

Fredericton

THE CITY OF FREDERICTON

REQUEST FOR PROPOSAL

P23-25

**FOR THE SUPPLY OF CONSULTATION SERVICES FOR FREDERICTON TOURISM BRAND, FILM & PHOTO
PRODUCTION**

FREDERICTON, NEW BRUNSWICK

CLOSING DATE:

**WEDNESDAY, MAY 24, 2023
AT 3:00:00 P.M. LOCAL TIME**

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INSTRUCTIONS TO PROPONENTS**1.0 Definitions**

In this Request for Proposal, except where otherwise qualified, these terms will be defined as follows:

- 1.1 **“Agreement”** means the agreement between the Supplier and the City for the purchase of Goods and/or Services. The Agreement consists of:
 - i. the applicable Purchase Order;
 - ii. the Purchase Order Terms and Conditions, including any attached schedules; and
 - iii. any Specifications or other documents expressly referenced in a Purchase Order or in a procurement process initiated by the City (such as but not limited to a request for quotations, request for tenders, request for proposals or similar process).
- 1.2 **“Business Day”** means a day other than a Saturday, Sunday, or statutory holiday in New Brunswick.
- 1.3 **“Closing Date”** means 3:00:00 p.m., Wednesday, May 24, 2023 - Local (Fredericton, NB, Canada) Time.
- 1.4 **“Fredericton Tourism”** means promoting the Fredericton Capital Region.
- 1.5 **“Local Government”** means The City of Fredericton.
- 1.6 **“NBON”** means the New Brunswick Opportunities Network.
- 1.7 **“Project Manager”** means the representative of the Local Government that will manage the Scope of Services, contact information to be provided to Supplier.
- 1.8 **“Proponent”** means the person or company or entity submitting a proposal under this RFP.
- 1.9 **“Proposal”** means the Proponent’s response to this RFP.
- 1.10 **“Purchasing Manager”** means Kyle Rostad email: kyle.rostad@fredericton.ca
- 1.11 **“Purchasing Agent”** means Dale Curtis, phone: (506) 471 - 2741, email: dale.curtis@fredericton.ca
- 1.12 **“RFP”** means this Request for Proposal, including all schedules attached hereto and any addendum or clarifications issued hereafter by the Local Government.
- 1.13 **“Services”** means any work to be performed by the Supplier for the Local Government pursuant to this RFP and includes any related data or documentation.
- 1.14 **“Subcontractor”** means any business or person to whom the Proponent intends to delegate all or part of the execution of the services to be provided under the Agreement.
- 1.15 **“Supplier”** means the successful Proponent of this RFP.

2.0 Introduction

Fredericton is the capital city of New Brunswick, located in beautiful Atlantic Canada on the banks of the Saint John / Wolastoq River. The city of Fredericton has had consistent population growth, with the recent statistics showing a population of 110,000 for greater Fredericton. In 2023, Fredericton Tourism became the marketing firm responsible for promoting the Fredericton Capital Region. This area includes the city center and 13 local communities (see **Appendix B**).

Fredericton Tourism is a well-funded destination marketing organization, with a budget comprised of pre-existing funding from the Local Government's annual budget, annual marketing partnerships and the Local Government's Tourism Accommodation Levy. The creation of this levy has increased the availability of funds for marketing. Fredericton Tourism reports to the Recreation, Tourism & Community Engagement Department of the municipal government, and is the destination marketing organization for the greater Fredericton area with a staff of 10 full time employees and numerous seasonal staff. Fredericton Tourism operates under the direction of Fredericton City Council, a committee that directs the Tourism Accommodation Levy, formed on behalf of its industry partners, and the newly established Regional Capital Commission.

in 2022, Fredericton Tourism launched a new brand for the Fredericton Capital Region (see Appendix A). To move the brand forward, Fredericton Tourism is looking to hire a production company to work with them on a series of videos that represent the tourism experiences in the encompassing regions (see regional map Appendix B). The selected Supplier will demonstrate their ability to follow the new brand guidelines for the Fredericton Capital Region and create video and photo assets. This includes creative approach, pre-production, production, and post-production.

