



REQUEST FOR PROPOSALS

Provision of Branding Services

District of Kitimat RFP Number: DOK05-2018 Issue date: August 17, 2018

Closing Time: Proposals must be received **before** 2:00 PM Pacific Time on: September 11th, 2018

DELIVERY OF PROPOSALS: Proposals must be in English and must be submitted using one of the submission methods below, and must either (1) include a copy of this cover page that is signed by an authorized representative of the Proponent or (2) otherwise identify the RFP, identify the Proponent and include the signature of an authorized representative of the Proponent that confirms the Proponent's intent to be bound (if applicable), in accordance with the requirements set out in Section 2.2.

Email Submission: Proponents may submit an electronic proposal by email. Proposals submitted by email must be submitted to purchasing@kitimat.ca in accordance with the instructions at Section 2.3 of this RFP.

Hard Copy Submission: Proponents may submit one hard-copy (and one electronic copy) of its proposal. Proposals submitted by hard copy must be submitted by hand or courier to:

Name: Robyn Iannarelli, Purchasing Manager
Address: District of Kitimat
 Purchasing Department
 206 Enterprise Ave
 Kitimat, BC V8C 2C7

Regardless of submission method, proposals must be received before Closing Time to be considered.

A proposal is deemed to incorporate the Confirmation of Proponent's Intent to Be Bound below, without alteration.

CONFIRMATION OF PROPONENT'S INTENT TO BE BOUND:

The enclosed proposal is submitted in response to the referenced Request for Proposals, including any Addenda. By submitting a proposal the Proponent agrees to all of the terms and conditions of the RFP including the following:

- a) The Proponent has carefully read and examined the entire Request for Proposals;
- b) The Proponent has conducted such other investigations as were prudent and reasonable in preparing the proposal; and
- c) The Proponent agrees to be bound by the statements and representations made in its proposal.

PROPONENT NAME (please print): _____

NAME OF AUTHORIZED REPRESENTATIVE (please print): _____

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____

DATE: _____

CONTACT:

Enquiries related to this RFP, including any requests for information or clarification may only be directed in writing to the following person who will respond if time permits before the Closing Time. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses providing new information will be recorded and posted to BC Bid or otherwise distributed to prospective Proponents.

Name: Robyn Iannarelli, Purchasing Manager

Address: District of Kitimat
Purchasing Department
206 Enterprise Ave
Kitimat, BC V8C 2C7

Email: purchasing@kitimat.ca

The cut-off for submitting any questions related to this RFP to the District Contact will be seven calendar days before the Closing Time (September 4th, 2018). Questions received after this time may not be answered.

PROponents' MEETING:

A Proponents' meeting **will not** be held.

ENVIRONMENTAL CONSIDERATIONS FOR PROPOSAL DELIVERY:

The District encourages Proponents to consider submitting an electronic proposal if that submission method is provided for on the cover page. When submitting in hard copy, the District encourages Proponents to consider environmental stewardship, as per the following:

- Hard copy proposals should be double side printed on paper that is post-consumer recycled content or forest stewardship certified;
- Thin proposals should be stapled rather than bound;
- Binding, where required, should be comb-type (e.g. Cerlox) rather than plastic or wire spiral for ease of separating to shred and recycle; and
- Binders, where required, should be free from adhered labels (for ease of re use), and/or be made of post-consumer recycled content.

TABLE OF CONTENTS

1	Summary of the Opportunity	1
2	RFP Process Rules	2-6
3	Situation/Overview	7
	3.1 Background	7
	3.2 Scope	9
4	Contract	10
	4.1 Contract Terms and Conditions	10
	4.2 Service Requirements	10
5	Requirements	10
	5.1 Capabilities	10
	5.1.1 Corporate Profile	10
	5.1.2 Relevant Experience	10
	5.1.3 Key Personnel and Team Composition	10
	5.1.4 References	11
	5.1.5 Presentation.....	11
	5.1.6 Value Added Benefits and Services.....	11
	5.2 Approach	11
	5.2.1 Methodology and Work Plan	11
	5.2.2 Design Concept	12
	5.2.3 Quality Assurance	12
	5.2.4 Customer Service	12
	5.3 Price	12
6	Proposal Format	13
7	Evaluation	14
	7.1 Mandatory Criteria	14
	7.2 Weighted Criteria	14
	Appendix A - Contract Form	15

1 SUMMARY OF THE OPPORTUNITY

The District of Kitimat invites proposals from professional, experienced, and qualified firms to lead our community in the development of a community brand. The District of Kitimat's Economic Development Department in conjunction with Kitimat's destination marketing organization (DMO) contractor, the Kitimat Chamber of Commerce, will collaborate to evaluate proposals, choose a contractor, oversee the project, and act as the Project Committee that the contractor will report to.

