REQUIREMENTS AND SPECIFICATIONS**

### **3.1 Contact**

To contact the Town in relation to this RFP, proponents must initiate communication electronically via email as outlined below. The Town will not accept any proponent's communications by any other means, except as specifically stated in this RFP. Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials, or other representatives of the Town, other than as outlined below, concerning matters regarding this RFP. Failure to adhere to this rule may result in the disqualification of the proponent and the rejection of the proponent's proposal.

**Contact:** Mary Lee Prior, Economic Development Officer  
**Email of Contact:** [economic@vermilion.ca](mailto:economic@vermilion.ca)

### **3.2 Questions**

Prior to the Deadline for Questions, proponents may seek additional information in relation to this RFP via email in accordance with the provisions set forth above. The Town will not accept any

proponent's questions or requests for information by any other means, except as specifically stated in this RFP.

For the purposes of this procurement process, questions related to this RFP are to be submitted via email with a subject line of "Submit a Question – Retail Market and Gap Analysis" on or before January 16, 2026. Questions or inquiries received beyond that date, or by any other means except email to [economic@vermilion.ca](mailto:economic@vermilion.ca), shall not be responded to.

### 3.3 Type and Term of Contract

The selected proponent will be required to sign an agreement with the Town for the provision of the Deliverables. The term of the agreement will be in effect until the completion of the Deliverables, but not beyond April 30, 2026.

### 3.4 Key Dates

The RFP timetable is tentative only and may be changed by the Town at any time. For greater clarity, business days means every day that the Town is open for business.

<b>Issue Date</b>	December 19, 2026
<b>Deadline for Questions</b>	January 16, 2026, 12:00:00 p.m. (noon)
<b>Submission Deadline</b>	January 30, 2026, 12:00:00 p.m. (noon)
<b>Execution of Agreement</b>	February 13, 2026

### 3.5 Submissions

Proposals must be submitted electronically via email. It is strongly encouraged that proponents also submit a paper copy of their proposal, in-person or via courier, to the Town as outlined below. Paper copies will not be time stamped and do not count as a formal submission as it relates to this RFP.

**Town of Vermilion**

Attention: Mary Lee Prior, Economic Development Officer  
5021 49 Avenue, Vermilion, AB T9X 1X1  
[economic@vermilion.ca](mailto:economic@vermilion.ca)

### 3.6 Proposals to be submitted on time.

Proposals must be finalized and submitted on or before the Submission Deadline. The time of receipt

of proposals is determined by the email timestamp. Late submissions will not be accepted via email and will be disqualified as late. Proponents are cautioned that the timing of submissions is based on when the proposal is received by email. All proposals are deemed to be received at the time in which the email is received. As transmission can be delayed due to file transfer size, transmission speed or other technical factors, proponents should plan to submit proposals well in advance of the Submission Deadline to avoid submitting late. Proponents submitting near the Submission Deadline do so at their own risk. The Town will send a confirmation of receipt email to the proponent advising when the proposal was submitted successfully electronically. If you do not receive a confirmation email, please contact the Town immediately at: [economic@vermilion.ca](mailto:economic@vermilion.ca).

### **3.7 Proposals to be submitted in prescribed format.**

Proposal materials should be prepared and submitted in accordance with the instructions outlined in this RFP. Documents should not be embedded within upload files, as the embedded files may not be accessible or evaluated. The Town requests that proposals be submitted in the form of a Microsoft Word document or Adobe PDF file only.

### **3.8 Amendment of Proposal**

Proponents may amend their proposals prior to the Submission Deadline. However, the proponent is solely responsible for ensuring that the amended proposal is received by the Submission Deadline.

### **3.9 Withdrawal of Proposal**

At any time throughout the RFP process until the execution of a written agreement for provision of the Deliverables, a proponent may withdraw a submitted proposal. Prior to the Submission Deadline, proponents may withdraw a submitted proposal via email. To withdraw a proposal after the Submission Deadline, a notice of withdrawal must be sent to the Town at [economic@vermilion.ca](mailto:economic@vermilion.ca) and must be signed by an authorized representative of the proponent.

