



June 15, 2021

ADDENDUM No. 1

**RFP DS-21-03
ROBSON VALLEY REGION MARKETING**

*The addendum is being issued prior to the closing of the Robson Valley Region Marketing Request for Proposal (RFP) to provide further information, make changes to, or to clarify the RFP Documents and is to be read, interpreted and coordinated with all other parts of the RFP Documents. In the case of a conflict with the balance of the documents, this Addendum shall govern. **Proponents shall attach a signed copy of this addendum to their proposal submission, failure to do so may result in a non-compliant proposal.** This addendum shall form part of the Contract Documents.*

Addendum No. 1 is being provided in clarification to RFP DS-21-03 released May 27, 2021.

Question 1:

Contribute to image and video library:

- Do you expect the production of new assets? If yes, how many?
- We understand the budget for these production would be extra, right?

Regional District Response:

The Regional District currently has a limited archive of images available to the successful proponent for their use. Generally, this archive consists of images focused on scenic, commercial and industrial aspects of the program. This archive also does not provide images that span the four seasons (Spring, Summer, Winter and Fall).

Contribution of new images and video for the execution of the recommended strategies within the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022 and Robson Valley Region Economic Development Marketing Program Marketing and Messaging Strategy as identified by the Scope of Work of the RFP, would be considered part of the contract.

Through the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022, an estimated cost of \$2,500 has been identified for the contribution of new images and videos.

Any request for additional work not identified in the Scope of Work of the RFP would be considered value added services and would be negotiated at a later date.

Question 2:

Manage advertisement/awareness content through digital ads, relevant websites and print mediums:

- what's the planned allocated funds for this media buying?

Regional District Response:

Through the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022, an estimated cost of \$4,000 annually has been identified for use of digital ads and to generate earned media (writing/ design/ placement).

Question 3:

Manage the rebranding of discoverrvr.ca to investrvr.ca

- We understand this URL redirection is part of KIMBO's strategy, but can you kindly specify the expectation for this deliverable in details as requested below?

- Do you need a new logo/brand within this scope of work? What would be “manage the **rebranding**”?
- Do you need a website redesign within this scope of work?

Regional District Response:

At this time, a new logo/ brand is not within the scope of work. Managing the rebranding would include ensuring that existing and future publications, promotional materials, social media accounts and website content is updated with new website information, scanning secondary sites to ensure updated information and website domain and media/notification to interest groups of the updated website domain. It would also include utilizing the Robson Valley Region Economic Development Marketing Program Marketing and Messaging Strategy that future marketing and messaging aligns with the intent of the rebranding.

Through the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022, an identified recommended strategy is to enhance the existing website. Estimated costs within this document are \$5,000 for the initial enhancement and then \$1,500 annually for maintenance.

Question 4:

Establish business ambassador program

- o Can you talk a bit more about this idea/program and expectations?

Regional District Response:

Regional District is looking for a proponent that can execute and implement the recommended strategy identified in the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022. Within this document the following is described:

Establish Business Ambassador Program

To build upon the initial awareness generated within the region and continue conversations, the RVR Marketing Program should establish a “RVR Business Ambassador” program.

- Identify influential business leaders/organizations in the community (e.g., Valemount and Area Recreation Development Association, Chambers of Commerce, etc.) that have access to priority target investors whether as business partners, suppliers and/or as clients/customers to help promote the Robson Valley Region.
- The “RVR Business Ambassador” program can be developed in partnership with the McBride & Valemount Economic Development Offices in an effort to encourage key business leaders/organizations to act as RVR Ambassadors in their daily business interactions and identify opportunities to attract new investment in the community.
- For ambassadors, clarify what it means to be an “RVR Business Ambassador”, what is expected of their role and what tools are available to help them (e.g., provide them with printed materials, outline gaps in services that their network can possibly fill, ensure they are aware of where to find information on the RVR website, etc.).
- Consider hosting a program launch event to raise awareness and hold annual meetings subsequently. Ongoing communication with RVR Ambassadors will help keep the program top-of-mind - inform them of new developments that may be of interest to their peers, share other ambassador success stories to act as inspiration and motivation.

Full description of the recommended strategy can be found within the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022.

Question 5:

Develop and implement asset inventories

- Could you clarify, please?

Regional District Response:

Regional District is looking for a proponent that can execute and implement the recommended strategy identified in the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022. Within this document the following is described:

Promote Asset Inventories

One of the most critical pieces of information that is required in responding to inquiries is the inventory of available opportunities for prospects looking to live, work or invest in the Robson Valley Region.

- Compile asset inventory based on ongoing information provided by key parties (e.g., Villages, Chambers of Commerce, real estate agencies, etc.) including:
 - Land for development – identify available or potentially suitable for industrial, commercial, residential, and mixed use
 - Land for agriculture – provide information on agricultural potential and land
 - Properties for commercial use – listing of buildings or spaces for lease that are available/suitable for commercial and/or industrial tenants and/or redevelopment
 - Potential business opportunities – highlight gaps in services that an investor can fill, businesses for sale, etc.
- Communicate and share asset inventories on an ongoing basis through various touchpoints such as an asset inventory sheet, highlighting opportunities on the website and social media, etc.

Full description of the recommended strategy can be found within the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022.

