



**REGIONAL DISTRICT
of Fraser-Fort George**

**REQUEST FOR PROPOSALS
ADM-11-01**

Robson-Canoe Valleys Branding

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APPENDICES:

- Robson-Canoe Valleys Economic Opportunities Plan (120 pgs)
- Opportunity Fact Sheets
 - Active Retirees
 - Agri-Food
 - Forestry
 - Business
 - Tourism

REGIONAL DISTRICT OF FRASER-FORT GEORGE

REQUEST FOR PROPOSALS ADM 11-01

TERMS OF REFERENCE

BRANDING FOR ROBSON-CANOE VALLEYS

1.0 INVITATION AND INSTRUCTIONS:

The Regional District of Fraser-Fort George (Regional District) invites proposals from experienced and qualified consultants to develop a regional brand for the Robson-Canoe Valleys, inclusive of McBride, Valemount and Electoral Area 'H'.

Six complete copies of your proposal must be submitted in a sealed package labelled "RFP ADM-11-01, Branding for Robson-Canoe Valleys." to Diane Hiscock, General Manager of Financial Services, no later than 2:00 p.m. local time, May 12, 2011. The proponent's name and return mailing address must be clearly marked on the outside of the proposal submission package. Late proposals will not be accepted and will be returned unopened, to the proponent. **Facsimile proposals will not be accepted.**

Diane Hiscock, General Manager of Financial Services
Regional District of Fraser-Fort George
155 George Street
Prince George, B.C.
V2L 1P8

Questions concerning the project must be directed to the Project Manager:

Terry McEachen, General Manager, Development Services
Regional District of Fraser-Fort George
155 George Street
Prince George, BC V2L 1P8
Telephone: (250) 960-4400
Email: tmceachen@rdffg.bc.ca

The Regional District reserves the right to reject any or all proposals. The Regional District will not be responsible for costs incurred by proponents. Accuracy and completeness of a proposal is the proponent's responsibility.

Proposal prices must be firm for at least 60 days after the closing date of ADM-11-01. The Regional District shall not be obligated in any manner to any proponent until a written agreement has been duly executed by the parties.

Copies of the RFP may be obtained as follows:

- A) In a PDF (public document format) file format from the Regional District's website www.rdffg.bc.ca, or
- B) In hard copy from the Regional District Finance Department, 155 George St., Prince George, BC between 8:45 a.m. to 12 noon and 1:00 p.m. to 5:00 p.m. Monday through Friday excluding statutory holidays. The cost for each hard copy RFP package is five dollars (\$5), HST included, and is non-refundable.

2.0 **INTRODUCTION:**

The Regional District provides local government services to approximately 100,000 people in four municipalities and seven electoral areas covering a geographic area of 52,000 km². Approximately 75% of the population lives within the City of Prince George with an additional 8,000 people residing in the municipalities of McBride, Mackenzie and Valemount. The remainder reside in seven Electoral Areas.

The Regional District is governed by a 14-member Board consisting of seven directors appointed by four municipalities and seven directors elected by voters in seven electoral areas. Each municipality or electoral area participates in a variety of regional or local services, paid for through 100 individual budgets and a variety of cost-sharing formulas.

The Regional District website (www.rdffg.bc.ca) provides additional information concerning its services.

3.0 **PRODUCT:**

In 2010, the Regional District set out to identify economic opportunities for the Robson-Canoe Valleys. The resulting report identified the opportunities and described a roadmap for the Regional District and its partners (private, non-profit, public sector) illustrating how they can work together to enhance employment and investment opportunities that will benefit the entire region.

The plan outlined 5 strong future economic drivers;

- a) Attracting retirees and business consultants to locate in the Robson-Canoe Valleys
- b) Tourism
- c) Forestry and wood products
- d) Senior Government Services
- e) Agriculture

The report is available online in the report library on the RDIFFG website at www.rdffg.bc.ca

Strategies are being developed to further realize economic benefit from these drivers. A Steering Committee comprised of representatives from McBride, Valemount and surrounding areas have deemed the first step in pursuing these opportunities is the development of a consistent brand that identifies and highlights unique strengths and characteristics of the area.

The purpose of the branding strategy is to create a local brand which will assist the Valleys in generating greater visibility and attention in target markets. This brand will ensure people are more aware of the Robson-Canoe Valleys' offerings, understand the Valleys' point of differentiation and focus on the Valleys' value proposition.

Target audiences include businesses, tourists and regional residents. The Branding should enable the Valleys to attract investors (industrial/commercial/retail) in all sectors as well as their customers. Visual identity, colour palette, image strategy, advertising templates, collateral templates and document templates should all be in the mix.

Once the brand is established, the Steering Committee will begin to develop a fully integrated strategic marketing strategy.

4.0 **PURPOSE AND KEY OBJECTIVES:**

The branding project objective is to identify the Robson-Canoe Valleys' core characteristics, strengths and brand messages, and distill them into a memorable brand identity and associated imagery, logo, tag line, presentation, and the like, which will be used consistently throughout all local marketing campaigns.

The branding project objective is to identify the Robson-Canoe Valleys' identity and the core brand characteristics and brand messages, and distill them into a brand identity and associated imagery, logo, tag line, presentation, etc., which will be used consistently throughout all marketing campaigns.

