

Request for Proposal# 56/21

Positive Storytelling Marketing Strategy

Clearly marked sealed Proposals will be received by the City of Prince Albert until **2:30pm, Saskatchewan Time, Wednesday, June 23rd, 2021.**

City of Prince Albert
Municipal Service Centre
Purchasing Department
11 – 38th Street East
Prince Albert, SK S6W 1A5



City of
Prince Albert



City of Prince Albert

Request for Proposal# 56/21

Positive Storytelling Marketing Strategy

1 Background

Prince Albert is a vibrant, family oriented City. Located in the heartland of Saskatchewan, PA is situated just minutes from lake country and the boreal forest with all the benefits of an outdoor adventure lifestyle yet easy access to city amenities including a wealth of sports, arts, entertainment and unique cultural experiences.

Despite all the many advantages of living in Prince Albert, there is a negative view that prevails. This view is often supported and worsened by media that report on the negativity and residents inclined to focus on what makes Prince Albert undesirable. The accepted perception is that Prince Albert is a community that suffers from crime, poverty, addiction, and a deteriorating downtown core. This view has an impact on economic development by hampering efforts to attract skilled labour, people and business.

Prince Albert has its challenges, but there are many people who, each in their own way, make Prince Albert an incredible place to live. There are people in Prince Albert that have opened sustainable and profitable businesses, lead incredible sports and cultural organizations and many who are continually contributing in big and small ways to make Prince Albert a great place to live. There is also a segment of the Prince Albert population who are tireless champions of the community and know exactly what they love about living here.

Some of the positive attributes of Prince Albert are:

- For a small City, Prince Albert has an extensive offering of recreational opportunities in arts and sports and has access to a wealth of parks and open spaces;
- Prince Albert is a diverse community. Nearly half of the community identifies as indigenous and there is a growing immigrant population;
- Prince Albert has an engaged and growing arts and cultural community and committed and passionate sports organizations and volunteers dedicated to building a vibrant community;
- As a small City, Prince Albert offers access to all the amenities of modern life, but next to no commute times which means a more relaxed pace and more time for activities important to the people that live here; and,
- Located just minutes from lake country, residents are a short drive away from an abundance of recreation options including camping, fishing, hunting, snowmobiling, cross country skiing, walking and hiking trails.

City of Prince Albert Digital Media

The City of Prince Albert's website uses the i:create content management system. The system allows for the creation of microsites that can be used as independently functioning websites (See www.princealbertairport.ca and www.princealbertfire.ca). The site also has a blogging module where new categories can be created and opened up for email subscriptions (<https://www.citypa.ca/Modules/news/en>);

The City manages a double sided 10' x 20' digital billboard at one of the busiest intersection in Prince Albert (2nd Avenue West and 15th Street); and,

The City manages several social media accounts that can be used in cooperation to support this campaign. Most of the accounts are used for core service level operational purposes. The Facebook page is the longest running account and the most popular at approximately 10,000 followers. The Livingpa Instagram account which is designed specifically to showcase Prince Albert's people, attractions and benefits of living within PA currently has 1,376 followers. We would be open to creating new social media accounts dedicated to this initiative if appropriate.

These are the existing City of PA social media accounts:

- Instagram – cityofprincealbert
- Instagram – livingpa
- Youtube – Citypa
- Facebook – Cityofpa
- Twitter – Cityof_pa

2 Inquiries

Inquiries, interpretations, and questions regarding this Request for Proposal (RFP) are to be directed to Kiley Bear, Communications Manager at 306-953-4367 or by email at kbear@citypa.com.

All other inquiries regarding the Request for Proposal (RFP) submissions are to be directed to Mike Lytle, Purchasing Manager at 306-953-4352 or by email at mlytle@citypa.com.

Should any changes be made, an Addendum will be posted on SaskTenders. It will be the responsibility of Consultants to ensure that they have acknowledged any and all Addendums in their proposal submission.

