



REGIONAL DISTRICT OF  
**CENTRAL KOOTENAY**



**CRESTON VALLEY**  
TOWN of CRESTON

# REQUEST FOR PROPOSALS (RFP)

**Project: Creston Valley-Kootenay Lake Tourism Marketing Campaign – Social Media Marketing**

**For:** Creston Valley-Kootenay Lake Tourism Advisory Committee (CVKL TAC)

**Submission deadline:** Friday, March 23, 2018, 9:00 am local time

## Introduction

The Creston Valley-Kootenay Lake Tourism Advisory Committee (CVKL TAC) is a committee of the Town of Creston and the Regional Districts of Central Kootenay, Electoral Areas A, B, and C. The CVKL TAC has developed a co-operative tourism marketing campaign plan for the Creston Valley Kootenay Lake Area (Yahk to Riondel) from April 2018 to April 2019.

The Creston Valley-Kootenay Lake Tourism Advisory Committee invites proposals for the development of the campaign's social media marketing strategy and social media marketing execution.

## Project Background

The Creston Valley-Kootenay Lake Tourism Advisory Committee (CVKL TAC) is a committee of tourism stakeholders representing communities from Yahk to Riondel. Committee members include four elected representatives from RDCK Areas A, B, C and the Town of Creston and eleven tourism sector representatives from community groups, the public sector, and private businesses across the region.

In 2017 the CVKL TAC developed a co-operative tourism marketing campaign plan to be developed and launched during the Summer of 2018 and running until the Spring of 2019. The campaign will showcase the area's unique tourism offerings through four themed trails:

- Arts & Culture,
- Food & Wine,
- Health & Wellness, and
- Nature & Recreation.

Each of the four themes will highlight related businesses and attractions along the Yahk to Riondel route, listed together for self-guided exploration by visitors. This campaign will inspire visitors by promoting the area's unique and diverse visitor experiences, providing accessible tools and resources to plan a trip and easily explore the area upon arrival.

The campaign will achieve this through a series of marketing tactics. First, campaign social media channels will raise awareness of the CVKL area's unique offerings and inspire prospective visitors to learn more. Next, a campaign microsite will provide information about local attractions and businesses, an interactive web map to explore each theme, and an activity planner tool for visitors to plan their own customized itinerary. Finally, print guide-maps will be used along with the microsite by visitors to explore each "experience trail" once they arrive in the area.

The goals of the campaign will be to collaboratively market the communities of the Creston Valley-Kootenay Lake area as a prime destination corridor for travelers to the Kootenay Rockies area. Raising the profile of both the Creston Valley & East Shore of Kootenay Lake area as a destination corridor will in turn generate increased visitation, length of stay and visitor spending; benefitting the economy of communities located along the corridor.

## **Submission Procedure**

Proposals conforming to the requirements set out below must be received electronically via email (PDF Format) on or before March 23, 2018 at 9:00 AM local time. Proposals must state that they are valid for a period of at least ninety (90) days from the closing deadline.

The Creston Valley-Kootenay Lake Tourism Advisory Committee reserves the right to waive irregularities and to reject any or all bids. CVKL TAC also reserves the right to negotiate with the selected bidder in the event that the price exceeds available funds.

CVKL TAC reserves the right to:

- a) Not accept the lowest or any proposal;
- b) Reject any or all proposals, or part thereof;
- c) Waive any informality in the proposals; and/or
- d) Accept the proposal that is in the best interest of the CVKL TAC

Any proposal may be withdrawn prior to the above scheduled time for the opening of proposal or authorized postponement thereof. Any proposal received after the time and date specified shall not be considered.

## **Modification of Proposals**

Modifications to proposal already submitted will be allowed if submitted in writing prior to the time fixed in the Request for Proposals. Modifications shall be submitted as such and shall not reveal the total amount of either the original or revised proposals.

## Opening, Evaluation and Contracting

Following the closing date of March 23<sup>rd</sup>, 2018, all proposals satisfying the requirements of this Request for Proposal will be reviewed by CVKL TAC and evaluated to establish which best fulfills the needs of this project. By submission of a proposal the Contractor agrees that should they be successful, the Contractor will enter into a contract with CVKL TAC. This Request for Proposal, however, does not commit the CVKL TAC to award a contract, to pay any costs incurred in the preparation of a proposal or to contract for the goods and/or services offered. CVKL TAC reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified offerors or to cancel this Request for Proposal, if it is in the best interests of CVKL TAC to do so.