### **3.10 Completion**

The Proponent must work collaboratively with the Town's Economic Development Officer . Should



the Town proceed with the award of a contract to proceed with a Retail Market & Gap Analysis, the Deliverables as outlined in this RFP must be provided on or before April 30, 2026.

Proposals must explicitly specify whether or not the proponent is able to meet the above noted deadline and include a schedule of the services to be provided from start to finish, including timeframes for each segment of work.

### **3.11 Qualifications**

Proposals should meet all specifications as outlined in this RFP. Failure to address the relevant criteria may result in rejection of the Proposal.

### **3.12 Price**

Proposals shall outline and include all applicable costs, taxes and contingencies. An engagement letter must also accompany all Proposals submitted to the Town of Vermilion.

## **4.0 EVALUATION, NEGOTIATION AND AWARD**

### **4.1 Evaluation Process and Criteria**

Proposals from all proponents will be opened and evaluated privately by the Town. In assessing the proposals, the Town will take into consideration the following evaluation criteria:

- Qualifications, experience and capacity of the proponent to provide and successfully complete all of the Deliverables required by the Town;
- Proponent's overall fee proposal;
- Terms of the agreement that the proponent is prepared to accept;
- The completeness of the proponent's proposal; and
- Such other criteria as the Town considers relevant.

The Town shall select the proponent that provides the best overall value, as determined by the Town in its sole discretion, having regard to the evaluation criteria referred to in the table below. Proposals will be evaluated on the basis of the information provided in response to this RFP. In addition, in assessing the proponent's qualifications, experience and capacity, the Town may also consider the following:

- Clarifications and/or additional information that may be supplied pursuant to the requests from the Town;
- Previous experience working with the Town; and
- Information received from any source that the Town considers reliable.

Proponents are advised that the evaluation process is subjective in nature and the Town's intention is to consider, in its sole discretion, each proposal on its merits and compliance with the submission, technical, pricing and non-pricing requirements as outlined in this RFP.

The Town may interview and/or negotiate any and all aspects of a proposal, including but not limited to the fee proposal, and the agreement terms prior to the execution of a legally binding contract between the proponent and the Town. The following table sets out the categories, weightings, and descriptions of the rated criteria of the RFP. Pricing will be scored based on a relative pricing formula:

*Lowest price / proponent's price x weighting = proponent's pricing point*

Criteria Category	Weighting (Points)
Experience and Qualifications <ul style="list-style-type: none"> <li>- Proponent experience</li> <li>- Team and key personnel experience</li> </ul>	30
Methodology, Workplan, Deliverables and Schedule	40
Pricing	30
Total Points	100

## 4.2 Pricing

The Town will score the submitted pricing of each qualified proposal in accordance with the price evaluation method set out in this RFP. The evaluation of the price will be undertaken after the evaluation of the mandatory, technical and non-price rated criteria requirements has been completed.

In the event that a proponent's pricing appears to be abnormally low in relation to the Deliverables,

the Town may require the proponent to provide a detailed explanation of the pricing information to account for the low level of price and confirm that all requirements in respect of the Deliverables have been taken into account. If the proponent is unable to satisfactorily account for the abnormally low pricing, the Town may reject the proposal.

### **4.3 Ranking of Proponents**

After a review of the mandatory, technical, non-price, and price related criteria has been conducted by the Town, the points for each category will be added together and the proponents will be ranked based on their total scores. The top-ranked proponent will receive a written invitation to finalize the agreement with the Town. In the event of a tie, the selected proponent will be the proponent with the highest score on the non-price rated criteria.

### **4.4 Failure to enter into an Agreement**

If the pre-conditions of award listed in this RFP are not satisfied or if the parties cannot finalize the agreement for the Deliverables within a timeframe suitable to the Town, the Town may invite the next-best-ranked proponent to enter into an agreement with the Town. This process will continue until an agreement is finalized, until there are no more proponents remaining that are eligible, or until the Town elects to cancel the RFP process.

