

REQUEST FOR PROPOSAL

Discover Comox Valley “Your Vacation Starts Now” Destination Marketing Campaigns

1.0 Purpose

The purpose of this Request for Proposal is to seek proposals from qualified contractors or businesses with demonstrable expertise in the design, production, creative development and implementation of 5 multi-faceted destination marketing campaigns for the 2016 / 17 season including:

- 1) BC Shellfish and Seafood Festival Campaign - June 2016
- 2) Two Wheel Bike Festival Campaign – September 2016
- 3) WinterJam Festival Campaign - January 2017
- 4) Outdoor Adventure Campaign - Fall 2016/Spring 2017
- 5) Visitor Intercept and Experiences Program – Launch February 2017

Implementation of these innovative, multi-media campaigns will be accomplished via a combination of media buys, creative development and production, supported by a required responsive website development, as well as the creation of collateral including videos and imagery. Further, the successful contractor(s) are required to develop related sponsorship and private sector co-op advertising frameworks and sales to further leverage these campaigns & budgets.

Applicants may choose to submit proposals for all or individual aspects of campaign development and for key supporting production components including, but not limited to:

- Video and image production;
- Graphic Design;
- Website Development;
- Co-op Advertising Sales and Sponsorship Development;
- Media Buying (print, TV, online, etc)

2.0 Background and Context Information

In 2010 the region tourism sector and CVEDS undertook the development of a 5 year Comox Valley Tourism Plan, with the support of Tourism BC, and in 2011 completed a new Comox Valley Visitor Services Strategy (Appendix C) and Situational Analysis; both set the stage for long term, cohesive destination marketing and visitor services strategies for the Comox Valley. In 2012, the Comox Valley communities of Courtenay, Comox, Cumberland and Regional District, led by CVEDS, opened a new, state of the art Visitor Centre to support the conversion of sales resulting from the regions destination marketing efforts, to thereby enhance the economic wellbeing of the region. In 2013, the MRDT was implemented with the support of Courtenay accommodation providers, to leverage the existing destination marketing initiatives of the region. In early 2016, Comox Valley Economic Development was provided approval in principle for a Destination BC Co-operative Marketing Partnerships Program grant, that when leveraged against the MRDT and the private sector, presents the Comox Valley with a significant opportunity to market the destination to a degree not previously seen.

3.0 Scope of Work

The Scope of Work incorporates the following mandatory and specific campaign requirements that proponents are expected to outline in detailed proposal submissions. For each Campaign, the inclusion and recommendation for the best use of funds to achieve the mandatory requirements and resulting outputs is also required. Media Relations and Event Coordination are not included in this RFP, nor required in the submissions. Further detailed requirements and metrics are included in Appendices A and B. The Budget Estimate for each campaign is noted below, not including sponsorship and/or leveraged co-op advertising. Detailed campaign specific budgets, including all campaign fees and expenses are required as outlined in Schedule 2.

3.1 Outdoor Adventure Campaign (Fall 2016 and Spring 2017) - \$48,000

The Comox Valley's outdoor attractions are renowned and continue to expand. In 2015 Mount Washington Alpine Resort, the Island only full service ski resort, was purchased by the Pacific Group, one of the largest Foreign Direct Investments on the Island with a commitment to snow making capabilities and product expansion, while in late 2015 a monumental mountain bike land use agreement was signed between the mountain bike sector and the Village of Cumberland to provide access to some of the best mountain bike terrain in BC. The successful Proponent(s) will be required to design, produce and implement a dynamic multi media campaign, video, website, co-op advertising opportunities to enhance the brand awareness and increase visitation from the Seattle market to these and other Comox Valley outdoor attractions and activities. See Appendix A.

3.2 BC Shellfish and Seafood Festival Campaign (June) - \$142,000

The Comox Valley produces 50%+ of all of British Columbia's shellfish and the most oysters in Canada, and also is the location of this festival, the largest of its kind on the west coast of Canada, celebrating its 10 year anniversary this June, during BC Seafood Month. The successful Proponent(s) will be required to design, produce and implement a dynamic multi media campaign, video, website, co-op advertising opportunities to market and sell overnight stays and 30 plus events, galas, tours and tastings occurring during the 10 day period. See Appendix A.

3.3 Two Wheels Bike Festival Campaign (September) - \$24,000

As part of the regions focus on event development as its primary mechanism to drive increased visitation and brand awareness, coupled with the increased biking product (as noted above), this new Festival will present the regions diversity of biking product including a road race, leisure road biking and mountain biking. The successful Proponent(s) will be required to design, produce and implement a dynamic multi media campaign, video, website, co-op advertising opportunities to enhance the brand awareness and increase visitation from the FIT biking sector. See Appendix A.