The community brand developed through this contract is intended to be used for purposes of promoting tourism and resident attraction; however, it may also be used for other local and external community promotion purposes if deemed suitable. The brand will act as a stand-alone community brand and will not replace or refresh either the District of Kitimat or the Kitimat Chamber of Commerce's corporate brands, which both organizations intend to continue using for their own corporate communications.

Proposals should deliver a branding strategy that incorporates strong elements that reflect Kitimat's community identity and strong elements that can be used for promotional purposes. 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.

Development of a community brand (this project/contract) is the first phase of a larger Kitimat Community Branding and Marketing Campaign. The next phase of the project will include: a) brand implementation into existing promotion materials; b) production of new promotion materials (videos, photos, relocation guide) aligned with the community brand; c) re-design of the Tourism Kitimat website in alignment with the community brand; d) strategic marketing of all promotional resources. Activities identified as part of the second phase of the Kitimat Community Branding and Marketing Campaign are not part of this contract opportunity and will be contracted through subsequently released RFPs separate from this one. 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).

Further details as to the scope of this opportunity and the requirements can be found in Sections 3, 4 and 5 of this RFP.

2 RFP PROCESS RULES

2.1 Definitions

Throughout this Request for Proposals, the following definitions apply:

“Addenda” means all additional information regarding this RFP including amendments to the RFP;

“BC Bid” means the BC Bid website located at www.bcbid.ca;

“Closing Location” includes the location or email address for submissions indicated on the cover page of this RFP, or BC Bid, as applicable;

“Closing Time” means the closing time and date for this RFP as set out on the cover page of this RFP;

“Contract” means the written agreement resulting from the RFP executed by the District and the successful Proponent;

“Contractor” means the successful Proponent to the RFP who enters into a Contract with the District;

“District Contact” means the individual named as the contact person for the District in the RFP;

“District” means the District of Kitimat issuing this RFP;

“must”, or **“mandatory”** means a requirement that must be met in order for a proposal to receive consideration;

“Proponent” means a person or entity (excluding its parent, subsidiaries or other affiliates) with the legal capacity to contract, that submits a proposal in response to the RFP;

“proposal” means a written response to the RFP that is submitted by a Proponent;

“District” means the District of Kitimat;

“Request for Proposals” or **“RFP”** means the solicitation described in this document, including any attached or referenced appendices, schedules or exhibits and as may be modified in writing from time to time by the District by Addenda; and

“should”, **“may”** or **“weighted”** means a requirement having a significant degree of importance to the objectives of the Request for Proposals.

2.2 Acceptance of Terms and Conditions

Submitting a proposal indicates acceptance of all the terms and conditions set out in the RFP, including those that follow and that are included in all appendices and any Addenda.

A proposal must be signed by a person authorized to sign on behalf of the Proponent with the intent to bind

the Proponent to the RFP and to the statements and representations in the Proponent’s proposal. A scanned copy of the signed cover page of this RFP is acceptable as is a cover letter identifying the Proponent, identifying the RFP and including a signature of an authorized representative of the Proponent that confirms the Proponent’s intent to be bound.