The anticipated budget range to deliver the Services outlined in this Request for Proposal is \$\$100,000 - \$125,000.

3.0 Interpretation

Throughout this RFP document, the following shall apply unless inconsistent with the context:

- 3.1 Words importing the singular number shall include the plural and vice versa; and
- 3.2 Words importing persons shall include individuals, partnerships, associations, trusts, municipal corporations, local governments, unincorporated organizations and corporations.

4.0 RFP Document

- 4.1 Note to Proponents: This RFP will not employ typical Contract A, Contract B approach.
- 4.2 Any amendments to the RFP will be issued by way of an addendum. It is each Proponent's responsibility to ensure that it has reviewed the entire RFP including any addendum thereto, and that it has conducted such independent research, due diligence, and any other work and investigations as it deems necessary or desirable in order to prepare its response to this RFP.
- 4.3 It is the responsibility of each Proponent to seek clarification about any information in relation to this RFP by contacting the Purchasing Agent. Clarifications requested by Proponents must be in writing via email, not less than three (3) Business Days before the Closing Date. The reply will be made in the form of an addendum that will be posted on NBON. No other interpretation or explanation shall be valid.

- 4.4 No express or implied guarantee, representation or warranty is made by the Local Government as to, nor shall the Local Government be held responsible for, the completeness or accuracy of any information provided in the RFP or in any addendum, or any information that may be provided in any other way during the RFP process.
- 4.5 Upon examination of the RFP document each Proponent will be responsible to verify that the documents are complete. Immediately notify the Purchasing Agent upon finding discrepancies or omissions in the RFP documents.
- 4.6 It is the sole responsibility of the Proponent to become familiar with and understand the nature and extent of the Services to be executed. All specifications detailed in this RFP shall be considered the minimum acceptable specifications. The apparent silence of these specifications and any supplemental specifications as to any detail, or omission from these specifications of a detailed description concerning any point shall be regarded as meaning that only the best commercial practices are to prevail and only materials of the highest quality and correct type, size, design are to be used. All interpretations of these specifications shall be made on the basis of this statement.
- 4.7 The Local Government will communicate any changes during the RFP process by means of addendum.

5.0 RFP Estimated Timetable

The Local Government cannot guarantee a fixed time schedule for this RFP process; however, this section provides the Local Government’s estimate as to the time required.

Advertise/Issue RFP	4/28/2023
Deadline to submit inquiries	5/17/2023
Closing Date, as defined in Section 1.3	5/24/2023
Agreement(s) to commence, on or about	6/1/2023

6.0 Contact for Inquiries

Inquiries regarding this RFP, including the RFP documents and RFP process, must be submitted before the deadline to submit inquiries (as noted in Section 5.0 above). The Local Government is not obligated to respond to any inquiries submitted after this deadline. All inquiries with respect to the RFP shall be directed to the Purchasing Agent for the RFP (as noted in Section 1.10 above).

Information obtained from any source other than the Purchasing Agent is not official and may be inaccurate. The Local Government will not be legally responsible for any verbal statement, instruction or representations. The Purchasing Agent is the official and only contact person for questions, comments, or other communications related to the RFP. In the event the Purchasing Agent determines that additional information is required to respond to such inquiries, the Purchasing Agent will consult with other personnel and provide the appropriate response to Proponents.

Under no circumstances are Proponents to contact other individuals for information. Proponents are further advised that should a Proponent be found to be in breach of these contact restrictions, the Proponent may be disqualified from participation in the RFP process and their Proposal rejected.