3 Requirements | Scope of Work

3.1 Project Goal

The City of Prince Albert is inviting proposals from qualified consulting firms or agencies to develop and implement a positive storytelling marketing strategy with an objective to influence more favourable attitudes and opinions about Prince Albert and contribute to economic development by raising the profile of Prince Albert regionally, provincially and nationally as an attractive place to live, raise a family and do business.

The Marketing Strategy must be a strategically focused, multi-media campaign that leverages social media as a core component of its implementation. The goal is to deliver a campaign that resonates with audiences in a way that:

1. Impresses the people of Prince Albert so they are more inclined to share the content and what they love about the community;
2. Inspires people so they can envision themselves living in Prince Albert or moving back to Prince Albert; and,
3. Catches the interest of non-residents who may hold a negative opinion of Prince Albert as a place to live, invest and do business.

3.2 Scope of Work | Project Requirements

The successful bidder will be responsible for the design and implementation of a campaign that achieves the following:

- Be authentic and rooted in an honest representation of the community of Prince Albert and the people that live here;
- Designed/targeted to reach local, provincial and national audiences;
- Align with the City's core values and mission;
- Include themes, topics, key messages and key audiences that are intended to be reached;
- Include a broad spectrum of positive stories in Prince Albert in areas such as arts, culture, sport, business, key economic development sectors including forestry, agriculture, mining, sports tourism and entertainment;
- Capture the full diversity of Prince Albert in age, ethnicities, ability and income levels;
- Include defined objectives with clear and measurable outcomes;
- Identifies a plan to measure the effectiveness of this campaign and its impact including a focus on its effectiveness at influencing the attitudes and opinions about Prince Albert;

- Identifies a content editorial calendar schedule for publication including a plan for where and when content will be published (website(s), social media platforms, etc.); and,
- Identifies actions the City should take during or after implementation of the campaign that will support the campaign goals in the short, medium and long term.

The City of Prince Albert will retain the unrestricted, exclusive rights to use the content supplied through these services. This includes sharing the content with other agencies for re-publication or editing the content for a new use. No further compensation will be paid following the conclusion of the term of the agreement.

3.3 Duties and Responsibilities

In addition to the deliverables identified in Section 3.1 and 3.2 the City of Prince Albert is looking for a supplier that will act as a partner in the project with the City's Communication and Planning and Development Services Department, understanding that they are required to take the lead in preparing the marketing plan and executing its implementation.

The project team from the City of Prince Albert will:

- Provide guidance and oversight on the project;
- Approve project methodology including interview subjects;
- Sign off on content prior to posting;
- Provide feedback to the consultant;
- Receive project updates and disseminate them to the appropriate City of Prince Albert employees;
- Assist in identifying key stakeholders for interviews if needed;
- Provide final approval on the strategy elements and implementation plan;
- Coordinate the distribution of final materials for the marketing campaign on the City's social media channels, website, etc.;
- Work with the consultant to coordinate any ad buys if necessary; and,
- Create any necessary micro sites or webpages on the City's website.

The Consultant shall:

- Prepare and supply a project plan (including schedule and interview topics) that includes implementation of content over the course of one (1) year;
- Conduct all interviews with subject experts and featured individuals;
- Arrange for photo and location release consents authorizing the City of Prince Albert unrestricted use of images and video;

- Arrange and execute photo and videos shoots including necessary editing;
- Provide fully developed creative that aligns with identified key messages, audiences and objectives identified in the strategy including creative titles that capture interest and succinct content that holds interest;
- Ensure content meets the ethical standards of the City and does not contradict City policy, mission, values and vision;
- Be fully responsible for the accuracy of information supplied;
- Fully produced materials including any necessary graphic design;
- Enter into a servicing agreement with the City that outlines the terms of the contract in accordance with the terms of the awarded proposal;
- Coordinate and manage all subcontractors/vendors;
- Recommend social and digital platforms to profile content;
- Supply content in digital formats that can be accommodated on the City's website or social media platforms; and,
- Be fully responsible for complying with any current Covid-19 restrictions in place at the time when fulfilling the scope of work.

