

# TOWN OF NORMAN WELLS

## REQUEST FOR PROPOSAL

Brand Journey, Marketing & Communications Strategies, website updates

Issue Date: December 12, 2022

Closing Date: January 9, 4:00 pm MST

Town of Norman Wells  
P.O. Box 5  
3 Mackenzie Drive  
Norman Wells, NT X0E 0V0  
Attention: Carl Ceder, Economic Development Tourism Officer

## Introduction and Purpose

The Town of Norman Wells invites qualified and experience firms to submit proposal to complete a Brand Journey, Marketing & Communications Strategy, and website updates.

The Town of Norman Wells aim to develop a brand, followed by a marketing and Communications Strategy that is then followed by website updates to assist the Town in future Economic Development initiatives. There is currently no brand, communication & marketing strategy in place. The town aim to develop these initiatives to assist the town in moving forward into the future towards a more diversified economy and to attract and retain residents. The town wants the initiatives to identify goals, timelines and budget recommendations clearly outlined.

The Town of Norman Wells has a population of about eight hundred. In addition to major oil and gas production facilities, there is a wide variety of other businesses, including tourism-related businesses. We have an 1800-meter asphalt airstrip, with daily scheduled flights from Calgary, Edmonton, Yellowknife and Inuvik. Norman Wells is also the hub for regional airline flights to other local communities in the Sahtu Region. The Mackenzie River serves as the major barge route for freight during the summer, and in the winter the Mackenzie winter road provides a road connection to the NWT's year-round highway system.

The Town is not necessarily interested in obtaining the lowest price for this product. The quality of the product or service, performance, delivery, and other factors will be taken into consideration in the evaluation of this Request for Proposal.

## Definitions

- "Contract" means the written agreement resulting from this Request for Proposal, if any, in accordance with this Request for Proposal
- "Proponent" means the person submitting a proposal.
- "Proposal" means a submission in response to this request for proposal.
- "RFP" means this request for proposal.
- "The Town" means the Town of Norman Wells.
- "Must", "shall" or "mandatory" means a requirement that must be met in order for the proposal to be received for consideration.

1.7. "Should" or "desirable" means a requirement having a significant degree of importance to the objective of the request for proposals, but which the Town would strongly prefer to be fulfilled, and which the Town may in its sole discretion elect to treat the failure to fulfill as a ground for rejection of a Proposal.

## **Timeline**

The following timeline is an estimate and may be adjusted at the Town of Norman Wells discretion any time during this procurement process.

<u>Tasks</u>	<u>Key Date</u>
Distribution of RFP	December 12, 2022
Final date to send questions	4:00 pm, January 2, 2023
Final update on Q&A document (posted on website)	12:00 pm, January 5, 2023
RFP submission deadline	4:00 pm, January 9, 2023
Notification to successful proponent	January 19, 2023
Project start date	January 23, 2023
Project interim report	February 27, 2023
Project draft submission	March 20, 2023
Project plan final submission	March 27, 2023
Project plan presentation to Council	March 29, 2023
Project end date and final report	12:00 pm, March 31, 2023

## Project Objectives

- To create a Brand that works for and represents the character of Norman Wells now and in the future. The creation of the brand should focus on engagement with stakeholders of the town such as residents, business owners, Mayor & Council and Administration etc. The purpose of the new brand must be to attract and retain residents, investments, and tourists.
- To create Marketing and Communications strategies that will assist the Town of Norman Wells in future marketing and communications campaigns.
- To create a new Community profile.
- To update the Town's website with the newly created brand, communication, and marketing.

## Project Deliverables

Proponents are asked to submit proposals for services outlining their approach to the project and provide a detailed scope of work leading to the following deliverables:

- **Research, Consultation and Engagement** – The proponents will complete community consultation and engagement along with research to evaluate the current state of the brand, marketing, and communications efforts. The proponent will evaluate and assess the town of Norman Wells efforts and suggest new ways to do marketing and communications.
  - Conduct research to determine trends in marketing and communications as well as brand development.
  - Engage and consult with stakeholders through innovative consultation and engagement methods to ensure buy-in from the community.
- **SWOT, and GAP analysis** – Completion of brand, marketing and communications SWOT and GAP analysis.