7.0 Request Document Form(s)

The Request Document Forms, comprised of the document listed below, form part of the RFP and are included as fillable forms as follows:

List of Contents	Attached as a Separate File as Follows
1.0 Proponent Contact Information	Word fillable file entitled "P23-25 Request Document Form RFP Response Package", or as amended via Addenda, if applicable.
2.0 Acknowledgements and Declarations	
3.0 Harmonized Sales Tax	
4.0 Pricing Submission	
5.0 Completion of Pricing Submission	
6.0 Conflict of Interest	
7.0 Corporate Firm Experience, References, and Reference Projects	
8.0 Qualifications	
9.0 Reference Checks	
10.0 Response to Local Government's Agreement	
Request Document Form: Pricing Submission	Excel fillable file entitled "P23-25 Request Document Form Pricing Submission", or as amended via Addenda, if applicable.

8.0 Proposal Submissions

- 8.1 Proposal submissions must be dated and signed by an authorized signing authority.
- 8.2 Proposal submission may be forwarded to the City of Fredericton Purchasing Division via email to bids@fredericton.ca with the document number in the subject line. THIS E-MAIL ADDRESS IS FOR PROPOSAL SUBMISSIONS, AMENDMENTS, AND SIGNED ADDENDUM SUBMISSIONS ONLY. Proponents should receive an automatic reply confirming receipt of their Proposal. If the Proponent does not receive the automatic reply, the Purchasing Agent should be contacted by telephone. Limit the submission email size to a maximum of 50 MB or send the Proposal in multiple pieces. Files that are larger than 50 MB will bounce back. The Local Government shall not be liable for any loss or damage of any nature whatsoever if an email submission is not received by the Local Government prior to the designated time and date due to malfunctioning equipment, the inability to complete the transmission of a document, or for any other reason.
- 8.3 Proponents shall be solely responsible for the delivery of their submissions in the manner and time prescribed. The Local Government recommends the Proponents send their Proposals well ahead of the Closing Date and get confirmation of receipt, last hour submissions are not recommended.
- 8.4 Proposals must be in English only or in English and French.

9.0 Proposal Response Format

Proponents should follow the format set out below and provide all of the information as requested:

9.1 Request Document Form: RFP Response Package (see attached 'P23-25 Request Document Form RFP Response Package')

Provide a completed "Request Document Form: RFP Response Package", with authorizing signatures. The "Request Document Form: RFP Response Package" identifies the Proponent and includes a statutory declaration of an authorized officer of the Proponent that contains legally binding covenants about the Proposal and the Proponent and an agreement to abide by the terms of the RFP.

9.2 Request Document Form: Pricing Submission (see attached 'P23-25 Request Document Form: Pricing Submission')

All fees submitted shall be inclusive of all disbursements and expenses, and all staff, equipment, accommodations, and technical assistance necessary to perform the services and all overhead expenses in connection therewith.

The total cost shown on the Request Document Form: Pricing Submission will be considered as the upset limit for this project and will not be exceeded unless written approval is given by the Local Government. All prices must be net and firm and will remain firm for the term of the Agreement.

In addition, Proponents should submit hourly rates for all personnel, in case the Local Government requires additional services and/or a change order is authorized.

Proponents should refer to the Agreement to be signed with the successful Proponent, for further conditions and to fully understand price considerations when preparing proposals.

Proponents shall be responsible for any and all statutory payments and/or deductions required to be made, including those required for Canada Pension Plans, Employment Insurance, WorkSafe NB and Income Tax.

If a cost is not delineated for any item deemed necessary by the Local Government to fully meet the requirements contained in this RFP, then such items shall be deemed to be free.

9.3 Letter of Good Standing

A letter of good standing from a credible banking institution.

9.4 Proponent's Background & Qualifications

Provide evidence that supports the Proponent's background and qualifications for effectively performing the Services detailed in the Scope of Services. The Proponent must demonstrate that they have sufficient knowledge, skills, capacity, and resources to meet the needs of the Local Government including a summary of the history of company including core company values, years in business, number of staff and location(s). Preferences will be given to a Proponent whose company has over five (5) years of experience in providing the professional services described in this RFP. (Maximum 2-page summary).

Qualified Proponents are those that:

Proponents demonstrate they can creatively and strategically bring a tourism marketing brand to life through the production of film and photography.