## **5.0 TERMS AND CONDITIONS OF THE RFP PROCESS**

### **5.1 Proponents to follow instructions.**

Proponents should structure their proposals in accordance with the instructions in this RFP. Where information is requested in this RFP, any response made in a proposal should reference the applicable section numbers of this RFP. A proponent who submits conditions, options, variations, or contingent statements either as part of its proposal or after receiving notice of selection, may be disqualified at the sole discretion of the Town.

### **5.2 Proposals in English**

All proposals are to be in English only.

### **5.3 No Incorporation by reference**

The entire content of the proponent's proposal should be submitted in a fixed format, and the content of websites or other external documents referred to in the proponent's proposal but not attached will not be considered to form part of its proposal.

### **5.4 Past performance**

In the evaluation process, the Town may consider the proponent's past performance or conduct on previous contracts with the Town. Proponent's may also be asked to submit additional information pertaining to their past experience, qualifications and such other information that the Town might reasonably require.

### **5.5 Information in RFP only an estimate**

The Town and its advisers make no representation, warranty or guarantee as to the accuracy of the information contained in this RFP. Any quantities shown or data contained in this RFP are estimates only and are for the sole purpose of indicating to proponents the general scale and scope of the Deliverables. It is the proponent's responsibility to obtain all the information necessary to prepare a proposal in response to this RFP.

### **5.6 Proponents to bear their own costs**

The proponent will bear all costs associated with or incurred in the preparation and presentation of its proposal, including, if applicable, costs incurred for interviews or demonstrations. This RFP does not create any legal obligations between the Town and any proponent.

### **5.7 Proposals to be retained by the Town**

The Town will not return any proposals or any accompanying documentation submitted by a proponent.

### **5.8 Verify, clarify and supplement**

When evaluating proposals, the Town may request further information from the proponent or third parties in order to verify, clarify or supplement the information provided in the proponent's

proposal. The Town may revisit, re-evaluate, and rescore the proponent's response or ranking based on any such information.

## **5.9 Notification to other proponents**

Once an agreement is executed by the Town and a proponent, the other proponents may be notified directly in writing of the outcome of the procurement process.

## **5.10 Conflict of interest**

For the purposes of this RFP, the term "Conflict of Interest" includes, but is not limited to, any situation or circumstance where:

- in relation to the RFP process, the proponent has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to:
  - having or having access to confidential information of the Town in the preparation of its proposal that is not available to other proponents;
  - having been involved in the development of the RFP, including having provided advice or assistance in the development of the RFP;
  - receiving advice or assistance in the preparation of its response from any individual or entity that was involved in the development of the RFP;
  - communicating with any person with a view to influencing preferred treatment in the RFP process (including but not limited to the lobbying of decision makers involved in the RFP process); or
  - engaging in conduct that compromises, or could be seen to compromise, the integrity of the open and competitive RFP process or rendering that process non-competitive or unfair;
- in relation to the performance of its contractual obligations under a contract for the Deliverables, the proponent's other commitments, relationships, or financial interests:
  - could, or could be seen to, exercise an improper influence over the objective, unbiased, and impartial exercise of its independent judgement; or

- could, or could be seen to, compromise, impair, or be incompatible with the effective performance of its contractual obligations.

### **5.11 Disqualification**

The Town may disqualify a proponent for any conduct, situation, or circumstance, determined by the Town, in its sole and absolute discretion, to constitute a Conflict of Interest as defined above. The Town may also disqualify a proponent or terminate an agreement subsequently entered into if the Town determines that the proponent has engaged in any conduct prohibited by this RFP.

### **5.12 Prohibited communications.**

Proponents must not engage in any communications that could constitute a Conflict of Interest. Proponents must also not, at any time, directly or indirectly communicate with the media or make any public announcements or news releases in relation to this RFP or any agreement entered into pursuant to this RFP without first obtaining the written permission of the Town by submitting an email to the Chief Administrative Officer at [cao@vermilion.ca](mailto:cao@vermilion.ca).

