



# DISTRICT OF KITIMAT PURCHASING DEPARTMENT

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September 4, 2018

By Email to All Proponents

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**RE: REQUEST FOR PROPOSAL  
DOK05-2018  
COMMUNITY BRANDING 2018  
AMENDMENT #1**

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The intent of this addendum is to advise of a clarification that has been issued for the above mentioned tender.

**1. Question:**

Do you have a budget in mind for this project?

**a. Answer:**

The project does not have a set budget. We anticipate not spending more than \$65,000; however, if a proposal is above this dollar value it will remain eligible and will be evaluated according to the evaluation criteria.

**2. Question:**

You mention that this project is the first phase of a larger Kitimat Community Brand and Marketing Campaign. When do you anticipate the next phase of the project to kick off?

**a. Answer:**

The intention is to release the second phase RFPs towards the completion of this contract, which will allow for commencement of the second phase soon after the development of the community brand (first phase).

**3. Question:**

When would you like to launch your new brand identity? Is there a preferred start and/or end date for this project?

**a. Answer:**

Soon after the completion of brand development. The preferred start date will be as soon as possible. The preferred completion date is as soon as the project can be completed in an effective and satisfactory manner.

4. **Question:**  
Whether companies from Outside Canada can apply for this? Can U.S. agencies bid on this project?
- a. **Answer:**  
Yes.
5. **Question:**  
Can we perform the tasks (related to RFP) outside Canada? (like, from India or USA)
- a. **Answer:**  
Yes.
6. **Question:**  
Can you expand on what you'd like for the "Value Added Benefits and Services" section? Is this a list of suggested deliverables that aren't included in your scope of services?
- a. **Answer:**  
This section is intended to provide opportunity for contractors to present potentially beneficial skills or tools that are not in the scope of the RFP and that the District of Kitimat may not be aware that they exist.
7. **Question:**  
How will you measure this project's success?
- a. **Answer:**  
Completed development of a brand that A) is implementable; B) reflects the local community and generally satisfies the local stakeholders; and C) will be effective in appealing to target audiences
8. **Question:**  
Does this scope of work include any sub-logos or department-specific logos?
- a. **Answer:**  
No.
9. **Question:**  
Is there an incumbent vendor (i.e. an agency you're already working with)?
- a. **Answer:**  
Not pertinent to this scope of work.
10. **Question:**  
Are on-site meetings a project requirement? How many in-person meetings would the District prefer to hold and at which stages of the project?

a. **Answer:**

No. In-person meetings are not mandated with the project. If a proponent believes in-person meetings will add value to the project, then the proponent must identify how many in-person meetings are required and when these in-person meetings should occur.

11. **Question:**

Regarding the statement: "The successful proponent will be responsible for research, development, design, and delivery of a community brand, as well as recommending an implementation and promotion strategy."

To clarify, the above would be the final submission by the successful candidate (after Sept 11th), correct?

a. **Answer:**

The above sentence describes the intended scope of the work to be completed. Proposals should outline how this work will be completed. The successful proponent will be contracted to complete the work following contract award.

12. **Question:**

DoK Business Licence - We already have a business license from the other communities; do we also need to have another license through the DoK?

a. **Answer:**

Yes.

13. **Question:**

In section 5.2.2 Design Concept: is the District looking for a community brand concept as part of the proposal, or to simply describe the process of how we would effectively deliver a community brand concept that meets all RFP requirements?

a. **Answer:**

The proposal should describe how you "would deliver a community brand concept that incorporates strong elements which reflect the essence of the community while also integrating elements that position the community to be more effectively promoted." You may submit a brand concept if you choose, however, this is not expected or mandated in the scope of the proposal.

Please note on your submission the inclusion of same.

Should you need further information, or have any other questions, please do not hesitate to contact the undersigned at 250-632-8928.



Robyn Iannarelli, MBA, SCMP  
Purchasing Manager

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