9.5 Proponent's Team and Portfolios

The Proponent must provide names of employees who will be assigned to this account (including sub-contracts) and provide relevant information including the experience of each team member that particularly relates to their expertise that makes them suitable. Specific relevant information and portfolios for Director and Photographer are required. This includes but not limited to:

9.5.1 Team

- Production Company Team (Core) & Portfolio of relevant work

9.5.2 Director

- Recommended Director & Portfolio of relevant work.

9.5.3 Photographer

- Recommended Photographer & Portfolio of relevant work.

Notes:

- Tourism experience is a bonus but not necessary.
- Online or electronic portfolios are preferred

9.6 Approach & Production overview

As part of the process of evaluating responses to this RFP, the evaluation team will be looking for proposals that include a description of:

- proposed timeframe and details for elements included in pre-production, production, and post-production.
- Proposed procedures relating to the regular administration of this account, including creative development process and billing schedule.

9.7 References

Provide a minimum of two (2) references including contact names and telephone numbers, for which similar services have been successfully performed within approximately the last three (3) years. A references form has been provided for this purpose in the response package for the RFP.

10.0 Evaluation Method

Proposals will be evaluated on the basis of the information provided by the Proponent at the time of submission of its Proposal and the evaluation criteria, as detailed below.

The Local Government shall establish the evaluation committee for the purpose of evaluating Proposals in accordance with the RFP documents. The Local Government, in its sole discretion, shall determine the size, structure, and composition of the evaluation committee and any sub-committees of the evaluation committee. The evaluation committee may be assisted by and receive advice from any of the Local Government's advisors, and any other employees or representatives of the Local Government in any manner determined necessary or desirable by the Local Government.

Mandatory criteria will be rated pass or fail. All other evaluation criteria shall be assigned a score out of ten (10). The score is then multiplied by the weighting factor to determine the weighted score. The weighted scores are then added together to determine the total evaluated score for the Proposal.

An evaluation committee has been established for evaluation purposes. The evaluation of all proposals received will be conducted in a structured manner, ensuring fair and consistent assessment, and selection of the successful Proponent. The process will consist of the following phases:

10.1 Phase 1

Proposals received by the Closing Date shall undergo an administrative evaluation to determine compliance with the mandatory requirements. Proposals will be reviewed and deviations to the requirements of this RFP will be noted and assessed in accordance with Local Government policy. Only those Proposals determined, in the sole opinion of the Local Government, to have fulfilled all the mandatory requirements shall be deemed compliant and shall proceed to Phase 2. Proposals that do not meet mandatory requirements shall be deemed non-responsive and shall be disqualified.

A Proposal shall be rejected if:

- It is received after the Closing Date;
- It is illegible or not properly dated and signed by the Proponent;
- It contains any form of qualification of, or any unsolicited alternative to the RFP, except that an unsolicited alternative may be considered provided that the Proponent submitting such alternative has provided a valid Proposal for the RFP;
- It does not contain all addenda issued, each signed by the Proponent;
- A Proponent submits more than one Proposal and they are not alternate proposals, all of the Proposals that are not designated as alternate proposals shall be rejected, except the last Proposal received. An alternate proposal will only be considered if Proponent has also submitted a Proposal as per specification; or
- Contains a change in a written price not initialed by the Proponent.

A Proposal may be accepted notwithstanding that it:

- Contains errors in mathematics, in which case the proper computation will be carried out and the resultant total used in determining the Proposal price;

- Does not contain a "provisional sum" in a unit price, in which case the required "provisional sum" will be inserted, and the Proposal price corrected to reflect its inclusion; or
- Contains minor irregularities the Local Government will be the sole judge as to what constitutes a minor irregularity or what is considered a major irregularity which constitutes a rejection of the Proponent's Proposal.

10.2 Phase 2

The evaluation committee members will individually review and score compliant proposals. Upon completion of individual evaluations, the evaluation committee will meet to conduct a consensus/summary evaluation. During the consensus/summary evaluation the evaluation committee will decide if it is necessary to establish a short list of Proponents.

