

Community Futures Boundary/Boundary Economic Development Committee

Request For Proposal

CREATE BRAND & VISUAL IDENTITY

Issue Date:
July 8, 2010

Closing Date:
Tuesday August 3, 2010 by 12noon
(Pacific Daylight Savings Time)

Closing Location:
Community Futures Boundary
1647 Central Avenue, PO Box 2949 Grand Forks, B.C. V0H 1H0
Attention: Jennifer Wetmore, Community Economic Development Coordinator
Telephone: 250-442 2722 Fax: 250-442 5311
Email: jwetmore@boundarycf.com

INTRODUCTION

In 2008 and 2009, Community Futures Boundary (CFB) and the Boundary Economic Development Committee (BEDC) embarked on a process to vitalize tourism as an economic driver throughout the Boundary region. In March of 2008 and again one year later, the BEDC hosted sessions on branding and strategic business revitalization and in March of 2010 a Cultural Tourism Workshop was facilitated in consultation with the Province.

Now, the Boundary is uniting to form a strategic alliance with regional stakeholders to embark on a regional tourism strategy. The Ministry of Tourism, Culture and the Arts, through its Community Tourism Foundations program, will be providing a professional facilitator to conduct a one-day workshop that will outline the key priorities for tourism activities over the next 12-18 months. **As an outcome of the planning process the development of a brand and visual identity for the Boundary is an immediate priority.**

- Note, it is expected that firms who wish to respond to this RFP would attend in the MCTA full-day workshop (Scheduled for September 1, 2010 in Grand Forks) and build on the outcomes of the tourism plan at the close of that process.
- Copies of the sessions noted above and other tourism related planning materials are available at www.boundarycf.com.

THE PROJECT

The BEDC is seeking proposals from qualified teams for the development of a brand and visual identity which will distinguish them from neighboring regions and assist in the attraction of new tourists and growth of the tourism industry throughout the region.

The scope of this project includes the research, compilation, organization, design, development, production, and delivery of a new brand and visual identity for the Boundary Region based on the initial research provided from past documentation, community consultation and the MCTA workshop noted above, and additional research as required. The branding and visual identity will include the development of a distinct and concise positioning line, design of a new logo, colour palette, design letterhead (for print and electronic use), business cards, Power Point template, graphic standards usage guide/manual, identification and if required secure usage rights for select images for the “signature set” of photography, campaign, home page and subsequent website page designs for integration of new brand, sample visitor guide cover, brochure and print ad, The end deliverables will include digital versions of source files as well as PDFs in a format acceptable, e.g. DVD to CFB/BEDC for future use in developing marketing materials and other relevant materials. An option for an integrated promotional campaign will be required as an addition to the branding deliverables.

Key Objectives of this Assignment include:

- Regional Brand Assessment
- In depth interviews/meetings with Key Stakeholders (facilitated, led and managed by Consultant Team)

- Onsite investigation/research (a minimum of 3 days is required in the Boundary Region)
- Attendance at MCTA Community Tourism Planning workshop September 01, 2010 at Community Futures Boundary, 1647 Central Avenue, Grand Forks, B.C.(location)
- Review of all readily and publicly available tourism information
- Development of a tourism brand strategy
- Development of a tourism logo and tagline (visual identity)
- Development of initial design suite (as noted above)
- Identify (and secure if necessary) signature images to support branding designs
- Recommend an integrated collateral suite for immediate needs and future recommendations
- Presentation of visual identity to CFB/BEDC
- Refinement of visual identity, logo, and tagline based on project committee feedback
- Prepare Identity and brand standards (usage guidelines)
- Provide recommendations for implementation of tourism brand – initial campaign (separate deliverable)
- The Contractor must liase with other Organizations such as Community Futures Boundary, the Christina Lake Chamber of Commerce, TOTA (Thompson Okanagan Tourism Association) and other tourism suppliers from the Boundary Region to ensure consistency within the region and to develop recognizable similarities, where feasible, in information topics and design that will assist CFB/BEDC and future clients to develop as seamless a connection as possible between products.

The expected time line for the project is:

- Proponent selected and the Contract approved no later than August 11, 2010
- Products substantially complete by December 31, 2010.

SITUATION OVERVIEW

The Boundary Region extends from the community of Christina Lake in the east to the Regional District of Kootenay Boundary's(RDKB) westerly boundary on Highway 3, located between Bridesville and Osoyoos, and northward along Highway 33 to the RDKB's north-westerly boundary near Big White Ski Resort. The area has a total population of approximately 12,750 residents, with 6,895 of those residents living in unincorporated areas (2006 census data). The area has a mixed economy based upon resource extraction, manufacturing, agriculture, and tourism/recreation with a mix of land uses and a diversity of mostly small scale agricultural operations.

The region has been hit hard as a result of the downturn in the forest and mining industries. Since 2006, it is estimated that upwards of 350 high paying jobs have been lost, which for some communities has resulted in approximately 25% unemployment. In 2009, the Boundary Region underwent a "Transition Study" funded by the Ministry of Community Development, which indentified a pressing

need for economic diversification and for the development of (amongst others) the tourism/cultural sector.

CFB/BEDC has spent a significant amount of time working on the development of tourism and, in the absence of a regional DMO, has been managing and responding to the need for growth of this industry. Since 2008, they have funded two branding workshops, two strategic business vitalization sessions, developed a regional tourism guide, executed countless print media ads and, most recently, completed a regional web portal (www.boundarybc.com). All tools are aimed at growing tourism in the Boundary. Concurrently, Community Futures Boundary (CFB) is working on a “Regional Chamber of Commerce” and is currently soliciting memberships.