5.0 **SCOPE OF WORK:**

5.1 Methodology

Consultants submitting proposals to undertake this work are invited to propose innovative methodologies to achieve this objective. However, methodologies proposed must describe how the consultant proposes to address the following:

DISCOVERY

1. Review public research and market studies.
2. Review marketing efforts by competitive destinations.
3. Review previous marketing efforts (samples of past advertising, marketing to be provided by RDFFG and Villages).
4. Meet with Members of the Robson Valley Steering Committee and community representatives
5. Establish design preferences/guidelines (fonts, styles, etc.).
6. Identify points of agreement and build consensus within the Steering Committee.

DEVELOP VALUE PROPOSITION

1. Develop a compelling value proposition and a communications strategy for RDFFG and Villages. This will become the cornerstone of the branding initiative, and help build buy in by the business community. Build on available public and private research.
2. Draft a Communications Strategy which takes into account the Valleys' Unique Selling Propositions (USPs) and target market insights. This forms the brand messaging strategy.

CREATE A STRONG BRAND IDENTITY

1. Building on the Communications Strategy (above), develop a dynamic and effective logo that will appeal to various target markets, drawing on the natural assets of the destination and establishing its new identity.
2. Provide client with at least 3 logo concepts.
3. Research and develop tagline(s) that captures and conveys the new brand identity.
4. Design a stationery package, including letterhead, standard envelope, mailing label, note cards.
5. Design an email template for outgoing communications.
6. Provide final logo in digital format with color and black and white versions for use in

- all marketing and sales efforts (jpeg, eps).
7. Provide a brand style sheet that identifies type style and color palette.

6.0 CONSULTANT INFORMATION:

Consultants submitting proposals to provide these services are required to indicate the following:

6.1 Qualifications and Experience:

The proponent must include in the proposal, a list of the personnel on the project team, their project role and a curriculum vitae for each member of the team. Sub-consultants, if any, must be identified. The proponent must include a statement of qualifications and relevant experience in support of the proposal.

- The experience of the firm with respect to developing branding within a comparable mandate, providing project examples and rationale.
- The directly relevant experience of the individual consultants proposed to be assigned to this project, providing project examples and rationale.
- Awareness of the consultants assigned to the project with respect to the Robson-Canoe Valleys.
- Appropriate professional qualifications of the individuals to be assigned to the work.

6.2 References:

The proponent must include in the proposal, a minimum of three references from former clients, complete with contact information. A brief description of the projects completed for each reference is expected.

7.0 WORK PLAN AND SCHEDULE:

The proponent must provide a work plan in the proposal setting out a clear methodology and timelines. The work plan is to include a schedule of project tasks, the sequence of task occurrence and details concerning implementation and duration for each task. The project is expected to be completed within 90 days of award.

8.0 FEE STRUCTURE:

Project totals are expected to be less than \$20,000. The proponent must specify in the proposal the fees required to satisfy the terms of reference for the project, the work plan and methodology. The proponent must clearly identify and detail all costs. The various stages of the work plan should be costed separately, with taxes and disbursements clearly identified.

8.1 Terms of Payment:

The proponent must specify in the proposal the terms of payment expected for the duration of the project.

8.2 Cost Control:

The proponent must provide in the proposal a description of the cost control measures to be employed to effectively manage the project tasks and budget.

9.0 PROPOSAL FORMAT:

Proponents are asked to respond in a similar manner. The following format and sequence should be followed in order to provide consistency in proponent response and to ensure each proposal receives full and complete consideration. All pages should be consecutively numbered.

- a) Title Page – including Request for Proposal title and number, proponent's name and address, telephone number, fax number, email address and contact representative.
- b) One page letter of introduction **signed by the person or persons authorized to sign on behalf of the proponent** which will bind the proponent to statements made in the proposal.
- c) Table of Contents including page numbers.
- d) An Executive Summary of the key features of the proposal.
- e) The body of the proposal, including pricing, i.e., the "Proponent's Response".
- f) Additional information that a proponent may choose to provide.

10.0 DOCUMENTS:

The successful proponent will produce and provide to the Regional District, draft and final documents concerning completion of the project in two electronic formats (Word & PDF). The proponent will also provide six hard copies of draft and final documents to the Regional District.

11.0 PROJECT MANAGER:

Questions should be directed to the Project Manager:

Terry McEachen, General Manager Development Services
Regional District of Fraser-Fort George
155 George Street
Prince George, B.C.
V2L 1P8
Telephone: (250) 960-4400

12.0 EVALUATION OF PROPOSALS:

Consideration will include the professional qualifications, experience, local knowledge, work plan methodology and schedule, price and quality of proposal. The proposal submission should be clear, concise and complete.

The Regional District shall be the sole judge of a proposal and its decision shall be final.

12.1 Evaluation Criteria:

Consultant Qualification and Experience	25 points
Work Plan, Methodology and Schedule	25 points
Price	40 points
Quality of Proposal including format	<u>10 points</u>
Total:	<u>100 points</u>

13.0 OWNERSHIP OF PROPOSALS, PRODUCT AND FREEDOM OF INFORMATION:

Proposals will be received and held in confidence by the Regional District, subject to the provisions of the *Freedom of Information and Protection of Privacy Act*.

All documents, including proposals, submitted to the Regional District become the property of the Regional District. The Regional District will provide a debriefing for individual proponents at their request subject to the *Freedom of Information and Protection of Privacy Act*.

All marketing materials, logos and concepts will become the sole property of the Regional District of Fraser-Fort George.