2.3 Submission of Proposals

- a) Proposals must be submitted before Closing Time to the Closing Location using one of the submission methods set out on the cover page of this RFP. Proposals must not be sent by fax, except in the circumstances set out below. The Proponent is solely responsible for ensuring that, regardless of submission method selected, the District receives a complete Proposal, including all attachments or enclosures, before the Closing Time.
- b) For electronic submissions, the following applies:
 - (i) The Proponent is solely responsible for ensuring that the complete electronic Proposal, including all attachments, is received before Closing Time;
 - (ii) The maximum size of each attachment must be 80 MB or less (Proponents are solely responsible for ensuring that email proposal submissions comply with any size restrictions imposed by the Proponent’s internet service provider);
 - (iii) Proponents should submit email proposal submissions in a single email and avoid sending multiple email submissions for the same opportunity. If the file size of an electronic submission exceeds the applicable maximum size, the Proponent may make multiple submissions (multiple emails for the same opportunity) to reduce attachment file size to be within the maximum applicable size; Proponents should identify the order and number of emails making up the email proposal submission (e.g. “email 1 of 3, email 2 of 3...”);
 - (iv) For email proposal submissions sent through multiple emails the District reserves the right to seek clarification or reject the proposal if the District is unable to determine what documents constitute the complete proposal;
 - (v) Attachments must not be compressed, must not contain a virus or malware, must not be corrupted and must be able to be opened. Proponents submitting by electronic submission are solely responsible for ensuring that any emails or attachments are not corrupted. The District may reject proposals that are compressed, cannot be opened or that contain viruses or malware or corrupted attachments.
- c) For email proposal submissions, including any notices of amendment or withdrawal referred to in Section 2.9, the subject line of the email and any attachment should be clearly marked with the name of the Proponent, the RFP number and the project or program title.

- d) The District strongly encourages Proponents using electronic submissions to submit proposals with sufficient time to complete the upload and transmission of the complete proposal and any attachments before Closing Time.
- e) The Proponent bears all risk associated with delivering its Proposal by electronic submission, including but not limited to delays in transmission between the Proponent's computer and the District's System.
- f) While the District may allow for email proposal submissions, the Proponent acknowledges that email transmissions are inherently unreliable. The Proponent is solely responsible for ensuring that its complete email proposal submission and all attachments have been received before Closing Time. If the District Electronic Mail System rejects an email proposal submission for any reason, and the Proponent does not resubmit its proposal by the same or other permitted submission method before Closing Time, the Proponent will not be permitted to resubmit its proposal after Closing Time. The Proponent is strongly advised to contact the District Contact immediately to arrange for an alternative submission method if:
 - (i) the Proponent's email proposal submission is rejected by the District Electronic Mail System; or
 - (ii) the Proponent does not receive an automated response email from the District confirming receipt of the email and all attachments within a half hour of the time the email proposal submission was sent by the Proponent.

An alternate submission method may be made available, at the District's discretion, commencing one half hour before the Closing Time, and it is the Proponent's sole responsibility for ensuring that a complete proposal (and all attachments) submitted using an approved alternate submission method is received by the District before the Closing Time. The District makes no guarantee that an alternative submission method will be available or that the method available will ensure that a Proponent's proposal is received before Closing Time.

2.4 Additional Information

All Addenda will be posted on BC Bid. It is the sole responsibility of the Proponent to check for Addenda on BC Bid. Proponents are strongly encouraged to

subscribe to BC Bid's email notification service to receive notices of Addenda.

2.5 Late Proposals

Proposals will be marked with their receipt time at the Closing Location. Only complete proposals received and marked before the Closing Time will be considered to have been received on time. Proposals received late will be marked late and not considered or evaluated. In case of a dispute, the proposal receipt time as recorded by the District at the Closing Location will prevail whether accurate or not.

2.6 Proposal Validity

Proposals will be open for acceptance for at least 90 days after the Closing Time.

2.7 Firm Pricing

Prices will be firm for the entire Contract period unless the RFP specifically states otherwise.

2.8 Completeness of Proposal

By submitting a proposal the Proponent warrants that, if the RFP is to design, create or provide a system or manage a program, all components required to run the system or manage the program have been identified in the proposal or will be provided by the Contractor at no additional charge.

2.9 Changes to Proposals

By submitting a clear and detailed written notice, the Proponent may amend or withdraw its proposal before the Closing Time. Unless the RFP otherwise provides, Proponents should use a consistent submission method for submitting proposals and any amendments or withdrawals. Upon Closing Time, all proposals become irrevocable. The Proponent will not change any part of its proposal after the Closing Time unless requested by the District for purposes of clarification.

2.10 Conflict of Interest/No Lobbying

- a) A Proponent may be disqualified if the Proponent's current or past corporate or other interests, or those of a proposed subcontractor, may, in the District's opinion, give rise to an actual or potential conflict of interest in connection with the services described in the RFP. This includes, but is not limited to, involvement by a Proponent in the preparation of the RFP or a relationship with any employee, contractor or representative of the District involved in preparation of the RFP, participating on the evaluation committee or in the administration of the Contract. If a Proponent is in doubt as to whether there might be a conflict of interest, the Proponent should consult with the District Contact prior to submitting a proposal. By submitting a

proposal, the Proponent represents that it is not aware of any circumstances that would give rise to a conflict of interest that is actual or potential, in respect of the RFP.