After the selection of a Contractor the schedule should include a period of collaboration between CVKL TAC and the Contractor to better define, elaborate upon and fix the Contractor's exact and final scope of work, starting with the date of this Agreement and extending until the agreed upon completion date.

The Contractor should assume work begins immediately upon notification that they have been selected. The Final Scope will be defined with CVKL TAC and the chosen Contractor. Once contracted, the Contractor warrants to CVKL TAC that the Scope of Work reflected therein can be completed by the Contractor.

The submission of a proposal implies an acceptance of determining final scope amounts and general acceptance on the part of the Contractor of the terms of this form of contract, and especially of those parts establishing warranties, guarantees and CVKL TAC's rights to intellectual property. In addition, all aspects of the proposed work must comply with CVKL TAC's standards and agreements.

## Creative Outline

**Overview:** The CVKL TAC requires the development of a strong social media marketing strategy for this campaign, the development and launch of campaign social media channels, and the implementation of this strategy across these all its channels and campaign microsite. The campaign's social media marketing will effectively communicate the unique experiences that the CVKL area offers, engage prospective visitors, and in turn increase visitor length of stay and spending in the area.

### Objectives

- Develop a campaign social media marketing strategy that is able to effectively communicate the unique experiences the CVKL area offers through showcasing the four themes trails of this campaign,

- Align this social media marketing strategy with both the branding guidelines for this campaign and Destination BC,
- Create compelling content across the campaign's social media channels, blog, and e-newsletter that will raise awareness of CVKL area as a destination, inspire prospective visitors to consider a trip, and encourage prospective visitors to plan this through the campaign microsite and print guides.

## Deliverables & Timeline

1. **Phase 1 – Review & Consultation (Early April 2018)**
  - Review the campaign plan, related research and reports, existing local and provincial tourism branding documentation, and evaluate the campaign plan
  - Facilitate initial consultations with the *CVKL Tourism Advisory Committee* to gather stakeholder feedback on a social media marketing that accurately reflects the communities of the CVKL areas and the campaign's four themes.
2. **Phase 2 – Social Media Marketing Strategy Development (Mid-April 2018)**
  - Develop a draft social media marketing strategy, which will include:
    - Identifying the best social media channels to reach target markets and achieve the campaign plan's objectives;
    - a budget for social media advertising and any other expenses required
    - Developing a content calendar and budget for content creation for the social media channels, blog, and email newsletters
    - Establishing the social media campaign's goals and Key Performance Indicators (KPI's) to measuring success
    - Developing a calendar for monitoring and reporting of social media channels and blog
  - Work with a *Stakeholder Working Committee and CVKL TAC* during the development phase to develop the draft campaign *social media marketing strategy* for feedback and revision.
  - *Work with the Campaign brand and design contractor, using the Campaign Brand Guide* resource f to ensure integration with the social media marketing strategy.
  - Develop final campaign social media marketing strategy for use during the campaign
3. **Phase 3 – Campaign Social Media Marketing Launch and Implementation (May 2018-April 2019)**
  - Design and launch new campaign social media channels identified in the strategy
  - Launch new blog on the campaign microsite
  - Develop ongoing content for social media channels for the duration of the 1-year campaign
  - Develop ongoing content for campaign blog for the duration of the 1-year campaign

- Develop content and regularly publish e-newsletters to subscribers for the duration of the 1-year campaign
- Manage engagement on social media channels and blog for the duration of the 1-year campaign
- Manage and update “Package, deals, and events” listings on campaign microsite for the duration of the 1-year campaign
- Oversee purchasing social media advertising across all channels
- Monitor and Evaluate social media channels and blog over the course of the year, recalibrating and optimizing advertising and messaging to achieve specific campaign targets
- Report back to the CVKL TAC regularly with data from social media channels and other Key Performance Indicators

## Requirements

- Contractor responsible for:
  - working with CVKL TAC to develop the campaign social media marketing strategy
  - Working with other contractors to ensure the consistent development and launch of the campaign
  - Designing and launching the campaign’s social media channels
  - Developing ongoing content (written and visual) for the campaign’s social media channels, blog and e-newsletter
  - engaging with users on the campaign social media channels and blogs
  - Purchasing social media advertising across all channels and tracking these purchases for reporting purposes
  - Monitoring and evaluating social media channels, blog, and newsletter over the course of the year, recalibrating and optimizing advertising and messaging to achieve specific campaign targets
  - Reporting back to the CVKL TAC regularly with data from social media channels and other Key Performance Indicators
  
- CVKL TAC responsible for:
  - overseeing the timeline, provide existing research and history on the, providing feedback throughout the process, approving the social media marketing strategy, approving the launch of social media channels, managing the budget, approving final decisions.