- Identify unique branding opportunities that would assist in a brand creation and place making efforts.
- Identify gaps, strengths, weaknesses, opportunities and threats in branding, marketing, and communications.
- **Town of Norman Wells Brand presentation** – Conduct a presentation of the brand to Town Council.
- **Town of Norman Wells Marketing and Communication presentation** – Conduct a presentation of the marketing and communication strategies to Town Council.
- **Delivery of a Brand Guide** – the creation of a comprehensive brand guide/corporate style guide that explains how we go there and what Norman Wells is about and what is making us unique as well as a unified brand approach for the town that will assist in building pride in community and sense of community. Including but not limited to:
  - Creation of a new logo.
  - Spatial design.
  - Templates (both online and print).
  - Action plan / road map.
- **Deliver of a Marketing and Communications Strategies** – the creation of a comprehensive marketing and communications strategy.
  - including but not limited to outlining and policy creations for:
    - Emergency Communications.
    - Website Communications.
    - Social Media Communications.
    - Printed Communications.
    - Internal Communications.
    - External Communications communication.
    - Public engagement.
    - Brand.
  - Communication samples and ideas could for example be in contact on municipal services and the value of municipal services etc.
  - Create wording and sentences that aligns with the newly created brand.
  - How to facilitate the flow of information.
  - Ensure the brand and strategic plans has an environmental and sustainable core along with a focus on equity and inclusion.
- **Creation of new marketing material such as a new Community Profile.**
- **Estimated budgetary capital needed to activate steps of the brand and communications and marketing strategies.**
- **Update and modernize the current website to align the newly created brand, marketing, and communication strategies.**

## Proposals

- The Proponent shall complete and submit the following documents with the Proposal submission:
  - Appendix A – Proponent Information and agreement form.
  - Background information on proponent, including experience and qualifications in branding, marketing, and communications.
  - Proposed project plan, deliverables, timing, and project budget.
  - Relevant experiences, qualifications, and three references.
- Prices should be quoted in:
  - In Canadian Dollars.
  - Inclusive of any provincial taxes (if applicable).
  - Goods and Services Tax (GST) should be shown as a separate line item.

## Sub-Contracting

- All vendors should fully disclose any proposed subcontracting of any of the required services.
- Using a sub-contractor (who must be clearly identified in the Proposal) is acceptable. This includes a joint submission by two Proponents having no formal corporate link. However, in this case, one of the proponents should be prepared to take the overall responsibility for successful interconnection of the two product or service lines and this must be defined in the Proposal.
- Sub-contracting to any firm or individual whose current or past corporate in other interests may, in the Town's opinion give rise to conflict of interest in connection with this project will not be permitted, and a Proposal may be rejected on this basis in the Town's absolute and unfettered discretion. This includes, but is not limited to, any firm or individual involved in the preparation of the Request for Proposal.

## Budget

All travel expenses, and additional costs must be included within this budget. Consultants must clearly indicate the total project costs, with related taxes stated separately. As a minimum this should include:

- A complete breakdown by item or activities that are required to complete the project.
- Billing rates and hours for key personnel involved in the project.
- Payment schedule will be determined upon contract of award.

## Addenda & Questions

Proponents are advised that all subsequent information regarding this RFP, including any addendum, will be distributed on the Town's webpage. Notification will not automatically be sent to all Proponents. It is the responsibility of all Proponents to check for addenda, which may be posted at any time up to closing time, prior to submitting their Proposal. All addenda should be acknowledged in a Proponent's Proponent Information and Agreement Form.