3.4 WinterJam 2017 Festival Campaign (January) - \$68,000

As the only region on Vancouver Island with true winter product, thanks to Mount Washington Alpine Resort, this Festival brings together 50% off ski with stay packages, complimented by a strong après ski headlining concerts, comedy nights and outdoor skating events to make the region a true winter getaway destination. The successful Proponent(s) will be required to design, produce and implement a dynamic multi media campaign, video, website, co-op advertising opportunities to enhance the brand awareness and increase visitation during this shoulder season. See Appendix A.

3.5 Visitor Intercept and Experiences Program (Year Round)

The successful Proponent(s) will develop, sell, design and implement this Program to drive increased sales of bookable product experiences through components that include integrated print collateral distribution, videos and online intercept marketing. This includes the development, sales and distribution of the official Comox Valley Vacation Guide, and supporting Themed Product Guides, and ancillary visitor servicing marketing products for launch in February 2017. This Program budget is based on all sales generated covering required expenses including design, printing, brochure distribution and sales commissions. See Appendix D.

Note Regarding Website Requirements: For each of the Campaigns and Program, a comprehensive website, microsite and/or landing page redesign will be required. This includes, but is not limited to: responsive design introduction, revised navigation, improved content management systems, web graphics, wire framing and overall site layout. Integration of social media used for each campaign, event listings, booking software integration and stakeholder business listings will all be part of the redesign process.

Note Regarding Video Requirements: A videographer is required to produce, shoot and edit 10 x 60-90 second segments, as per above campaigns. Requirements include output for web and potentially for TV, shooting and output must be full HD.

The DBC Co-operative Marketing Partnerships Application (Appendix A), with further details on the Campaigns listed above, is available for review to registered Proponents.

4.0 Instructions to Proponents

4.1 Invitation to Submit Proposal

Comox Valley Economic Development (CVEDS) is seeking interested Proponent(s) or collaborating contractors to submit an electronic proposal for the provision of services as set out in the Request for Proposal (RFP).

Description: Discover Comox Valley *"Your Vacation Starts Now"* Destination Marketing Campaigns

Date Issued: February 23, 2016

Closing Date: March 18, 2016

Closing time: 3:00 pm Pacific time

Public opening: No

If submissions are received after the closing time, CVEDS reserves the right, entirely at its discretion, to give or not give such proposals consideration.

This RFP does not commit CVEDS to award a contract or pay any costs incurred in the preparation of the proposal, or attendance at a meeting with CVEDS staff.

Vancouver Island Visitor Centre 855.400.2882
Office 877.848.2427
Fax 250.334.2414

CVEDS reserves the right to cancel this RFP at any time before or after the closing date and time has passed, and the lowest priced or any, proposal will not necessarily be chosen for negotiation of a contract for services.

4.2 Register Intent to Submit and Inquiries

Please first register via email, the “Intent to Submit”, and once confirmed and approved by CVEDS, additional Appendices will be provided as noted. All registration requests and proposal inquiries are to be referred to first, in writing, to Lara Greasley, Manager, Public Relations and Communications, lgreasley@investcomoxvalley.com. All written inquiries, and the replies thereto, will be provided to Proponents as a “question and answer” addendum, and issued directly to those confirmed proponents that have pre-registered their interest in providing a submission to the RFP.

4.3 Proposal Submission and Return

RFP Submissions are to be provided electronically and must include the following mandatory information:

- Schedule 1 – Proposal Signature form (fully completed and signed as required)
- Schedule 2 – Detailed Financial costs per component and per staff, and payment terms;
- Company Profile including number of employees, number of years in business;
- Summary of similar projects previously or currently undertaken including client name, and address, references including address and telephone number and project title;
- Summary of experience and qualifications from similar work of key employees and/or sub-contractors;
- Detailed description of the services and methodology to be provided based on the items detailed in 3.0 Scope of Work, including a clear breakdown of project components, deliverables for each item. This includes recommendation for the best use of funds to achieve the required outputs per Campaign or Program.

4.4 Fee for Service

Based on the scope provided, the proponent shall include a summary of the Fee for Service for all or select components within the Campaigns and Project and all associated costs including disbursements, travel etc. and including taxes. This summary may be based on an hourly rate calculated by component and deliverable, and for each member of the team and any sub-contractors or as a lump sum estimate. Fee structures shall be tabulated and provided in spreadsheet format with each Campaign or Project tactic, component, output, and related tasks itemized.