10.3 Phase 3

Pricing submission shall be evaluated for compliant Submissions which achieve a minimum score of 70% on Phase 2. An administrative evaluation shall be conducted on the Request Document Form Pricing Submission to determine compliance with the mandatory requirements as stated and in the Instructions to Proponents.

Points will be awarded based on the percentage difference between the Proponents financial offer and the lowest qualified financial offer. The lowest qualified financial offer will receive the full awarded points and other financial offers will be allocated points pro-rata to the extent they exceed the lowest responsive financial offer. The formula used to calculate the awarded points as well as an example is provided below.

$$\text{Full Points} - \left[\frac{(\text{Proposed Fee}) - (\text{Low Cost Qualified Fee})}{(\text{Low Cost Qualified Fee})} \right] \times \text{Full points} = \text{Awarded points}$$

Example: A Proponents financial offer is \$2,000 and the lowest qualified financial offer is \$1,500. The lowest qualified financial offer would be awarded the full points (20 points in this example) while the Proponent that offered \$2,000 would be awarded 13.33 points.

$$20 - \left[\frac{(\$2,000 - \$1,500)}{\$1,500} \right] \times 20 = 13.33 \text{ Awarded Points}$$

10.4 Phase 4

The evaluation committee may interview short-listed Proponents. Interviews (if conducted) will serve as the mechanism for further evaluation of the proposals of short-listed Proponents at an in-depth and more detailed level in order to establish the finalist.

The further detailed evaluation will take into account discussions, presentations and clarifications with/by short-listed Proponents and analyses by the Local Government, together with such other considerations as the Local Government, in its sole discretion deems necessary to complete its assessment of the short-listed Proponents. In responding to the questions and providing additional information a Proponent cannot alter their original Proposal.

A final recommendation to award will be agreed upon by the evaluation committee.

10.5 Phase 5

References, credit checks, or any other type of information, which will aid the Local Government in its selection, may be obtained. The Local Government reserves the right to consider all or any information received from all available sources, whether internally or externally obtained. The Local Government may reject Proposals from further consideration based on results of reference checks. The Local Government shall not disclose the results of said reference checks to any party outside the Local Government.

11.0 Evaluation Criteria

In evaluating a Proposal, the evaluation committee shall determine the score out of ten (10) for each evaluation category based on the guidelines set out below.

Score	Description
10 = Excellent	Response is excellent and exceeds the requirements.
8-9 = Very Good	Substantially meets and exceeds some of the requirements
7 = Good	Meets the basic requirements.
5-6 = Satisfactory	Response is satisfactory and meets most of the requirements.
3-4 = Fair	Response is fair and meets some requirements.
1-2 = Poor	Response is poor. Information provided is too vague and does not clearly explain how requirements will be met.
0 = non-relevant	No relevant response or simple statement of compliance with no substantiation.

Following receipt of proposals, the Local Government will score all proposals received. At this point the Local Government could choose to award to the top scored Proponent subject to negotiations. The Local Government could choose to not award at this point. The Local Government could choose to short list the top scored Proponents and invite them to interview. Following the interviews, the Local Government shall re-score the shortlisted Proponents and could choose to award at this point, or not to award, or request a best and final offer from the shortlisted Proponents.

Compliant proposals will be scored by the evaluation team with points given on a scale of 1 - 10 where 1 means "poor" and 10 means "excellent". Points for each criterion will then have weights applied as shown in the table below.

If two or more proponents have the same total score the proponent with the higher financial score will be selected as the preferred proponent.

Proponent Attributes and Response Criteria	Weight
Letter of good standing from a banking institution. (Compliant or Non-Compliant)	
Proponent Background & Qualifications	5
Proponent Team & Portfolios: Team – 10 Director – 15 Photographer - 15	40
Approach & Production Overview	15
Financial Proposal	30
TOTAL SCORE	100

12.0 Local Government’s Right to Negotiate

The Local Government shall have the right to finalize terms with the first ranked Proponent and, as part of that process, to negotiate changes, amendments or modifications to the first ranked Proponent’s Proposal without offering the other Proponents a similar opportunity to amend their proposals.