- a) To clarify any issues in this RFP, the Town of Norman Wells will respond only to questions that are presented through e-mail. Questions should be submitted to **Carl Ceder** at [edo@normanwells.com](mailto:edo@normanwells.com) . Telephone questions will not be accepted.
- b) All questions must be received by **4:00 pm MST January 2, 2022**.
- c) All questions and answers will be consolidated into one single Q&A document which will be posted on the Town of Norman Wells website at [www.normanwells.com](http://www.normanwells.com) , with the RFP documents on or after January 5, 2023. This will be the only distribution method for the Q&A document. There will only be one Q&A document uploaded.
- d) The Town reserves the right to seek clarification regarding the Proposal with the Proponent to assist in making evaluations. The Proponent should submit a name and telephone number of a person the Town may contact regarding any questions or clarifications relating to the Proponent's submission to the Request for Proposals.

## Submitting Your Proposal

- a) Proposal submissions should be titled "Brand creation and Marketing & Communications Strategies" in the subject line.
- b) Completed Proposals must be received by courier, mail, hand delivery, or email to:

**Carl Ceder**  
**Economic Development Tourism Officer**  
**P.O. Box 5, 3 Mackenzie Drive**  
**Norman Wells, NT, X0E 0V0**  
**Email: [edo@normanwells.com](mailto:edo@normanwells.com)**

- c) The deadline for receipt of complete Proposals is 4:00 pm MST, on January 9, 2023. Late Proposals will not be accepted and will be returned to the Proponent.

## Proponent & Town Responsibilities

- a) It is the responsibility of Proponents to ensure compliance with all requirements and deadlines. It is the responsibility of Proponents to ensure delivery of all required response material. Proposals which are not in compliance with the RFP requirements may be rejected.
- b) The Town of Norman Wells assumes no responsibility for technological or logistical issues in delivering Proponent responses.

- c) All costs of preparation and presentation associated with a response to this RFP will be the responsibility of the Proponent.
- d) Proponents may be asked to make a presentation before the Town if selected as a finalist.
- e) The Town reserves the right to enter a contract with a Proponent for all, part, or none of the service or products that are the subject of this Request for Proposal.
- f) Submission of a Proposal in response to this RFP indicates the Proponent's acceptance of the terms and conditions contained within the RFP.
- g) Proponents who have obtained the Request for Proposal electronically must not alter any portion of the document, except for adding the information requested. To do so will invalidate the Proposal.

### Alternate Proposals & Changes to Proposal Wording

- a) If an alternate solution is offered, the information should be submitted in the format requested as a separate Proposal.
- b) The Proponent will not change the wording of their Proposal after closing and no words or comments will be added to the Proposal unless requested by the Town of Norman Wells for purposes of clarification.

### Conflict of Interest and Disclosure of Business Relationships

Any potential conflict of interest must be disclosed to the Town. Proposals will not be evaluated if the Proponent's current or past corporate or other interests are, in the reasonable opinion of the Town deemed or perceived to be a conflict of interest in connection with this RFP or the activities or mandate of the Town.

- a) All Proponents must make full disclosure of any of the following existing business relationships with any members of the Town of Norman Wells Mayor and Council, Town employees or immediate relatives of any members of the Town's employees:
  - a. If a private company, details of ownership of shares by any of the above.
  - b. If a public company, details of ownership of shares, in excess of one percent (1%) to total shares by any of the above.
  - c. If a partnership, details of any partnership arrangement of any of the above.
  - d. Details of any direct or indirect pecuniary interest of any of the above in the supply of such goods and services.
- b) Disclosure, if any, shall be made in writing at the time of submitting Proposals.
- c) If the Proponent fails to disclose an interest and/or the interest is falsely or insufficiently reported, the Town reserves the right to reject the Proposal in its absolute discretion.

### Confidentiality

- a) All Proponents and any other person who through this RFP process gains access to confidential financial information of the Town are required to keep strictly confidential

all information which in any way reveals confidential business, financial or investment details, programs, strategies, or plans, learned through this RFP process. Information pertaining to the Town obtained by the Proponent as a result of participation in this process is confidential and must not be disclosed without written authorization from the Town.