Required Documents

The consultant must also provide the following:

1. Bidders operating or providing services within the corporate boundaries of the City of Prince Albert must have a valid City of Prince Albert Business License.
2. Bidders will be required to comply with the City's safety program. Please see <http://citypa.ca/City-Hall/Policies/Occupational-Health-and-Safety-Policy> and <https://www.citypa.ca/en/city-hall/safety.aspx>. If the Bidder has a safety program that exceeds the City's program they will be allowed to follow their program as it is a higher standard. Any safety program questions can be directed to the Coordinator Health Safety & Environment 306-953-4360;
3. Must be in good standing with Workers' Compensation Board (WCB);
4. Must meet all legislated requirements for the *Scope of Work* being undertaken (i.e. Occupational Health and Safety, Environment, etc.); and,
5. Have comprehensive General Liability Insurance coverage including \$5 million Commercial General Liability and \$5 million Errors and Omissions.

If a Bidder does not currently have the requirements listed above, they must include, within the *Proposal Submission*, their intention to purchase the Business License, insurance, and other coverage, before commencing any work for the City of Prince Albert. If a Bidder is unable to get the required WCB coverage (i.e. WCB for self-employed Bidders) than the costs of the coverage through the City will be taken from the Total Proposed Bid Price. Proof/copies of these requirements must be submitted to the City before a *service agreement is entered into*. In the event the successful Bidder fails to provide proof/copies of required qualifications, the City of Prince Albert reserves the right to cancel the Request for Proposal or award the project to another Bidder.

4 Proposal Submission and Evaluation

The Consultant will submit a detailed proposal for the work described. Submissions should be no longer than thirty (30) pages. Submissions must include a video presentation outlining the key components of your project proposal. Videos should be no longer than fifteen (15) minutes.

Submission will be evaluated based on the following criteria:

Relevant Recent Experience, Qualifications and Knowledge

Provide a description of any relevant qualifications and experience your company has in undertaking similar projects. It is important that the successful Bidder has established experience and the staff available to carry out the requirements of the Request for Proposal (RFP) and execute the project as committed in the proponents proposal. The successful Bidder must be able to demonstrate their ability to fulfill deliverable requirements and commitments made in the proposal submission.

Supporting documentation should demonstrate:

- Your ability to achieve the goals identified in section 3;
- Fulfill the duties and responsibilities as described;
- Capacity to carry out the work committed to in your methodology;
- Capacity to schedule and implement high quality photography, videography, graphic design and copy on a consistent basis over an extended period of time; and,
- Experience/knowledge of economic development, tourism and marketing.

Your proposal should include details on the: who, what, where, when, why and how, accompanied by the names and phone numbers of references. Do not just provide a list of projects as this will not increase the scoring. Provide three (3) examples, including an online portfolio of previous completed work of similar scope, criteria, budget, and size to this RFP, one of which should be a non-profit or government agency. A minimum of three (3) references should be provided.

Price

Proposals will be measured based on their ability to achieve the project goal within the stated budget.

Project Plan, Methodology and Implementation

Provide an outline of the project plan, methodology and implementation plan you propose to employ to produce the work as described in the terms of reference and achieve the project goal. Include an indication of the key components of your implementation plan including any or all of the following:

- The delegation of work;
- Themes and interview subjects you will pursue;
- Publishing schedule;
- Market research you will conduct;
- Key target audiences;
- What media you will focus on to reach your identified audiences (including any social media channels, new or existing);
- Detailed schedule for delivery of content including any key milestones you consider relevant (not extending beyond a year from the date of award);
- How you will measure success;
- Any activities the City needs to take to support success of the campaign; and,
- Anything else you consider relevant.

The more fully considered the project plan, the greater the scoring.