### **5.13 Confidential information**

All information provided by or obtained from the Town in any form in connection with this RFP either before or after the issuance of this RFP:

- is the sole property of the Town and must be treated as confidential;
- is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract for the Deliverables;
- must not be disclosed without prior written authorization from the Town; and
- must be returned by the proponent to the Town immediately upon the request of the Town.

All proposals submitted to the Town become the property of the Town in their entirety. Submissions and the information contained within will be held in confidence as much as is reasonably possible and subject to the disclosure provisions contained in the *Freedom of Information and Protection of Privacy Act* ("FOIP Act"). The successful proponent acknowledges that the FOIP Act applies to all information or

records, as defined in the FOIP Act, which are collected or created for the purposes of the agreement and within the successful proponent's custody or control.

A proponent should identify any information in its proposal or any accompanying documentation supplied in confidence for which confidentiality is to be maintained by the Town. The confidentiality of such information will be maintained by the Town, except as otherwise required by law or by order of a court or tribunal. Proponents are advised that their proposals will, as necessary, be disclosed, on a confidential basis, to advisers retained by the Town to advise or assist with the RFP process, including the evaluation of proposals. If a proponent has any questions about the collection and use of personal information pursuant to this RFP, questions are to be submitted via email to the Chief Administrative officer at [cao@vermilion.ca](mailto:cao@vermilion.ca).

#### **5.14 No contract until execution of written Agreement**

This procurement process is not intended to create and will not create a formal, legally binding bidding process until the execution of a written agreement has been finalized by the Town. Neither the proponent nor the Town will have the right to make any claims against the other with respect to the award of a contract, failure to award a contract or failure to honor a proposal submitted in response to this RFP.

#### **5.15 Non-binding price estimates**

While the pricing information provided in proposals will be non-binding prior to the execution of a written agreement, such information will be assessed during the evaluation of the proposals and the ranking of the proponents. Any inaccurate, misleading, or incomplete information, including withdrawn or altered pricing, could adversely impact any such evaluation or ranking or the decision of the Town to enter into an agreement for the Deliverables.

#### **5.16 Cancellation**

Submission of a proposal does not obligate the Town to accept any proposal or to proceed further with any of the Deliverables. Consideration of any proposal shall be in the Town's sole discretion. The Town may cancel or amend the RFP process without liability or explanation at any time. The

Town may, in its absolute and sole discretion:

- reject any and all proposals;
- modify or vary any aspect of this RFP at any time before or after the submission of proposals, prior to the execution of a written agreement;
- discuss the terms of a proposal submitted by a proponent with that proponent at any time, on a confidential basis, for the purposes of clarification and/or negotiation;
- allow any proponent submitting a proposal to modify or vary any aspect of their proposal;
- issue a new RFP or other procurement document based on the same or changed specifications, scope of work, or other requirements; and
- cancel the procurement in its entirety.

### **5.17 Governing law and interpretation**

These terms and conditions of the RFP process:

- are intended to be interpreted broadly and independently with no particular provision intended to limit the scope of any other provision;
- are non-exhaustive and will not be construed as intending to limit the pre-existing rights of the parties to engage in pre-contractual discussions in accordance with the common law governing direct commercial negotiations; and
- are to be governed by and construed in accordance with the laws of the province of Alberta and the federal laws of Canada applicable therein.

## **6.0 ADDITIONAL PROVISIONS AND RESPONSIBILITIES**

### **6.1 Material disclosures**

The Town has allocated a maximum budget for the completion of all Deliverables under this RFP. All components and provision of the Deliverables should be provided within the budget allocated, however, if the proponent is unable to provide the full scope of the Deliverables within the allocated budget, then the proponent's proposal must indicate which components and/or requirements can be completed and delivered within the budget and detailing separately, the total cost to complete all of



the Deliverables and project requirements.

## **6.2 Mandatory submission requirements**

Each proponent must provide the following in their proposal.