If the negotiations with the first ranked Proponent are unsuccessful, the Local Government may, at its sole discretion, conduct negotiations with the next ranked Proponent and so on until agreement satisfactory to the Local Government is reached.

Negotiations, if any, must be concluded before the award is made.

13.0 Award

No information pertaining to the Proposal contents or the number of proposals received will be provided prior to award being made.

The RFP award will be posted on NBON website after award.

If Proponents have an inquiry after the award is posted on NBON, questions must be directed to the Purchasing Manager via email within a period of fifteen (15) business days after the award is posted.

The Local Government reserves the right to select and retain the Proponent it deems best suited to perform the Services in its sole and absolute discretion.

14.0 Other Rights and Privileges Reserved by the Local Government

- 14.1 The Local Government does not bind itself in any way to accept any Proposal and reserves the right to negotiate alternatives and modifications to the Proposals received.
- 14.2 The Local Government reserves the right, in the event that the successful Proponent fails to comply with the conditions as listed, to cancel any Agreement in place regarding this RFP and award it to another Proponent without penalty or action against the Local Government.
- 14.3 The Local Government reserves the right to not award due to budgetary or other considerations.
- 14.4 The Local Government reserves the right to award in its best interest. The Proposal with the lowest price or highest score or any need not necessarily be accepted.
- 14.5 The Local Government reserves the right to request any missing information during evaluation.
- 14.6 The Local Government shall not be liable for any costs incurred by any Proponent in the preparation of its response to this RFP, or in respect of selection interviews, if any. Furthermore, the Local Government shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any Proponent, prior or subsequent to, or by reason of cancellation of this RFP or of the acceptance or non-acceptance by the Local Government of any proposal, or by reason of any delay in the award of the RFP.
- 14.7 The Local Government reserves the right to enter into an agreement with more than one supplier if the advantage of such agreement benefits the Local Government.
- 14.8 The Local Government, without liability, cost or penalty, and in its sole and absolute discretion, may disqualify and reject any Proposal at any stage of the RFP process if:
- the Proposal contains incorrect information;
 - the Proposal is unbalanced;
 - the Proposal is conditional, non-compliant or obscure;
 - the Proposal contains references which are deemed unacceptable by the Local Government;
 - the Proposal contains false or misleading information or misrepresentation(s);
 - the Proponent has engaged in unacceptable bidder practices such as bid-rigging, conflict of interest or bribery;
 - the Proponent is involved in any judicial or arbitral proceeding(s) against or by the Local Government;
 - the Proponent is involved in litigation with the Local Government;
 - the Proponent fails to co-operate with the Local Government's attempts to seek clarification or verification of information contained in a Proposal;
 - the Proponent reveals a conflict of interest in its Proposal or a conflict of interest is brought to the attention of the Local Government;
 - the Proponent contacts any other Local Government employee or official other than the representative named in Section 6.0 above, either directly or indirectly in order to obtain information in regards to this RFP process; or
 - the Proponent extends, either verbally, in writing, or in person to any staff or other representative of the Local Government directly or indirectly, any type of inappropriate influence, or action, or

activity that, in the view of the Local Government, is intended to alter the outcome of this RFP.

The Local Government, without liability, cost or penalty, and in its sole discretion, may:

- require a Proponent to replace any of the Subcontractors provided in its Proposal if the Subcontractor is deemed unsatisfactory by the Local Government;
- waive any informalities, or minor irregularities, errors, or other anomalies in a Proposal;
- waive any informalities or irregularities in the proposal procedures as set out herein;
- award the Agreement in whole or in part;
- reject any or all Proposals, including, but not limited to, situations where all Proposals, or the majority of Proposals exceed the Local Government's budget for the Services;
- cancel this RFP at any time, either prior to or after the Closing Date;
- issue another RFP request, either through an advertised call to the open market or to the lowest compliant and qualified Proponent or Proponents on this RFP request;
- pursue any other course of action it deems appropriate; or
- negotiate any of the terms contained in the RFP documents with the recommended proponent and if such negotiations do not proceed to the Local Government's satisfaction, the Local Government may terminate such negotiations and proceed to enter into negotiations with the second lowest compliant and acceptable Proponent.