- b) A Proponent must not attempt to influence the outcome of the RFP process by engaging in lobbying activities. Any attempt by the Proponent to communicate for this purpose directly or indirectly with any employee, contractor or representative of the District, including members of the evaluation committee and any elected officials of the District, or with the media, may result in disqualification of the Proponent.

2.11 Subcontractors

- a) Unless the RFP states otherwise, the District will accept proposals where more than one organization or individual is proposed to deliver the services described in the RFP, so long as the proposal identifies the lead entity that will be the Proponent and that will have sole responsibility to deliver the services under the Contract. The District will enter into a Contract with the Proponent only. The evaluation of the Proponent will include evaluation of the resources and experience of proposed sub-contractors, if applicable.
- b) All subcontractors, including affiliates of the Proponent, should be clearly identified in the proposal.
- c) A Proponent may not subcontract to a firm or individual whose current or past corporate or other interests, may, in the District's opinion, give rise to an actual or potential conflict of interest in connection with the services described in the RFP. This includes, but is not limited to, involvement by the firm or individual in the preparation of the RFP or a relationship with any employee, contractor or representative of the District involved in preparation of the RFP, participating on the evaluation committee or in the administration of the Contract. If a Proponent is in doubt as to whether a proposed subcontractor might be in a conflict of interest, the Proponent should consult with the District Contact prior to submitting a proposal. By submitting a proposal, the Proponent represents that it is not aware of any circumstances that would give rise to a conflict of interest that is actual or potential, in respect of the RFP.
- d) Where applicable, the names of approved subcontractors listed in the proposal will be included in the Contract. No additional subcontractors will be added nor other changes made to this list in the Contract without the written consent of the District.

2.12 Evaluation

- a) Proposals will be assessed in accordance with the evaluation criteria. The District will be under no obligation to receive further information, whether written or oral, from any Proponent. The District is under no obligation to perform any investigations or to otherwise verify any statements or representations made in a proposal.
- b) Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.
- c) The District may consider and evaluate any proposals from other jurisdictions on the same basis that the purchasing authorities in those jurisdictions would treat a similar proposal from a British Columbia supplier.

2.13 Contract

- a) By submitting a proposal, the Proponent agrees that should its proposal be successful the Proponent will enter into a Contract with the District on substantially the same terms and conditions set out in Appendix A and such other terms and conditions to be finalized to the satisfaction of the District, if applicable.
- b) Written notice to a Proponent that it has been identified as the successful Proponent and the subsequent full execution of a written Contract will constitute a Contract for the goods or services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

2.14 Contract Finalization Delay

If a written Contract cannot be finalized with provisions satisfactory to the District within thirty days of notification of the successful Proponent, the District may, at its sole discretion at any time thereafter, terminate discussions with that Proponent and either commence finalization of a Contract with the next qualified Proponent or choose to terminate the RFP process and not enter into a Contract with any of the Proponents.

2.15 Debriefing

At the conclusion of the RFP process, all Proponents will be notified. Proponents may request a debriefing meeting with the District.

2.16 Proponents' Expenses

Proponents are solely responsible for their own expenses in participating in the RFP process, including costs in preparing a proposal and for subsequent finalizations with the District, if any. The District will not be liable to

any Proponent for any claims, whether for costs, expenses, damages or losses incurred by the Proponent in preparing its proposal, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

2.17 Limitation of Damages

By submitting a proposal, the Proponent agrees that it will not claim damages, for whatever reason, relating to the Contract or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Proponent in preparing its proposal and the Proponent, by submitting a proposal, waives any claim for loss of profits if no Contract is made with the Proponent.

2.18 Liability for Errors

While the District has used considerable efforts to ensure information in the RFP is accurate, the information contained in the RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the District, nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

2.19 No Commitment to Award

The RFP should not be construed as an agreement to purchase goods or services. The lowest priced or any proposal will not necessarily be accepted. The RFP does not commit the District in any way to award a Contract.