As such, CFB/BEDC are primed to begin the development of a brand and visual identity to supplement all of the above. The brand would be reflected on tourism related materials and media developed by CFB/BEDC and it is hoped that other service providers and key stakeholders in the region would also adopt the brand.

GENERAL INSTRUCTIONS, TERMS AND CONDITIONS

- All enquiries are to be directed to the following:

Community Futures Boundary Phone: 250-442 2722
PO Box 2949, Grand Forks BC, VoH 1H0 Fax: 250-442 5311
Attention: Jennifer Wetmore
Email jennifer@boundarycf.com

- Closing Date

Proposals will be accepted in the following formats:
Fax, courier mail, regular mail, email (PDF format only)

Proposals and their envelopes should be clearly marketed with the name and address of the Proponent and the name of the project “Request for Proposals for Boundary Region Brand and Visual Identity”. **The proposal must be received by 12 noon Pacific Daylight Savings Tuesday, August 3, 2010 at:**

Community Futures Boundary
Box 2949, 1647 Central Avenue
Grand Forks BC
VoH 1H0
Attention: Jennifer Wetmore

Email – jennifer@boundarycf.com

- Late proposals will not be considered, and may be returned to the Proponent.

- Proposals from individual consultants or from businesses or companies with proven experience and expertise in the development of community brands, visual identities, marketing programs, identifying target markets, and community profiling or those selectively invited to respond to this proposal will be accepted.
- Evaluation of proposals and selection will be by CFB/BEDC committee and staff.
- CFB/BEDC will provide a local contact; however, it is expected that the consultant team will spend time in the Boundary and will work with key stakeholders to develop the concept themselves.
- If a written Contract cannot be negotiated within thirty days of notification of each of the successful Proponents, CFB/BEDC may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent and either negotiate a Contract with the next qualified Proponent or choose to terminate the Request for Proposal process and not enter into a Contract with any of the Proponents.
- CFB/BEDC reserves the right to accept or reject any or all proposals and to accept the proposal that it deems most advantageous.
- CFB/BEDC will not be responsible for the costs of preparing proposals.
- The successful consultant will be authorized to proceed only upon approval from CFB/BEDC.
- The proposed budget for this project is up to a maximum of \$25,000 for the branding component and an additional \$10,000 for the initial campaign which includes all fees, travel, expenses and taxes.
- Invoices, no more frequently than monthly, will be required before CFB/BEDC will make payments. Each invoice must be accompanied by a progress report.
- The team selected to carry out the project will be required to enter into a contract with CFB/BEDC respecting the conduct of the project.
- Intellectual Property Rights- CFB/BEDC will be the owner of the intellectual property rights, including patent, copyright, trademark, industrial design and trade secrets in any product developed through a Contract. Licensing and marketing rights to the developed product will not be granted in the Contract. Proposals regarding these rights should not be submitted in response to this Request for Proposals and will not be considered in evaluating responses. If, in the future, if CFB/BEDC elects to commercialize the developed product, the licensing and marketing rights will be negotiated separately.
- Ownership of Proposals and Freedom of Information - All documents, including proposals, submitted to CFB/BEDC become the

property of CFB/BEDC. They will be received and held in confidence, subject to the provisions of the Freedom of Information and Protection of Privacy Act.

- Payment Holdback - The Contract may contain a provision whereby CF Boundary/BEDC will hold back a portion of the total contract price until all the requirements of the Contract have been met.

BASIC REQUIREMENTS OF THE PROPONENTS

The following information will form the selection criteria that will be used to determine which Proponent will be selected as the Contractor for this project:

- 15% A description of your business/organization, partners/staff, history and experience, references, and the main contact person who will be the signatory to a Contract for this project;
- 70% A detailed explanation of what deliverables and services you will provide to the CFB/BEDC, including methodology.
- 15% Project quote, broken down into project phases with associated timelines.

EVAULTATION CRITERIA

The proposals will be evaluated and rated based on both the Mandatory and Desirable criteria set out in this Request for Proposal Document.

MANDATORY CRITERIA

- Proposals must be in English, and the Proposal must be submitted by the appropriate time and date.
- The appropriate person must sign proposals.
- Proposals must contain responses to information on the criteria of this Request for Proposal document to demonstrate ability to carry out the terms of the contract, delivery of a quality product and/or service within an appropriate budget.
- Proposals must clearly list, in detail, what services will be provided with the associated costs for each component.
- Responses must contain a list of references for past projects and work of this nature with contact names and numbers.

DESIRABLE CRITERIA

You should provide:

- A proposed content outline by component and sub-section for the final product;

- Examples from other communities that exhibit components that you feel could fit the scope and nature of the products that CFB/BEDC is looking for, and explain the rationale for your position;
- Demonstration of willingness to be flexible in working with CFB/BEDC.

PROPOSAL FORMAT AND CHECKLIST

Evaluation of Proposals is made easier when Proponents respond in a similar manner. The following format and sequence should be followed in order to provide consistency in Proponent response and ensure each proposal receives full and fair consideration. All pages should be consecutively numbered.

- a) Title Page, showing Proponent's name, company, address and contact information.
- b) One page letter of introduction signed by an authorized signatory.
- c) Table of Contents including page numbers.
- d) A short (one or two page) summary of the key features of the proposal.
- e) The body of the proposal, including layout, use of tools and information, suggestions, recommendations, the budget and services. Any additional information such as references and components listed under the mandatory and desirable criteria not included in the body of the document.