5.0 General Terms and Conditions

5.1 CVEDS Representative

Only the Manager of Public Relations and Communication’s is authorized to deal with proponents and will answer all questions in writing.

5.2 Right to Amend, Cancel RFP and/ or to Accept Proposals

This RFP is solely a request for proposals for the provisions of the outlined services. Submission of a proposal by any proponent and its subsequent receipt by CVEDS does not represent a commitment on the part of CVEDS to proceed further with any proponent.

CVEDS reserves the right to amend or revise the RFP documents by addendum up to 48 hours prior to the RFP closing time. Receipt of all addenda by proponents shall be acknowledged. It is the proponent's responsibility to ascertain and verify, prior to the closing time that it has received any and all addenda issued in relation to this proposal package.

CVEDS reserves the right to cancel this RFP at any time, by addendum issued to known proponents, without liability for any loss, damage, cost or expense incurred or suffered by any proponent as a result of that cancellation.

CVEDS has the right to reject any or all proposals at any time without further explanation, and reject or accept any proposal which contain qualifying conditions or otherwise fail to conform to the RFP. CVEDS reserves the right at its sole and unfettered discretion to waive any non-compliance with the proposal documents, specifications or any conditions.

CVEDS has the right to require and request clarification after the dates and times set out in this RFP from any one or more of the proponents in respect of proposals submitted.

CVEDS may communicate with, meet with or negotiate with any one or more of the proponents requesting their proposals or any aspects of the services outlined herein.

It should be noted that CVEDS requires the final approval of its Destination BC Co-op Application before entering into final agreement(s) with Proponent(s).

5.3 Confidentiality of Proposals

CVEDS will receive all proposals submitted to this RFP in confidence. If a proponent considers that any part of its proposal is proprietary, including by reason of protection by copyright, the proposal must clearly identify those portions considered proprietary.

5.4 Waiver of Liability for Errors

CVEDS has used considerable efforts to ensure an accurate representation of information in this RFP. However, CVEDS accepts no responsibility for the accuracy or completeness of this RFP (including schedules, appendices or addenda), and no representation or warranty, express or implied is made or given by CVEDS with respect to the accuracy or completeness of the RFP and its components.

5.5 Proponent's Risk and Warranty

Each Proponent is solely responsible for the risk and cost of preparing and submitting its proposal in response to this RFP and neither CVEDS nor its officials, employees or consultants are liable for the cost of doing so or obliged to remunerate or reimburse any Proponent for that cost. The sole risk, responsibility and liability connected with reliance by any proponent or any other person on this RFP is that of each proponent.

5.6 Amendments to Proposals after Submission

A Proponent shall not be permitted to change the wording or contents of a proposal after submission to the CVEDS unless requested to do so by the CVEDS for the purposes of Clarification.

6.0 Evaluation and Selection

6.1 Evaluation Committee

The evaluation of Proposals will be conducted at CVEDS sole discretion and may include consultation with others, references, industry research, etc. Any information obtained by CVEDS, whether provided by the Proponent or not, may be used in the evaluation process.

CVEDS intends to evaluate proposals based on the best demonstrated expertise and value (see Evaluation Criteria 6.2).

CVEDS is not obligated to complete a detailed evaluation of all Proposals and may, at its discretion, after completion a preliminary review of all the Proposals, identify and drop from the detailed evaluation, any proposal the CVEDS deems is not in contention to be recommended for final selection.

Contract award, if any, is subject to CVEDS policies, procedures, including funding approvals.

6.2 Evaluation Criteria

There will be two part evaluation process for this RFP:

1. Pass/Fail Test – all proposal received before the closing date and time will undergo a pass fail test where the proposal will be examined to determine that it contains the necessary content, structure and detail to warrant a detailed evaluation (to pass, proposal offerings must meet all mandatory requirements);
2. Proposals will be evaluated based upon the following:

1. Compliance with RFP Document	5%
Degree of completeness and details in which all aspects of the RFP document requirements and intended outcomes are presented.	2.5
Provision of supporting documentation to the proposal including clear and applicable campaign related examples from previous experience.	2.5
2. Proponents demonstrated ability to achieve the intended outcomes described in the RFP and in detail in the DBC application and supporting documentation.	25%
Degree of proven and relevant experience to accomplish campaigns/projects of this nature, and meet specific outcomes as outlined.	20%
The Proponent has the necessary business capacity to implement the campaigns within timelines indicated (i.e. applied staff resources)	5%
3. Qualifications and relevant experience of the Proponents staff, sub-contractors and specifically those that will be directly handling the project.	25%
Staff/contractors have clear recent, measurable experience and success in developing, undertaking and implementing campaigns and projects of this nature.	15%
Staff/contractors have developed co-op marketing campaigns and sponsorship frameworks and have been successful in leveraging funds as a result.	10%
4. Costs of Service	10%
The fees and related marketing expenses are competitive and show ability of proponents to negotiate best value and leverage resources effectively.	
The associated costs clearly align to specific tactics, and staffing/contractor requirements	
5. Reference Checks	10%
Reference checks to past clients confirm Evaluation Items 2 and 3 above.	