2.20 No Implied Approvals

Neither acceptance of a proposal nor execution of a Contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

2.21 Legal Entities

The District reserves the right in its sole discretion to:

- a) disqualify a proposal if the District is not satisfied that the Proponent is clearly identified;
- b) prior to entering into a Contract with a Proponent, request that the Proponent provide confirmation of the Proponent's legal status (or in the case of a sole proprietorship, the Proponent's legal name and identification) and certification in a form satisfactory to the District that the Proponent has the power and capacity to enter into the Contract;
- c) not enter into a Contract with a Proponent if the Proponent cannot satisfy the District that it is the

same legal entity that submitted the Proponent's proposal; and

- d) require security screenings for a Proponent who is a natural person, subcontractors and key personnel before entering into a Contract and decline to enter into a Contract with a Proponent or to approve a subcontractor or key personnel that fail to pass the security screenings to the District's satisfaction.

2.22 Reservation of Rights

In addition to any other reservation of rights set out in the RFP, the District reserves the right, in its sole discretion:

- a) to modify the terms of the RFP at any time prior to the Closing time, including the right to cancel the RFP at any time prior to entering into a Contract with a Proponent;
- b) in accordance with the terms of the RFP, to accept the proposal or proposals that it deems most advantageous to itself;
- c) to waive any non-material irregularity, defect or deficiency in a proposal;
- d) to request clarifications from a Proponent with respect to its proposal, including clarifications as to provisions in its proposal that are conditional or that may be inconsistent with the terms and conditions of the RFP, without any obligation to make such a request to all Proponents, and consider such clarifications in evaluating the proposal;
- e) to reject any proposal due to unsatisfactory references or unsatisfactory past performance under contracts with the District, or any material error, omission or misrepresentation in the proposal;
- f) at any time, to reject any or all proposals; and
- g) at any time, to terminate the competition without award and obtain the goods and services described in the RFP by other means or do nothing.

2.23 Ownership of Proposals

All proposals and other records submitted to the District in relation to the RFP become the property of the District and, subject to the provisions of the *Freedom of Information and Protection of Privacy Act* and the RFP, will be held in confidence. For more information on the application of the Act, go to

http://www.cio.gov.bc.ca/cio/priv_leg/index.page.

2.24 Copyright

This document is subject to copyright and may be used, reproduced, modified and distributed to the extent necessary for the Proponent to prepare and submit a proposal.

2.25 Confidentiality Agreement

The Proponent acknowledges that prior to the Closing Time it may be required to enter into a confidentiality agreement with the District in order to obtain access to confidential materials relevant to preparing a proposal.

2.26 Alternative Solutions

If more than one approach to deliver the services described in the RFP is offered, Proponents should submit the alternative approach in a separate proposal.

2.27 Collection and Use of Personal Information

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If the RFP requires Proponents to provide the District with personal information of employees who have been included as resources in response to the RFP, Proponents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to the District. Such written consents should specify that the personal information may be forwarded to the District for the purposes of responding to the RFP and used by the District for the purposes set out in the RFP. The District may, at any time, request the original consents or copies of the original consents from Proponents, and upon such request being made, Proponents will immediately supply such originals or copies to the District.

2.28 Trade Agreements

This RFP is covered by trade agreements between the District and other jurisdictions, including the following:

- a) Agreement on Internal Trade;
 - b) New West Partnership Trade Agreement; and
 - c) Trade, Investment and Labour Mobility Agreement;
- For more information, Proponents may contact the District Contact.

3 SITUATION/OVERVIEW

3.1 Background

The District of Kitimat's Economic Development Department in conjunction with Kitimat's destination marketing organization (DMO) contractor, the Kitimat Chamber of Commerce, invite proposals from experienced branding and communications consultants for the provision of branding development services to develop a community brand that can be used for tourism, resident attraction, and other communications purposes.

Kitimat is a Pacific Rim gateway located at the head of the Douglas Channel, approximately 650 km northwest of Vancouver and 110 km east of Prince Rupert. The surrounding Coast Mountains create a sheltered harbour about 90 km from open water, suitable for deep sea transport. A predominantly flat valley more than 5 km wide connects Kitimat to Terrace, 60 km to the north. The Kitimat townsite currently occupies approximately 750 ha of land on the east side of the Kitimat River. Port and industrial areas cover an additional 475 ha on the west side of the Kitimat River and Douglas Channel.

