



REGIONAL DISTRICT OF
CENTRAL KOOTENAY



CRESTON VALLEY
TOWN of CRESTON

REQUEST FOR PROPOSALS (RFP)

Project: Creston Valley-Kootenay Lake Tourism Marketing Campaign – Branding & Design

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

Submission deadline: Monday, March 26, 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 brand and design of a campaign microsite and print brochure.

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 thirty (30) 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 26th, 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 campaign brand and design of corresponding campaign assets such as a microsite and print brochure that 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 brand through messaging and graphic design elements that is able to effectively communicate the unique experiences the CVKL area offers through showcasing the four themes trails of this campaign,

- Align several existing local brands with Destination BC's brand through the messaging and graphic design elements of this campaign,
- Align the campaign brand and assets with both the social media marketing strategy for this campaign and DBC's social media marketing strategy,
- Design a corresponding campaign microsite and print brochure that will raise awareness of the CVKL area as a destination, provide accessible resources for prospective visitors to plan a trip, and then explore the area using these tools and resources.

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 branding consultations with the *CVKL Tourism Advisory Committee* to gather stakeholder feedback on a brand identity that accurately reflects the communities of the CVKL areas and the campaign's four themes.

2. Phase 2 – Brand Development (Mid-April 2018)

- Develop a draft campaign brand and brand elements , Specifically:
 - a campaign name;
 - campaign messaging
 - a campaign logo; and
 - campaign graphic elements such as fonts & colour themes that align local brands with Destination BC's brand.
- Work with a *Stakeholder Working Committee and CVKL TAC* during the development phase to develop the draft *campaign brand and brand assets* for feedback and revision.
- Develop final campaign brand and brand assets for use during the campaign
- *Campaign Brand Guide* resource for future campaign contractors to ensure appropriate use of the brand during the development and implementation of the campaign.

3. Phase 3 – Campaign Asset Design (Mid-April-May 2018)

- Develop a new campaign microsite (8-12 pages) that is easy for the viewer to navigate, is responsive and has an easy to use CMS (preferably Word Press or an equivalent).
- Specifically, development of the microsite will include:
 - Written content for the microsite
 - An interactive web map and corresponding pages for the four trails with profiles of up to 120 participating businesses and attractions

- A page for special offers, packages, and upcoming events
- Integration of an easy to use events calendar platform
- Integration of a campaign blog and social media channels
- Integration of the website with the *Inspirock Itinerary Platform*
- Integration of easy media management tools (videos and photos)
- Integration of a form for campaign survey and online subscribers
- Integration of Google analytics and webmaster tools
- Maintenance of the website including site software and security updates during the duration of the 1 year campaign
- SEO – optimization of the website over 1 year period
- Design the graphic files for the campaign’s print guide, specifically:
 - Design of a 16 page guide
 - Written content for the guide
 - Design a map for each of the four trails with listings for each participating business and attractions
 - Other relevant information about the area (ie. Emergency contact numbers, time zone, border crossing information, and ferry schedules)
- Work with a printing press to proof, finalize, and print the campaign guides to the following Specifications:
 - 15,000 copies of 4 colour, 16 page, 8.75’ x 11’ guide on 80 lb semi-gloss

Requirements

- Contractor responsible for:
 - working with CVKL TAC to develop the campaign brand and brand assets
 - Designing and launching the campaign microsite
 - Designing the & printing the campaign guide
 - Working with other contractors to ensure the consistent development and launch of the campaign
 - maintaining the microsite for 1-year duration of the campaign
- CVKL TAC responsible for:
 - overseeing the timeline, provide existing research and history on the campaign, providing feedback throughout the process, approving the campaign brand, approving the microsite and guide design, managing the budget, approving final decisions, recruiting participation in the campaign, and launching the campaign after development.

Additional Information

- CVKL TAC has already developed its 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 already contracted two local photographers for the campaign. The branding and design contractor will work closely with these photographers to integrate photography into the microsite and campaign brochure.
- CVKL TAC has developed a separate contract for the management of social media channels during the duration of this one year campaign. However, contractors are welcome to bid for both contracts. In the event that each contract is awarded to two separate contractors, the branding and design contractor is expected to work closely with the social media marketing contractor to develop campaign branding messaging and static written content for the microsite and guide.
- 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 designed by the contractor will be property of the Town of Creston and Regional District of Central Kootenay Area, Electoral Areas A, B, and C, who will have exclusive rights to its use.

Project Schedule

- RFP Closing Date – March 26, 2018
- Proposal Review Process – March 26-28, 2018
- Successful proposal chosen – March 28, 2018
- Approval of requirements, process and timeline - Beginning of April 2018
- Start developing the campaign brand – Early April 2018
- Begin development of the campaign microsite & design of guide - Mid April 2018
- Board approves Campaign brand – End of April 2018
- Finalize development of campaign microsite and design of guide – End of May 2018
- Campaign microsite goes live and brochures distributed – 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 \$29,000.00 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 brand, microsite, and print guide
- Cost to develop the campaign brand and brand assets
- Cost to develop the campaign microsite
- Cost to develop the campaign guide
- Cost of printing campaign guides
- 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

(250) 402-3030

Deadline: March 26, 2018, 9:00 am local time

If you have any questions please email or call prior to March 26, 2018