- **Pricing**
  - Each proposal must include pricing information that complies with the instructions set out in this RFP.
  - Rates must be provided in Canadian Dollars, inclusive of all applicable duties and taxes except for GST, which should be itemized separately.
  - Unless otherwise indicated in the pricing information, rates quoted by the proponent must be all-inclusive.
- **Company Overview**
  - A brief description of your company, including any qualifications you consider relevant.
- **Proponent Experience**
  - A detailed listing of your company's relevant experience within the last ten (10) years including the location, size, projects of similar nature, client/agency name, scope, date, and contacts. Municipal project experience preferred.
- **Capacity**
  - The Town expects that the proponent will have sufficient resources available to meet the requirements of the Town in a timely and efficient manner. Provide a brief description of your companies staffing resources that will be utilized to meet the service requirements of the Town including but not limited to:
    - A list of key members of the team who would be assigned to the Town's project, including names, location, qualifications, relevant experiences, roles/involvement. Relevant experience should address, but not be limited to, each team member's years of experience relevant to this RFP and project.

- **Schedule**

- The commencement of the work is expected to begin in February 2026 and conclude no later than April 2026. It is encouraged that proponents submit schedules detailing that the work would conclude as soon as is possible, in advance of the aforementioned deadline. Proponents must provide a schedule for the performance of the Deliverables.

- **Fees**

- The Town expects that the Deliverables will be performed for a fixed sum. Proponents must provide a fixed sum price in Canadian Dollars for the Deliverables, exclusive of any applicable GST.
- At the option of the Town, hourly rates may be used for valuing certain changes to the Deliverables. Provide a complete list of hourly rates in Canadian Dollars, exclusive of GST.

- **General Liability Insurance**

- The Vendor shall maintain Commercial General Liability (“CGL”) insurance in an amount not less than five million dollars (\$5,000,000) per occurrence, covering bodily injury, personal injury, property damage, contractual liability, and non-owned automobile liability. The policy shall include cross-liability and severability of interest provisions and shall not contain exclusions for the activities contemplated under this Request for Proposals.

- **Automobile Liability Insurance**

- Where the Vendor or its employees, agents, or subcontractors will operate motor vehicles in the performance of the Services, the Vendor shall maintain Automobile Liability insurance in an amount not less than two million dollars (\$2,000,000) per occurrence for bodily injury and/or property damage, covering both owned and hired/non-owned vehicles.

- **Professional Liability Insurance**

- For any Services requiring professional advice, design, consultation, or similar expertise, the Vendor shall maintain Professional Liability (Errors and Omissions) Insurance with limits of not less than one million dollars (\$1,000,000) per claim. Such coverage shall be maintained continuously throughout the term of the Agreement and for not less than twelve (12) months following completion of the Services.
- **Additional Insured Requirement**
  - The Vendor shall ensure that the **Town of Vermilion** is added as an Additional Insured under the Vendor's Commercial General Liability policy, but only with respect to liability arising out of the Vendor's performance of the Services. Proof of Additional Insured status shall be provided in the form of an insurance certificate and/or endorsement satisfactory to the Town.
- **Workers Compensation Coverage**
  - The Vendor shall be registered and in good standing with the appropriate Workers Compensation Board. The Vendor shall provide a valid Workers Compensation Board Clearance Letter as proof of coverage prior to contract award and upon request at any time during the term of the Agreement.
- **Proof of Insurance**
  - Certificates of Insurance evidencing compliance with the above requirements shall be provided to the Town prior to contract execution and shall be maintained as current throughout the duration of the Agreement. All insurance policies shall be maintained with insurers licensed to operate in the jurisdiction of the Town of Vermilion.
- **Payment**
  - Payments shall be made according to the Town's accounts payable procedures following receipt of an invoice.

- Final payment shall be made once:
  - The final invoice has been received; and
  - All Deliverables have been met to the satisfaction of the Town.
- **Agreement**
  - The proponent shall oblige to be bound by a written agreement, prepared by the Town, detailing the Deliverables and provisions contained within this RFP which must be signed prior to the commencement of the work.