6.3 Additional Information

CVEDS may, at its discretion, require clarifications or additional information from a Proponent with respect to any Proposal, and CVEDS may make such request to selected Proponents only. CVEDS may consider such clarifications or additional information in evaluating a Proposal.

6.4 Selection and Contract for Services

CVEDS may select one or more Preferred Proponents as a result of this RFP process, and may enter into negotiations with the Preferred Proponent(s) in an attempt to settle the agreement necessary to implement the services generally described in this RFP. Proponents must commit to negotiate in good faith with CVEDS if chosen as a Preferred Proponent.

CVEDS may, at its sole discretion, enter into a written contract with any one of the Proponents for the provision of the services generally described in this RFP. There shall be no agreement, and no Proponent shall acquire any legal or equitable rights or privileges with respect to the RFP or the services in question, until such written contract has been duly executed by the signing authorities of the Proponent and CVEDS. Any response to this RFP may become part of any contract entered into with a successful Proponent.

6.5 Intended Timeline with Contract

For the Requirements of this RFP, CVEDS intends to award a contract or contracts in a timely manner, based upon confirmed funding, in early April 2016.

6.6 Negotiation of Contract and Award

If CVEDS selects a Preferred Proponent or Preferred Proponent(s), then it may;

1. Enter into a contract with the Preferred Proponent(s); or
2. Enter into discussions with the Preferred Proponent(s) to clarify any outstanding issues and attend to finalize the terms of the Contract(s), including financial terms. If discussions are successful, CVEDS and the Preferred Proponent(s) will finalize the Contract(s); or
3. If at any time CVEDS reasonably forms the opinion that a mutually acceptable agreement is not likely to be reached within a reasonable time, CVEDS will give the Preferred Proponent(s) written notice to terminate discussions, in which event, CVEDS may open discussions with another Proponent(s) or terminate all or portions of this RFP.

6.7 Compliance with Laws

Proponents are solely responsible for complying with all applicable Federal, Provincial or Municipal legal requirements including requirement of or for any permits, licenses, fees, taxes or other legal requirements that would ordinarily be required for the implementation or operation of the service.

7.0 Appendices

Appendix A: DBC Cooperative Marketing Partnership Program Application – *provided only to approved pre-registered Proponents*

Appendix B: Discover Comox Valley 2016 Work Plan

Appendix C: Comox Valley Visitor Services Strategy

Appendix D: 2016 Visitor Services Marketing Opportunity Program

<http://discovercomoxvalley.com/advertising-opportunities>

Appendix E: Comox Valley Regional Economic Development Strategic Plan

<http://www.investcomoxvalley.com/strategic-plans>



Schedule 1 – Proposal Signatory Form

RFP Project Title: Discover Comox Valley “Your Vacation Starts Now” Destination Marketing Campaigns

Legal Name of Proponent:

Contact Person and Title:

Business Address:

Telephone:

Fax:

Email Address:

I/we the undersigned duly authorize representative of the Proponent, having received and carefully reviewed all of the Proposal documents, including the RFP and any issued addenda, submit this Proposal in response to the RFP. We are including comprehensive information as requested in 4.3 Proposal Submission and Return.

This Proposal is submitted this _____ day of _____

Signature of Authorized Signatory

Print Name and Position of Signatory

Vancouver Island Visitor Centre 855.400.2882
Office 877.848.2427
Fax 250.334.2414

Schedule 2 – Financial Costs and Payment Terms

Proponents are required to detail all expenses and potential revenue generating sources, per campaign, so that at a minimum:

1. Specific Fees are assigned by rate per hour and/or day by individual within the firm that is tasked to complete the work;
2. Specific Expenditures are itemized in detail by media purchased for each campaign (i.e print, TV, web development, online, radio, etc);
3. Private sector stakeholder co-op buy-in and sponsorships are essential components to each campaign; provide estimated buy-in and sponsorship financials per campaign and plan for achieving targets.