Local Knowledge and Community Involvement

The goal of this project is to capture the stories of a full array of individuals, people and places relevant to the project goal. Local knowledge of the Prince Albert community will be considered to the extent that it plays a role in your ability to achieve this goal. In your proposal you should be able to demonstrate an understanding of Prince Albert including the social, economic, historical and cultural dynamics in the community. Length of residency, extent of community involvement and/or a clearly defined process that enables you to achieve the project goal will be considered.

5 Project Budget

The City of Prince Albert's total maximum budget for the Positive Storytelling Marketing Strategy and implementation is \$50,000 which must include PST charges. Any advertising buys, including social media or digital advertising should be accounted for in this budget. The City reserves the right to spend additional advertising dollars to support the campaign if deemed beneficial.

6 RFP Schedule

The Proposal will run from **Wednesday, June 2nd, 2021** until **2:30pm, Wednesday, June 23rd, 2021**. Below is an outline of Request for Proposal (RFP) milestones:

RFP Release Date: Wednesday, June 2nd, 2021.

RFP Closing Date: Wednesday, June 23rd, 2021.

Review of Project Proposals: Wednesday, June 23rd, 2021 – Tuesday, July 6th, 2021.

Notice of Intention to Award Proposal: Wednesday, July 7th, 2021.

Report to City Council to Award Contract: Monday, August 16th, 2021.

7 Instructions to Bidders

Proposals must be received by **2:30pm, Saskatchewan Time, Wednesday, June 23rd, 2021**.

Your Proposal **must** be submitted in two (2) clearly marked sealed envelopes with Company Name and RFP number indicated on the Envelopes:

Envelope “A” must contain your proposal submission and cover letter.

Envelope “B” will contain pricing being offered and all financial considerations.

The two (2) envelopes can be forwarded to:

City of Prince Albert
Municipal Service Centre
Purchasing Department
11 – 38th Street East
Prince Albert, SK S6W 1A5
Phone: 306-953-4352

Envelope “A” will be opened by the Purchasing Department and a *List of Proposers* recorded. Envelope “B” (unopened) along with Envelope “A” will be forwarded to the Selection Committee for review.

8 RFP Process

Request for Proposals received by the Purchasing Department **after 2:30pm, Saskatchewan Time, Wednesday, June 23rd, 2021** will not be considered.

Upon closing, the City of Prince Albert will review all proposals for completeness and compliance to the requirements of this Request for Proposal (RFP). The City's determination of the successful Proposal shall be final.

9 Proposal Response Guidelines

To ensure your Proposal is considered for evaluation, you are required to present a Proposal that includes the following (please be sure to submit your Proposal in two (2) envelopes as outlined in *Instructions to Bidders* and below. If your Proposal is sent or received unmarked and not sealed it will not be considered.

9.1 Envelope “A” Proposal Submission

Envelope “A” must contain:

- (1) A cover letter, dated and signed by an official authorized to negotiate and make commitments on behalf of your company, provide an understanding of the RFP, and any indication of and deviations or exceptions to the information outlined in this RFP document, including schedule milestones;
- (2) Your proposal submission that addresses items defined in Section 3 and 4.

9.2 Envelope “B” Costs and Charges

Provide an all-inclusive fee to be submitted in Envelope “B” as per the *Instructions to Bidders*.

In your Proposal, please supply the following:

- All-inclusive fees to supply deliverables identified in Section 3;
- Additional fees for any optional items identified by your firm but not included in the all-inclusive fee noted above; and,
- Expected payment schedule.

If you cannot deliver the requirements for budget amount identified in Section 5, please indicate in your proposal which deliverables you would focus on from the Scope of Work.