Kitimat is situated on the traditional territory of the Haisla Nation, whose present-day home community, Kitimaat Village, is located approximately 10 km across the Douglas Channel from Kitimat. Several Haisla members also live in Kitimat.

In the early 1900s, Kitimat was a candidate site for the Grand Trunk Railway's western terminus. A railway route was surveyed and by 1906, settlers moving into the valley had created a land boom. A wharf and hotel were built and the right-of-way for a road to Terrace was cleared. This activity was short-lived, however, effectively ending when Prince Rupert was chosen for the railway terminus. A provincial reserve prevented further piecemeal development. By 1941, all but a few of these early European settlers had departed.

The modern city of Kitimat became a reality in 1950, when the Aluminum Company of Canada (Alcan) chose the site to develop an aluminum smelter. The potential for, and proximity of, hydroelectric power was a major factor in selecting the site. A dam was built on the Nechako River and tunnels were drilled through the Coast Mountains to create the Kemano powerhouse. The powerhouse is connected to the Kitimat smelter by an 82 km transmission line. Kitimat was created as a planned community to service the aluminum smelter. Although Alcan hired the initial community planners, Kitimat has always been a civically-independent community and not a company town.

From the outset, Kitimat's philosophy and design anticipated and encouraged industrial development. Planners initially projected Kitimat's population to reach 35,000 to 50,000. The factors which generated such optimism are still here today: flat land suitable for heavy industry, significant sand and gravel resources, secure hydroelectric power supply, and a deep water harbour.

A pulp and paper mill was expected to be an early industrial tenant, but it was not until 1969 that the Eurocan pulp and paper mill facility was built. In 1982, Methanex developed a methanol production facility, and then added ammonia production operations in 1987. During this time, with three industries operating in Kitimat, the community reached its peak population of about 13,000 residents. The closure of Eurocan facility and Methanex facility resulted in a decline in jobs and population for Kitimat.

More recently, Kitimat's population was identified to be just over 8,000 by the 2016 Stats Can census. It is anticipated that Kitimat's population could increase significantly with potential industrial developments in the

near future. Kitimat is home to two large-scale and one small-scale proposed LNG export facilities. It is anticipated that one of the proponents (LNG Canada) will make either a positive or negative investment decision in the fall of 2018. If the project moves ahead, it will be the single largest private investment in Canada's history and will require a peak direct workforce of 4,500 – 7,500 in Kitimat. Additionally, an investment decision would also create numerous indirect jobs in the community. Beyond proposed LNG projects, Kitimat is also home to two proposed oil refineries and one proposed LPG (propane) export facility. Advancement of one or more of these projects would result in demand to recruit new residents and workforce to the community, as well as deliver a large quantity of visitors to the community.

With its strong industrial tax base, Kitimat provides higher quality services and infrastructure compared to many communities of similar size. Kitimat has two ice arenas, aquatic centre, gymnasium, fitness facilities, golf course, curling rink, museum, library, and much more. Other benefits of existing industry include a comparatively high median family income and low residential tax rates. Housing in Kitimat is also considered very affordable compared to many other population centres.

Although Kitimat's history is steeped in industrial development, the community is very connected with the nature that it is situated in. Being located at the head of the Douglas Channel, along the Kitimat River, and in the Coast Mountains, Kitimat boasts numerous natural attractions and outdoor entertainment opportunities. Kitimat and the surrounding areas offer world-class ocean and river fishing opportunities, a breadth of hiking, off-road vehicle, and x-country ski trails, designated snowmobile areas, backcountry cabins, natural hot springs, and wildlife viewing (whales, bears, birds, etc.).

Kitimat is potentially on the cusp of some very exciting times and requires a community brand that captures the essence of the community and can be used to promote and inspire the community locally and externally.

3.2 Scope

The Scope should include but is not limited to the following:

- a) Research and Foundation - It will be necessary for the contractor to conduct primary and secondary research for the purposes of:
 1. Understanding the community from the perspective of the people that live in, work in, and visit Kitimat.
 2. Identifying target audiences who may consider visiting or moving to Kitimat.
 3. Identifying effective means of promoting the community to potential tourists or residents.

