

Village of Gold River



Request for Proposal

Economic Development Branding Project RFP No. 03-20

Date Issued: July 2, 2020

***Closing Date
& Time:*** July 30, 2020
4:30 pm (PST)

Submit Proposal to: Village of Gold River
Maxine McLean, Director of Finance

By mail: PO Box 610
Gold River, BC, V0P-1G0

By Courier or Hand Delivery 499 Muchalat Drive
Gold River, BC, V0P-1G0

By Email: grmmclean@cablerocket.com

By Fax: 250-283-7500



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Section 1 Introduction

In 1965 the community of Gold River became an instant town, built to provide housing for the employees of the then new pulp mill, which today is long gone. Currently, Gold River is promoting tourism with its naturally exceptional surroundings, offering adventure, exploration and year-round enjoyment. Gold River is proud of our forested walking trails and numerous swimming holes located along the canyons of the Gold and Heber Rivers which naturally converge within the community. Gold River honours our relationship with the local Mowachaht Muchalaht First Nations, and its unique position in the renowned historical Nootka Sound.

Section 2 Project Description

The Village of Gold River is seeking proposals from professional, experienced, and qualified firms to lead us in the development of our community brand. The brand will enhance our image as a great destination to visit, to invest, and to live. The community brand should be developed for the purpose of promoting tourism but may also be used to stimulate resident attraction and business interest. The brand should instill a sense of pride for the Village of Gold River as well as create a design standard for future marketing and communication material. The community tourism brand will not replace the Village of Gold River's corporate brand.

The core objective is to develop a community brand that will provide a high-quality, memorable image and tagline for the purpose of initiating wayfinding, producing promotional and marketing material, and establishing a digital presence. The successful proponent will be responsible for project research, development of design, and the delivery of the community brand.

The Economic Development Strategy, Tourism Strategic Plan and the Official Community Plan are the guiding documents the Village is utilizing to shape the foundation of our prosperous future. Links to these documents are provided below:

Official Community Plan:

<http://nebula.wsimg.com/a34bd8b16c6c631c74c00b6b9575b089?AccessKeyId=60BCA4BF963F9A2814FD&disposition=0&alloworigin=1>

Economic Development Strategy:

<https://nebula.wsimg.com/e00e9033614c0f1ae0f875787deee6bd?AccessKeyId=60BCA4BF963F9A2814FD&disposition=0&alloworigin=1>

Tourism Strategic Plan:

<https://nebula.wsimg.com/65302aea42d77055f3a183a8701fbf62?AccessKeyId=60BCA4BF963F9A2814FD&disposition=0&alloworigin=1>

The Consultant will be responsible for the following deliverables as well as any additional elements required to implement the strategy.

a) Research and Foundation

It will be necessary for the contractor to conduct research to understand and promote the community from the perspective of the people that live, work, and vacation in Gold River.



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b) Brand and Message Development

The contractor will create and deliver a contemporary graphic with tagline to include:

- i) Provide a range of brand options for review that include both a primary logo, and secondary logo for alternate background
- ii) Provide brand standard guide of colours and palette, typefaces, clear space, and all specifications of the brand for digital presentation, letterhead layout, and business card use.

c) Methodologies and Processes

- i. Within two weeks of the contract being awarded, the Contractor will arrange for an initial meeting with the Village.
- ii. A second meeting will provide an opportunity for the Village to give constructive feedback and discuss potential revisions.
- iii. Two design options will be presented for consideration.
- iv. The preferred logo and tagline with revisions will be presented.

Section 3 Conditions & Constraints

3.1 The Village of Gold River invites Proposals for the provision of the **Branding** project. The Village intends to award to the proponent(s) who submit a proposal which, in the sole opinion of the Village, represents the best value to the Village for what it wishes to accomplish.

3.2 This is a request for proposals only and is not a call for tenders. No contractual relationship between the Village and any potential proponent shall arise from the submission of any offer. Except as expressly and specifically permitted in these instructions, no proponent submitting an offer shall have any claim for any compensation of any kind whatsoever, as a result of participating in the request for proposal and by submitting a proposal each proponent submitting a proposal shall be deemed to have agreed that it has no claim. All Proposals shall be prepared and submitted at the expense of the Proponent.

3.3 If any director, officer or employee agent or other representative of a Proponent makes any representation or solicitation to any Councillor, officer or employee of the Village of Gold River with respect to the proposal, whether before or after the submission of the proposal, the Village shall be entitled to reject or not accept the proposal.

3.4 Acceptance of any proposal resulting from this request for proposals may be subject to Village of Gold River Council approval and/or budgetary considerations.

3.5 Under no circumstances may the services or any part thereof be subcontracted, transferred, or assigned to another firm, person, or company without the prior written authorization of the Village of Gold River.

3.6 The Village of Gold River standard purchase order terms and conditions shall apply.

3.7 Proposals in envelopes, by courier or hand delivery, or electronically submitted marked "**RPF- No.03-20 Branding Project**" will be accepted by the Village before the Date and Time and at the location stated on the cover page. The Village will not accept responsibility for the timely receipt of, or adequacy of any



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electronic transmissions, and late receipt of Proposals via email or Fax machine will be cause for rejection of a Proposal.

Proposals withdrawn may be replaced by alternative proposals within the submission deadline providing an alternative proposal is delivered to the Village prior to the submission deadlines.

3.8 The Village is subject to the provisions of the Freedom of Information and Protection of Privacy Act. As a result, while Section 21 of the Act does offer some protection for third party business interests, the Village cannot guarantee that any information provided to the Village can be held in confidence. All proposal submissions become the property of the Village.

Section 4 Proposal Submission Requirements

4.1 Cover letter – A letter of interest and a summary of qualifications, recommended approach, scope of work, processes and deliverables for the project. This cover letter should also include attachments or links to previous projects.

4.2 Project Details – Describe the approach to the project and proposed methodology including a detailed scope of work with a breakdown of tasks, similar examples, a number of revisions and a quote for services.

4.3 Timelines – Provide the expected project schedule. Timelines should be presented in sequence from the date of the initial meeting with the Village.

4.4 The Village may elect to enter into negotiations with the Proponent or with any other Proponents concurrently. In no event will the Village be required to offer any modified terms to any Proponent prior to entering into an agreement (Purchase Order), and the Village will not be liable to any Proponent as a result of such negotiations.

4.5 Upon the selection of a successful Proponent the Village retains the right to request modifications which may result in a lower or higher price and no Proponent responding to this request shall have any right whatsoever to dispute or challenge the Village's right to conclude a purchase with the selected Proponent at a different price than provided in the their offer.

Section 5 Evaluation of Proposals

Proposals will be evaluated on the basis of the overall best value and suitability to the Village based on quality, performance, costs and any other criteria set out herein including, but not limited to:

- The Proponent's ability to meet requirements, qualifications and competencies set out herein;
- The Proponent's ability to deliver the requirements when and where required;
- Financial offer including, but not limited to price;
- The Proponent's business and technical reputation, capabilities, experience and where applicable, the experience of its personnel; financial stability; track record and references;
- Quality of submission and any other criteria set out in the RFP or otherwise reasonably considered relevant.



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5.1 Signatures Proposals should be signed by an authorized representative of the Proponents.

~~ Proposal Price Details~~

5.2 Proposal Price for Project

Lump Sum Price \$ _____

PST @ 7% \$ _____

GST @ 5% \$ _____

Total Proposal Price \$ _____

Proposal Submission from:

Company Name

Address

Province

Postal Code

Phone Number

Fax Number

Contact email

Authorized Signatory

Print Name & Title

Dated this _____ day of _____, 2020