- b) The Proposal should clearly identify any information that is considered to be confidential or proprietary information (the “Confidential Information”). However, the Town of Norman Wells is subject to the Access to Information and Protection of Privacy Act. As a result, while the Act offers some protection for third party business interests, the Town of Norman Wells cannot guarantee that any Confidential Information provided to the Town of Norman Wells can be held in confidence if a request for access is made under the Access to Information and Protection of Privacy Act.

### Evaluating Proposals

- a) Evaluation of Proposals will be by a committee formed from the Town of Norman Wells and may include members of the Town’s Finance and Administration Departments.
- b) Awards will be based on the best value offered, and the best value will be determined by the Town in its sole discretion. Evaluation criteria will be determined by:
  - I. Quality of proposal content. Including a description of work at each proposed step; who will research, provide support where and to what
  - II. Total cost
  - III. Relevant experience
  - IV. On site visit details
  - V. Service delivery standards
  - VI. Presentation
  - VII. Value added

<b>EVALUATION CRITERIA</b>	<b>WEIGHT</b>
Quality of overall approach, methodology, key milestones, and identification of project constraints	<b>25%</b>
Work plan and schedule	<b>25%</b>
Value added: what value can the Consulting Team bring to this project	<b>20%</b>
Cost of consulting services with details as of the method and basis of compensation including a breakdown of overall costs including all fees and other charges	<b>30%</b>
<b>TOTAL</b>	<b>100%</b>

- c) While previous experience with the Town is not required and does not in any way confer an advantage, the Town’s previous experience with the Proponent may also be



taken into consideration in its evaluation of Proposals. The Town reserves the right to rely upon its records, references, and recollection in this regard. The Town may also obtain references other than those provided by the Proponent and may use these references in determining the best value.

- d) By responding to this RFP Proponents will be deemed to have agreed that the decision of the Town will be final.

### Communication with the Town of Norman Wells

- a) Only the Economic Development Tourism Officer for the Town of Norman Wells (or designate) is the Town's representative authorized to communicate and otherwise deal with Proponents and all Proponents should communicate and otherwise deal with that person only. Contact with any other Town representative, including Members of Council, officers or employees of the Town regarding this RFP or a Proponent's submission may result in that Proposal being removed from consideration for this RFP. As stated above, all communication should be presented via email to the address stated above.
- b) All Proponents who have submitted a Proposal will be notified of the Board's decision after the final selection has been made. This notice of final selection may be the only communication between the Town of Norman Wells and Proponents. Telephone or other inquiries concerning this Proposal after the Proposal deadline are discouraged.

### Rejection & Acceptance of Proposals

- a) The Town reserves the right to cancel this Request for Proposals at any time and for any reason, and will not be responsible for any loss, damage, cost, or expense incurred or suffered by any Proponent as a result of that cancellation. The receipt by the Town of any information (including any submissions, ideas, plans, drawings, models, or other materials communicated or exhibited by any intended Proponent, or on its behalf) shall not impose any obligations on the Town.
- b) This Request for Proposal should not be construed as an agreement to purchase goods or services. The Town is not bound to accept the lowest priced or any Proposal of those submitted. The Town will be under no obligation to receive further information, whether written or oral, from any Proponent.
- c) No act of the Town, other than a notice in writing signed by the Senior Administrative Officer, shall constitute an acceptance of a Proposal. Note that any acceptance may be subject to Council approval.
- d) Neither acceptance of a Proposal nor execution of a Contract will constitute approval of any activity or development contemplated in any Proposal that requires any approval, permit or licence pursuant to any federal, territorial, Town or municipal statute, regulation, or bylaw.