14.9 The Local Government shall not be obligated to provide reasons for cancelling the RFP or for taking any other course of action deemed appropriate or necessary to ensure the best overall solution for the Local Government is obtained.

14.10 By submitting a Proposal, the Proponent acknowledges and agrees to the Local Government's rights as set out in this RFP and waives any right, or cause of action against the Local Government, its Members of Council, officers, employees, advisors and agents, by reason of any of their respective failure to accept the Proponent's Proposal, whether such right or cause of action arises in contract, negligence, or otherwise.

15.0 Proprietary Information

15.1 The Local Government may reproduce any of the Proponent's Proposal and supporting documents for internal use or for any other purposes required by law.

15.2 If the Proponent includes proprietary information in their Proposal, it must be marked as such. The Local Government will take all reasonable steps to prevent disclosure of this information prior to the award. However, please be advised that, if required, the successful proposal may be disclosed and treated as a public document at a regular City of Fredericton Council meeting.

15.3 Information about the Local Government obtained by a Proponent through this RFP process must not be disclosed unless authorized by the Local Government. It is agreed that this obligation of confidentiality will survive to the termination of the RFP process and any agreement that might arise between the parties.

15.4 This RFP is the property of the Local Government and is not to be copied or distributed without the prior written approval of the Local Government.

15.5 The Local Government falls under the *Right to Information and Protection of Privacy Act (NB)* and the Proponent would be subject to the provisions of the legislation.

- 15.6 For clarity, it is recommended that the intention to submit an amendment to the Proposal be conveyed to the Purchasing Manager prior to making the submission.

SCOPE OF SERVICES**16.0 Project Description and Background**

Fredericton Tourism is looking for a creative production company to bring the brand of 'Life Well Crafted' to life through film and photo assets that align with annual marketing initiatives and owned channels (advertising, web site, visitor guide, other print, social, other) while representing the 'sense of place' that encompasses regional representation.

BRAND

As noted in the introduction of this RFP, in 2022, Fredericton Tourism launched this new brand for the Fredericton Capital Region. To move the brand forward, Fredericton Tourism is looking to hire a production company to work with them on a series of videos that represent the tourism experiences in the encompassing regions (see regional map Appendix B). The successful Supplier shall demonstrate their ability to follow the new brand guidelines for the Fredericton Capital Region in creative video and photo assets, as per deliverables below, to align with summer and fall marketing efforts external to the province as well as within the maritime market. This includes creative approach, pre-production, production, and post-production.

TARGET MARKETS

Each of our sectors have different target markets and audiences.

For the Leisure Market, Fredericton Tourism partners with New Brunswick Tourism, Heritage & Culture and uses a combination of Environics Analytics' PRIZM 5 and Destination Canada's Explorer Quotient™ traveler segmentation model. These tools facilitate the efficient targeting of prospective traveler types, with relevant messaging and relevant travel experiences. These tools also provide a path-to-purchase framework to distinguish prospective travellers and anticipate their needs at each stage of their travel planning. There is an expectation that the successful Supplier will consider this data in the creation of a creative strategy and messaging. (Appendix C)

For purposes of talent within the video series, diversity is important. To speak directly to target audiences, so they see themselves in video and photo assets, the following are requirements for talent acquisition:

- Diversity – Same sex parents, BIPOC, Gender / LGBTQ+, same sex couples
- Outdoor Accessibility (Locations to be provided)
- Ages 9 – 70 within the following demographic categories:
 - o Young millennials
 - o Families
 - o Older couples
 - o Multi-generational families

Scope of work:

- Pre-production, production and post-production of deliverables noted below.
 - Includes but not limited to the following:
 - Discovery & Creative Direction sessions w Fredericton Tourism
 - Storyboard / Vision for deliverables
 - Production Staff (including recommended Director and Photographer)
 - Equipment
 - Music
 - Travel
 - Transportation
 - Communications
 - Talent
 - Wardrobe and Hair make up
 - 3 rounds of edits
 - Deliverables as outlined below.