## Additional Information

- CVKL TAC has already developed it’s marketing plan, which includes tactics, target markets, and campaign positioning. This plan and any other related research and information will be presented to the chosen Contractor and reviewed to save redundancy in further research.

- CVKL TAC has contracted two local photographers for the campaign. The Social Media Marketing contractor will work closely with these photographers to integrate photography into the social media channels.
- CVKL TAC has developed a separate contract for the campaign branding, website, and print guide design. However, contractors are welcome to bid for both contracts. In the event that each contract is awarded to separate contractors, the social media marketing contractor is expected to work closely with the branding and design contractor to ensure consistent use of the brand on our social media channels.
- The consultant may not proceed to the next stage without approval of the CVKL TAC and CVKL TAC shall not pay invoices submitted by the consultant until the stage is completed to the satisfaction of.
- CVKL TAC reserves the right to cancel the consulting contract at any time with appropriate compensation for authorized work completed up to the date of notice.
- All campaign products and content developed by the contractor will be property of the Town of Creston and Regional District of Central Kootenay, Electoral Areas A, B, and C, who will have exclusive rights to its use.

### **Project Schedule**

- RFP Closing date – March 23, 2018
- Proposal Review Process – March 26-28, 2018
- Successful proposal chosen – March 28, 2018
- Approval of requirements, process and timeline - Beginning of April 2018
- Design and Launch social media channels –Mid-May 2018
- Develop ongoing content for social media channels, blog, and e-newsletter for duration of 1-year campaign – June 2018 – April 2019
- Oversee social media channels and blog for duration of social media campaign, monitoring, evaluating, and reporting regularly– June 2018

### **Other Work**

If a bidder has identified a scope of work not listed in the Proposal Requirements, and the bidder feels it is required to complete the project, then the bidder should assume that scope falls within the bidder's responsibilities and must be listed and described separately in the Request for Proposals response and detailed estimates of costs provided.

### **Invoicing**

CVKL TAC will initiate payment from invoice from the successful Contractor 1 month after commencement of the project. Invoicing will occur once a timeline is established and deliverables reached. Final payment will occur after the project is completed in April 2019. A maximum of \$12,000.00

Canadian is available for this project. Invoicing and payment must occur in this fiscal government year, expiring March 31, 2019.

### **Administrative Support and Oversight**

Direction and oversight of the project will be provided by the Creston Valley Kootenay Lake Tourism Advisory Committee (CVKL TAC).

Day-to-day Project support and administration will be provided by *Creston Area Community Initiatives Consultant*, Jesse Willicome.

### **Proposal Requirements**

*Proposals should include the following information:*

- The Contracting company name and Owner
- The name and contact information of the person in your firm who would be the official contact person for any contractual relationship negotiations and project work.
- The team of people who would execute the work, with descriptions of the experiences and skills of each and his/her role in the Contractor's firm and in the team.
- Provide references of previous completed work (up to three examples) and client contact information (E.g.: url, Client: John Doe at jdworker@mystrategy.com, phone 250-123-1234).
- Outline process for developing the campaign social media marketing strategy, developing and launching the social media channels, and creating ongoing content for these.
- Cost to develop the campaign Social Media Marketing Strategy
- Cost to develop and launch the campaign social media channels
- Cost to create ongoing content for the social media channels, blog, and newsletter for the duration of the 1-year campaign
- GST to be shown separately
- Agreement to commence work as soon as the contract is signed
- Proposals must state that they are valid for a period of at least ninety (90) days from the closing deadline.

### **Proposals to be submitted to:**

Jesse Willicome, Creston Area Community Initiatives Consultant  
[jesse.willicome@skimmerhornconsulting.com](mailto:jesse.willicome@skimmerhornconsulting.com)

(250) 402-3030

**Deadline:** March 23, 2018, 9:00 am local time

If you have any questions please email or call prior to March 23, 2018