Question 6:

Develop sector targeted presentations

- How many? 3, one for potential investors segment?

Regional District Response:

Initially, the Regional District is looking for five sector targeted 5-10 slide power-point presentations with speaker notes that can be delivered by someone associated with the program. One for partners and influencers and one for each of the follow investor sectors: Agriculture and Agri-Food, Business and Professional Opportunities, Tourism Industry, and Forestry Wood Products.

Regional District is looking for a proponent that can execute and implement the recommended strategy identified in the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022. Within this document the following is described:

Develop Targeted Presentations

When meeting with potential investors, partners and influencers, targeted presentations provide an avenue to focus on key messaging that is relevant to the audience at hand.

- Develop audience specific RVR branded presentations with targeted messaging:



- For target investor sectors, highlight relevant key data/statistics and potential opportunities, etc.
- For potential RVR partners, provide information about the RVR Marketing Program, ways to work together, how the program can assist their organization, success stories, etc.
- Incorporate success story videos into the presentation, where relevant
- Include a call to action with intended outcomes.
- Replace the “RVR – General Information Guide” document with targeted presentations that are also available in electronic format and can be emailed to interested parties.

This document identifies an estimated cost of \$2,500 for the development of these presentations.

Full description of the recommended strategy can be found within the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022.

Question 7:

Develop and implement events, tradeshow and conference strategy

- How many?

Regional District Response:

Regional District is looking for a proponent that can execute and implement the recommended strategy identified in the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022. This document identifies an estimated cost of \$10,500 annually for the development and implementation of this recommended strategy. The number of events, tradeshow and conferences attended would be proportional to funding resources.

Within the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022 the following is described:

Expand Participation in Associations/Organizations

Belonging to associations and organizations relevant to economic development and target investor sectors will help expand industry networks, build relationships and also help keep abreast of industry trends and best practices.

- Identify the current various associations and organizations RVR representatives (e.g., the Regional District, the Economic Development Officers of McBride and Valemount) are already involved with and identify other associations and organizations (i.e., for general economic development and target investor sectors), that would be beneficial for the RVR Marketing Program. The following are some examples:
 - Economic Development: BC Economic Development Association, BC Rural Centre, Economic Developers Association of Canada
 - Target Investor Sectors: Canadian Federation of Independent Business, Wilderness Tourism Association of BC, BC Snowmobile Federation, agricultural education programs, etc.
- Leverage participation by attending events/conferences, delivering presentations, and accessing resources. For example, if the Economic Development Officer of McBride is already a member of the BC Economic Development Association, consider attending the annual Minister’s Dinner – it allows for discussions with staff from ministry departments and networking receptions with BC Trade and Investment representatives.

Expand Presence at Events, Tradeshow and Conferences

The RVR Marketing Program should explore becoming a more active participant in selected events that can provide an opportunity to engage directly with key audiences and making connections. Given the need to

expand the reach outside of the region, attendance at events can be an effective tool to generate awareness and knowledge about the region. As well, these events provide an opportunity for gathering intelligence about news on relevant industries, economic development best practices and the like.

- Working in conjunction with the “RVR Business Ambassadors”, start by researching and compiling a list of potential strategic business events, trade shows and conferences, with a focus on those taking place outside of the region. The list should be relevant to the region’s economic opportunities, geared towards the target priority investor sectors (e.g., business and entrepreneurship, tourism-related events, those promoting agriculture investment, etc.), and provide access to audiences from geographic areas identified based on information collected to date (e.g., elsewhere in BC, Alberta, and to a lesser extent areas such as Saskatchewan, Ontario, and UK/Europe).
- When attending events, consider whether to participate by simply attending or whether to having a table/booth set-up. Consider attending as a visitor/registrant initially and then determining whether it may merit having a booth in the future.
- Also, explore setting up an information booth at already scheduled events within the region to reach visitors (e.g., Farmers Markets, Robson Valley Music Festival, NWMRA Mud Races, Mount Robson Marathon, as well as conferences being hosted in the region).
- Display and distribute marketing materials, as appropriate. For example, if there is an opportunity to be included as a speaker, develop a targeted presentation and bring relevant investment overview and opportunities sheets; if there is a booth space, develop an engaging display complete with banners, success story videos on video loop, contest as means to gather contact information, and the like.

Full description of the recommended strategy can be found within the Robson Valley Region Economic Development Marketing Program Review and Strategy 2020 – 2022.

Question 8:

In addition, we are wondering if you want to see any work sample or if just providing the government references and a short summary of projects would be sufficient?

Regional District Response:

Section 8.2 provides the following guidance for submissions:

- d) Experience with Local Government Marketing and/or Economic Development programs including references
- i. Provide details of Proponent’s experience undertaking marketing and/or Economic Development programs for local governments of similar size and scope.
 - ii. Outline specific local government marketing and/or economic development expertise on the proposed team.
 - iii. Proponents should identify a minimum of three (3) local government references for which the Proponent has performed marketing and/or economic development services in the last three (3) years, complete with the name of the Project Manager for the organization and contact information.

Work samples could be submitted under this section.

I/We hereby verify that we have considered this addendum in our proposal submission.

Proponent’s Signature

Date

All inquiries relating to RFP DS-21-03 must be emailed to:
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