- b) Brand and Message Development - The contractor will develop and deliver branding and messaging resources and guidelines based on themes identified during the Research and Foundation process. Necessary branding resources and guidelines should include, but not are limited to:
 1. Competitive positioning summary that outlines the brand storey, brand pillars, and brand platform.
 2. Community Logo in a high quality vector format.
 3. One or more taglines (tagline(s) for a tourism audience; tagline(s) for a resident attraction audience).
 4. Visual identity guidelines that outlines aspects such as logo and tagline usage, typography, primary colour palette, style elements, image and video standards, etc.

- c) Brand Implementation and Promotion Strategy - The contractor will develop a recommended strategy for brand implementation and promotion. This task of implementation and promotion strategy development will not involve actual implementation or promotion of the brand. The strategy will be based on themes identified during the Research and Foundation process. The brand implementation and marketing strategy will include, but not be limited to:
1. Proposed steps for brand implementation.
 2. Proposed target audiences and contact points.
 3. Proposed promotional materials to be developed.

The Contractor will:

1. Remain in contact with the Project Committee on a regular basis throughout the project.
2. Provide opportunity for subsequent support if necessary.
3. Work with the Project Committee to ensure the community's needs and expectations are met and the brand and related materials are satisfactory.

Timelines

The District is targeting for completed and well executed project in a timely timeframe.

Eligibility

For eligibility, as a condition of award, the successful Proponent would be required to provide the equivalent:

- Accept the General Services Agreement outlined in Appendix A.
- Professional and Commercial General Liability (CGL) insurance coverage as outlined on the GSA - Appendix A
- Obtain a District of Kitimat Business License: <http://www.kitimat.ca/EN/main/business/business-licensing.html>

These items are not required as part of this Proposal Submission but will be required prior to issue of a District Purchase Order upon award to the successful Proponent to provide the Services.

4 CONTRACT

4.1 Contract Terms and Conditions

Proponents should review carefully the terms and conditions set out in Appendix A, including the Schedules.

4.2 Service Requirements

The Contractor's service requirements will be as outlined in section 3.2 Scope.

5 REQUIREMENTS

In order for a proposal to be considered, a Proponent must clearly demonstrate that they meet the mandatory requirements set out in Section 7.1 (Mandatory Criteria) of the RFP.

This section includes "Response Guidelines" which are intended to assist Proponents in the development of their proposals in respect of the weighted criteria set out in Section 7.2 of the RFP. The Response Guidelines are not intended to be comprehensive. Proponents should use their own judgement in determining what information to provide to demonstrate that the Proponent meets or exceeds the District's expectations.

Please address each of the following items in your proposal in the order presented. Proponents may find it helpful to use the individual Response Guidelines as headings for proposal responses.

5.1 Capabilities

5.1.1 Corporate Profile

Indicate the names of the company, head office location, and local branch information.

Indicate the length of time in business, company history, and core competencies.

Describe the organizational capacity of the Proponent to direct a brand development campaign.

5.1.2 Relevant Experience

Detail your company's experience in brand development, especially related to municipalities or tourism initiatives.

Provide a sample(s) of the results of previous branding exercises conducted by your company.

5.1.3 Key Personnel and Team Composition

Indicate the names of key personnel, any sub-consultants, their role and availability for this project. Include all personnel and any sub-consultants that would be involved in the brand development process. Provide their name, role and responsibilities, availability, related qualifications, and expected level of involvement in this project.

Proponents confirm they shall utilize professional qualified personnel for all sections of work.

5.1.4 References

Proponents should provide a minimum of three references (i.e. names and contact information) of individuals who can verify the quality of work provided specific to the relevant experience of the Proponent and of any subcontractors named in the proposal. Proponents should provide referencing demonstrating experience with successful implementation(s) of similar size, scope and complexity. References from the Proponent's own organization or from named subcontractors are not acceptable.

The District may in its sole discretion, but is under no obligation to, check Proponent and subcontractor references without first notifying the Proponent or its subcontractors. The District reserves the right to seek additional references independent of those supplied by the Proponent, including internal references in relation to the Proponent's and any subcontractor's performance under any past or current contracts with the District or other verifications as are deemed necessary by it to verify the information contained in the proposal and to confirm the suitability of the Proponent.

Further to the District's reservation of rights under Section 2.22, if the Proponent is deemed unsuitable by the District in its sole discretion due to unsatisfactory references, or if the proposal is found to contain material errors, omissions or misrepresentations, the Proponent's proposal may be rejected.

5.1.5 Presentation

Proponents that are shortlisted may be invited to make a presentation which will be part of the evaluation.