10 Evaluation

The RFP Evaluation Committee will evaluate each Proposal for completeness based on the following scale:

PROJECT:		POOR	MARGINAL	FAIR	GOOD	OUTSTANDING	TOTAL OF 100	COMMENTS
PROPOSER:								
CRITERIA	WEIGHT	0.4	0.5	0.7	0.9	1	MAX PTS 100	
RELEVANT COMPANY EXPERIENCE, QUALIFICATIONS AND REFERENCES	25							
PRICE – ABILITY TO ACHIEVE THE GOAL OF THE PROJECT WITHIN THE STATED BUDGET	20							
LOCAL KNOWLEDGE AND COMMUNITY INVOLVEMENT	30							
PROJECT PLAN AND METHODOLOGY	25							
EVALUATION TOTAL								

11 Terms and Conditions

1. The Request for Proposal (RFP) provides for the **Receipt of Proposals for: Positive Storytelling Marketing Strategy** standard features included in the pricing. Separate pricing for all optional features listed must be provided in accordance with the Terms and Conditions of this Request for Proposal.
2. Financial considerations, including fees and pricing, must be submitted in Envelope “B”. However, in extenuating circumstances Proposals will be received via email submission. Only the Purchasing Manager or their Appointee may approve and accept the email submission. All unit prices must be clearly indicated.

The Proposal must not be restricted by any statement added or by a covering letter. Adjustments to a Proposal already submitted will not be considered.

3. Prices quoted are to be net prices and are to remain firm during the effective dates of this Request for Proposal. All pricing provided to be quoted in **Canadian Funds** inclusive of all applicable taxes, duties and fees at the time of closing, where applicable and shall be F.O.B. any point in the City of Prince Albert.
4. Bidders operating or providing services within the corporate boundaries of the City of Prince Albert must have a valid City of Prince Albert Business License. The Business License must be issued before operations begin. For more information regarding business licensing, please contact the Economic Development Coordinator in Planning & Development Services at 306-953-4384.
5. The consultants’ proposal and these Terms of Reference will form part of the service agreement contract.
6. The City of Prince Albert reserves the right to accept all or part of this Proposal.
7. The City of Prince Albert reserves the right to cancel any order or Proposal if the goods or services are unsatisfactory.
8. The obligations and rights of Bidders shall be those expressed herein. No terms, either implied or verbally expressed shall affect, restrict, or in any way vary the written Terms and Conditions of this RFP. Not to limit the generality of the foregoing, no terms may be implied by virtue of custom or usage.

9. The rights of the parties shall be governed by and the contractual terms shall be interpreted in accordance with the laws of the Province of Saskatchewan.
10. Any Bidders not responding to this RFP may be removed from the Bidder's list only for the specific product/service covered in this RFP.
11. With respect to Tendering or Bids, Request for Proposals and Multi-year Contracts, in all cases where it does not contravene Federal or Provincial Legislation governing the City, the City reserves the right to refuse any or all Tenders, Bids or Proposals where the City deems it to be in the best interest of the City to do so having regard, but not limited to questions of quality, supply and service, timelines, performance trustworthiness, solvency, monies owing or due to the City and the existence or potential of legal disputes or conflicts with the City of Prince Albert.
12. The City of Prince Albert is governed by *The Cities Act* and designated as a Local Authority pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)*. Therefore, all information collected during the *Request for Proposal* process, including executed Contracts and Agreements may be subject to inspection through a Freedom of Information and Access Request in accordance with those regulations.

Section 91(1)(a) of the Cities Act states the following:

“91(1) *Any person is entitled at any time during regular business hours to inspect and obtain copies of:*

(a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”

13. The Proposal shall be open and irrevocable for forty-five (45) calendar days from the Proposal closing time and date.
14. The City of Prince Albert reserves the right to delete any portion of the work from the Agreement should it be deemed in the interest of the City to do so.
15. Any Proposal is not necessarily accepted.
16. The City reserves the right to give preference to the Bidder whose Proposal includes any material, specifications, or methods of execution that are deemed by the City of Prince Albert to be superior to those of any other Bidder.

17. City determination of the successful Proposal shall be final.
18. The conditions outlined herein shall be part of the RFP.
19. The City of Prince Albert publishes Proposal opportunities on Sasktenders. Once awarded after the closing time and date the published opportunity will be updated.
20. Should a dispute arise from the Terms and Conditions of this RFP regarding meaning, intent or ambiguity, the decision of the City of Prince Albert shall be final.