- e) The Town's intent is to enter into a Contract with the Proponent who has submitted the best offer. The Town reserves the right to accept any or none of the proposals submitted and will evaluate proposals based on the best value offered to the Town and not necessarily the lowest price, using the criteria specified in this RFP. The Town reserves the right in its sole unrestricted discretion to:
  - a. accept any Proposal which the Town deems most advantageous to itself;
  - b. reject any and/or all irregularities in a Proposal submitted;
  - c. waive any defect or deficiency in a Proposal whether or not that defect or deficiency materially affects the Proposal and accept that Proposal;
  - d. reject any and/or all Proposals for any reason, without discussion with the Proponent(s);
  - e. accept a Proposal which is not the lowest Proposal; and
  - f. cancel or reissue the RFP without any changes.
- f) The Town reserves the right to enter into negotiations with one or more Proponents concerning the terms and conditions of the services to be provided, and expressly reserves the right through such negotiations to request changes, alterations, additions, or deletions from the terms of any Proposal received.
- g) If the Town chooses to enter into a contract with a Proponent as a result of this RFP, the successful Proponent may be required to enter into a written agreement with the Town. Such agreement will be prepared by the Economic Development Tourism Officer and will embody the terms of the Proposal and any subsequent written amendments.

### Limitation of Damages

- a) The Proponent is responsible for ensuring that they have obtained and considered all information necessary to understand the requirements of the RFP and to prepare and submit their Proposal.
- b) Proponents are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations with the Town, if any.
- c) Proponents acknowledge that the Town, in the preparation of the Request for Proposals, supply of oral or written information to Proponents, review of Proposals or the fulfilling the Town's responsibilities under this Request for Proposals, does not owe a duty of care to the Proponents.
- d) Except as expressly and specifically permitted in this RFP, no Proponent shall have any claim for any compensation of any kind whatsoever as a result of participating in this RFP, and each Proponent, by submitting a Proposal, waives for itself, its successors and assigns, the right to sue the Town for any loss, including economic loss, damage, cost or expense arising from or connected with any error, omission or misrepresentation occurring in the preparation of the Request for Proposals, the supply of oral or written information to Proponents, the review of Proposals, or the carrying out the Town's

responsibilities under this Request for Proposals, with the exception of fraud on the Town's part.

### Not A Tender

This Request for Proposal is not a tender call, and neither it nor the submission of any response to this RFP creates a tender process or a Contract.

### Modification of Terms

The Town reserves the right to modify the terms of the Request for Proposal at any time at its sole discretion.

### Use of Request for Proposal

This document, or any portion thereof, may not be used for any purpose other than the submission of Proposals.

### Accuracy of Information

- a) The Town of Norman Wells makes no representation or warranty, either express or implied, with respect to the accuracy or completeness of any information contained or referred to in this RFP.
- b) While the Town has used considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the Town, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposal.

APPENDIX A

PROPONENT INFORMATION AND AGREEMENT FORM

(Should be completed and returned)

**PROPONENT INFORMATION**

Legal Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Information: \_\_\_\_\_  
(phone / cell / fax / email)

**PROPONENT AGREEMENT**

*The enclosed proposal is submitted in response to the above-referenced Request for Proposals, including any addenda. Through submission of this proposal, we agree to all of the terms and conditions of the Request for Proposals and agree that any inconsistent provisions in our proposal will be as if not written and do not exist. We have carefully read and examined the Request for Proposals, including the Instructions to Proponents, and have conducted such other investigations as were prudent and reasonable in preparing the proposal. We agree to be bound by statements and representations made in our proposal.*

Signature of Authorized Representative: \_\_\_\_\_

Printed Name of Authorized Representative: \_\_\_\_\_

Title of Authorized Representative: \_\_\_\_\_

Date: \_\_\_\_\_

To acknowledge receipt of each addendum, each addendum number issued should be noted below with a signature of an authorized representative of the organization, as being received.

Addendum No. 1 Signature \_\_\_\_\_ Date \_\_\_\_\_

Addendum No. 2 Signature \_\_\_\_\_ Date \_\_\_\_\_

Addendum No. 3 Signature \_\_\_\_\_ Date \_\_\_\_\_