5.1.6 Value Added Benefits and Services

List any additional services and/or areas of expertise that the District may wish to employ during or after the terms of this project. Please provide cost estimates for value added services where applicable.

5.2 Approach

5.2.1 Methodology and Work Plan

Provide details on how your organization would approach engagement with the Project Committee.

Provide details on how your organization would approach project activities including rationale for the proposed approach.

The Proponent is to state when they will be available and ready to start this project.

Provide high-level timelines for brand development. Provide proposed fees and disbursement breakdown, with fee schedule indicating hours and budget per task; full details on the locations to be targeted, best practice requirements, procedures, equipment and estimated costs (broken down). If there are other options for further work to be considered, please include.

Identify project schedule including milestones.

Identify all the steps to be taken, hours/days which would be required of Project Committee and Proponent team.

5.2.2 Design Concept

Proponents should propose how they 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.

5.2.3 Quality Assurance

The District is a professional organization that is committed to building and maintaining high levels of trust, commitment, enthusiasm, and end user satisfaction in serving the public. Describe how your company will commit to complete the project to the satisfaction of the District.

5.2.4 Customer Services

In the event of a contract award, describe the steps you will have in place to ensure milestones are met and communications are maintained.

5.3 Value

5.3.1 Price

Provide overall price for the scope of work. Prices quoted will be deemed to be:

- a) inclusive of all travel, fuel, disbursements and any other expenses or incidentals associated conducting the work scope of the project;
- b) in Canadian dollars;
- c) inclusive of duty, FOB destination, and delivery charges where applicable; and
- d) exclusive of any applicable taxes.

5.3.2 Value

Value will be determined based on the perceived monetary worth of the proposed activities compared to the quoted price.

6 PROPOSAL FORMAT

Proponents should ensure that they fully respond to all requirements in the RFP in order to receive full consideration during evaluation.

The following format, sequence, and instructions should be followed in order to provide consistency in Proponent response and ensure each proposal receives full consideration. All pages should be consecutively numbered.

- a) Signed cover page (see section 7.1 Mandatory Criteria)
- b) Table of contents including page numbers
- c) A short (one or two page) summary of the key features of the proposal.
- d) The body of the proposal, including pricing, i.e. the “Proponent Response”.
- e) Appendices, appropriately tabbed and referenced.
- f) Identification of Proponent (legal name)
- g) Identification of Proponent contact (if different from the authorized representative) and contact information

7 EVALUATION

Evaluation of proposals will be by a committee formed by the District and may include employees of the District, Kitimat’s DMO, and other appropriate participants.

The District’s intent is to enter into a Contract with the Proponent who has met all mandatory criteria and minimum scores and who has the highest overall ranking.

Proposals will be assessed in accordance with the entire requirement of the RFP, including mandatory and weighted criteria. The District reserves the right to consider other criteria that may become evident during the evaluation process to obtain best value.

The District may at its discretion, interview one or more Proponents or request demonstrations, clarifications or additional information from a Proponent with respect to any Proposal. The District may use that information to score the evaluation.

7.1 Mandatory Criteria

Proposals not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration during the evaluation process.

Mandatory Criteria
The proposal must be received at the Closing Location before the Closing Time.
The proposal must be in English.
The proposal must be submitted using one of the submission methods set out on the cover page of the RFP and in accordance with Section 2.3.
The proposal must either (1) include a copy of the cover page that is signed by an authorized representative of the Proponent or (2) otherwise identify the RFP, identify the Proponent and include the signature of an authorized representative of the Proponent that confirms the Proponent’s intent to be bound, in accordance with the requirements set out in Section 2.2.

7.2 Weighted Criteria

Proposals meeting all of the mandatory criteria will be further assessed against the following weighted criteria.

Weighted Criteria	Weight	Minimum score
Capabilities (section 5.1)	35	15
Approach (section 5.2)	35	20
Clear Communication of Proposal	10	5
Value (section 5. 3)	20	10
TOTAL	100	50

Proponents that do not meet a minimum score within a weighted criterion will not be evaluated further.

Appendix A - Contract Form

By submitting a proposal, the Proponent agrees that should its proposal be successful the Proponent will enter into a Contract with the District on substantially the same terms and conditions as the attached draft agreement, and such other terms and conditions to be finalized to the satisfaction of the District.