Notes:

- *A lean and flexible production crew would be preferred to capture the variety of locations, activities and talents required.*
- *Interview style not preferred therefore no sound recording will be required.*

17.0 Research Interests

The Supplier shall refer to documents, studies, and initiatives previously prepared and undertaken by the Local Government. It will be necessary to maintain the connection with previous community documents. The Supplier shall review (at minimum) the following:

- Appendix A – Brand Documents
- Appendix B – Regional map and regional strategy
- Appendix C – Environics Prizm profiles of Target audiences

The documents identified above, in addition to supplemental material, will be made available to the Supplier upon award.

18.0 Project Goal and Objectives

The goal of this project is to make the Fredericton Capital Region the most sought-after tourism destination in Atlantic Canada through impactful creative that aligns with marketing efforts. Subsequently grow tourism revenue by increasing brand recognition, consideration, and visitation.

19.0 Timing

The proposed project start date is immediately upon execution of Agreement.

Completion dates for major project deliverables are provided below and must be considered by the successful Proponent. Final and detailed timelines will be confirmed with the successful proponent.

Pre-production	May/June
Production	July/August/September/October
Post-production:	September - December
Delivery of Summer Photos	9/4/2023
Delivery of Fall Photos	11/1/2023
Delivery of Final Summer Videos (Videos 1 – 3 above)	11/1/2023
Delivery of Final Destination & Fall Videos (Videos 4 & 5 above)	12/4/2023
Delivery of raw, edited and working files for footage, videos and photos	12/4/2023

Project Plan

The Supplier shall provide the Project Manager with a detailed project work plan and schedule that outlines each task, target dates for progress, draft and final reports, meetings and presentations. The schedule should clearly identify the critical path for the project and identify how it will be managed. The project plan and schedule will be created at the onset of the project and may be revised and confirmed by the Local Government as the project progresses.

20.0 Deliverables

The Supplier shall be responsible for the following deliverables:

20.1 Project Timeline

It is expected that this project will be completed within the timelines listed in Section 20.0 above.

20.2 Project Management

The Supplier shall appoint a senior professional in the organization to be responsible for coordination for the duration of the project.

Final products:

- 3 summer focused videos as per below chart in both English and French
 - 30 seconds
 - .mov or .mp4
- 1 fall focused video as per below chart in both English and French
 - 30 seconds
 - .mov or .mp4
- 1 destination video - seasonally and regionally represented from the above footage/videos in both English and French
 - 1 minute
 - .mov or .mp4
- Working files of video edits
- BRoll footage
- Photos, edited and raw

Notes:

- *Windows compatible files are preferred and should be included.*
- *Cut downs and formats to meet needs of media tactic requirements will be developed separate from this contract.*
- *Translations will be provided by Fredericton Tourism.*

Overview of video series:

	Video 1	Video 2	Video 3	Video 4	Video 5
Theme	Flavour	Nature	Culture	Fall	Destination – City at hub
Activities	Craft beer, unique dining, beer festival	Outdoor, Trails, hiking, biking, golf , water	Culture, Art, markets, night life, history indigenous, shopping	Colors, Apples, markets & farm stands, flavors	Compilation of videos 1 - 4 & existing winter footage
Locations	5-6	5-6	5-6	5-6	N/A
Specs	30 second .mov or .mp4	30 second .mov or .mp4	30 second .mov or .mp4	30 second .mov or .mp4	1 minute .mov or .mp4

Notes:

- ***Each video will represent different activities from the 13 areas in the capital city region but not all regions will be included in the shot locations.***
- ***Beyond the activities included in each themed video, each video should aim to also include a unique accommodation, a unique event and city representation.***
- ***Shoot schedule & timing may need to anchor around required events.***
- ***Access to existing footage can be available should it align with the creative approach.***
- ***Locations will be determined in discovery and creative development with successful Supplier.***