

REQUEST FOR PROPOSAL

Marketing Strategy and Material Design

Mountain View County, Alberta

1. Introduction

Mountain View County is currently accepting Proposals for the development of a marketing strategy and associated material publication to complement the County's economic development and tourism objectives as outlined within the approved 2022-2027 Economic Development Strategy found here: [MVC Economic Development Strategy 2022-2027](#)

Since 2017, Mountain View County Council has undertaken the development of an Economic Development Strategy to guide the overall development of the County with a focus on targeted business attraction and tourism opportunities while ensuring the preservation of agricultural lands is paramount. This strategy has provided strong direction to Administration to embrace the Mountain View County identity, drive as much business traffic to existing business parks and airports as possible and to feature the diverse opportunities, landscapes and amenities and that Mountain View County residents, businesses and stakeholders are proud of.

A key component of this overall direction is the development of a strategy to harness the County's initiatives into a single brand identity that can be used for various marketing initiatives.

This Request for Proposal provides specifications and requirements for prospective firms to complete a proposal including cost for completion. Proposals must be submitted no later than **4:00 p.m. on 10/07/2022**.

2. Site Location

Mountain View County was established January 1, 1961 as a County operating within the Province of Alberta. Agriculture is the backbone of the County's landscape and culture. With over 1,800 farms and ranches located on rich fertile soil and lush grazing land, agriculture is our proud heritage, and vital link to the future.

Population: 12,981 (2021 census)

Postal address: PO Bag 100, Didsbury, Alberta, T0M 0W0

The Mountain View County Administrative Office is located at 10-1408 - TWP Road 320, Didsbury, Alberta

3. Goals and Ideal Outcome

The scope of services as outlined in this RFP is preliminary. The final scope of services is conditional on negotiating with the selected firm(s) and modified as needed, depending on operational efficiencies and conditions. At minimum, the marketing solution should provide the following:

- a) The creation of a brand identity and strategy that takes into account the County's existing direction outlined within its Corporate and Economic Development strategies.
- b) Development of brand key messaging and taglines that align with the newly created identity.
- c) The creation and design of targeted marketing materials for various industries including:
 - a. Businesses including those specifically focused on Agri-tourism;
 - b. Aviation Industry;
 - c. Tourism Industry; and
 - d. Agricultural Industry.
- d) The creation of a deployment strategy to maximize the County's brand and exposure to external audiences.

- e) Production of marketing materials as required.

4. Reporting

- a) The Consultant shall meet (in person or remotely) with the County's Review Team to regularly discuss the scope of services. The Consultant will provide the following:
 - (i) Meetings as deemed necessary to discuss progress and unique issues that may have surfaced;
 - (ii) Status reports against each contract performance measure to the Review Team in an agreed upon time schedule by the County and the Consultant.
- b) The Consultant will present a full report to the Review Team at the completion of the scope of services and prior to the agreed upon completion date. The Review Team will provide feedback to the Consultant as appropriate.
- c) The Consultant will present a final report to Mountain View County Council on a date mutually agreed upon by the County and the Consultant.

5. Freedom of Information and Protection of Privacy Act (FOIPP)

- a) Compliance with FOIPP:
 - (i) the Consultant will enter into an agreement regarding the access to Mountain View County records in compliance with FOIPP if required.

6. Schedule and Resources

- a) The Consultant shall complete all work under this request for proposal by **12/9/2022**, or a deadline otherwise agreed upon.
- b) The Consultant will list in their proposal all the resources necessary, at their cost, to complete the project by the date(s) specified in 6. (a). This listing will include the names and credentials of all personnel.

7. Submittal Requirements

- a) All interested and qualified Consultants are invited to submit a proposal for consideration. Consultants that are unable to meet the complete requirements of the proposal are encouraged to submit a proposal that reflects their ability to accomplish the County's objectives of this RFP. Submission of a proposal indicates that the Consultant has read and understands this entire Request for Proposal (RFP), including all attachments and all concerns regarding this RFP.
- b) Proposals must be submitted in the format described. Proposals are to be prepared in such a way as to provide a straightforward concise description of capabilities to satisfy the requirements of this RFP. Expensive bindings, colored displays, promotional materials are not necessary. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content. Proposals must be complete in all aspects. A proposal may not be considered if it is conditional or incomplete. All proposals and materials submitted will become property of Mountain View County.
- c) Hand carried proposals may be delivered to Mountain View County Administrative Office located at 10-1408 - TWP Road 320, Didsbury, Alberta, Monday through Friday 8:00 am to 4:00 pm excluding holidays observed by Mountain View County. Consultants are responsible for informing any commercial delivery service, if used, of all delivery requirements, and for ensuring that the address information appears on the outer wrapper or envelope used by such service. Electronic copies are permitted to be submitted prior to deadline to catchison@mvcountry.com.

d) Proposal Presentation

- (i) All hard copy proposals must be submitted on 8 ½" x 11" paper, neatly typed, with no less than ½" top, bottom, left, and right margins and single spaced. Typeface must be no more than 12 characters per inch. Each page, including exhibits and attachments, must be clearly and consecutively numbered at the bottom of each page.
- (ii) One (1) original and (2) copies, total of (3), of the complete proposal must be received by the deadline. The original and all the copies must be in a sealed envelope or container stating on the outside: Consultants Name, Address, Telephone Number, Proposal Due Date, and the text **"RFP REQUEST FOR Marketing Strategy and Material Design."**

e) Proposal Content

- (i) Cover Page. Submit RFP coversheet on letterhead stationery, signed by a duly authorized officer, employee, or agent of the organization/firm submitting the proposals that must include the following information:
 - 1. A statement that the proposal is submitted in response to the Request for Proposal for Marketing Strategy and Material Design.
 - 2. A statement indicating which individuals, by name, title, address and phone number, are authorized to enter into a contract, and negotiate the terms thereof, with Mountain View County on behalf of the organization/firm.
 - 3. A statement certifying that the undersigned, under penalty of perjury, is an agent authorized to submit proposals on behalf of the organization/firm.
- (ii) State whether the firm can provide all of the services listed in the Scope of Services. As best as possible describe the approach and experience that the firm will use to carry out the Scope of Services.
- (iii) Statement of Qualification. Include the following in this section of the proposal:
 - 1. General description of your firm, including size and length of time in business.
 - 2. A summary of your firm's background and specific proven experience on similar projects.
 - 3. Location of offices providing services to Mountain View County.
 - 4. List of municipal projects completed that make your firm competitive for the scope of work in this RFP. Show a general description of projects, the organization for which they were undertaken, and dates completed.
 - 5. Types of projects in which your firm has expertise; demonstrating expertise in governance and process efficiency review.
 - 6. Any qualifications not previously described that make your firm unique.
- (iv) Provide résumés of all key personnel who are proposed to be involved in this project, including descriptions of roles, work location, education/certificates, and experience in the area of municipal government.
- (v) Provide not less than three (3) reference contacts from other clients, three (3) of which should be a public agency with whom you now work with or have worked within the last three (3) years and have established a contract on a project of a similar nature. Provide the agency/client name, contact name, address, phone number, project name and dates of service provided.
- (vi) Indicate that you have no outstanding or pending complaints as determined by the Better Business Bureau and are in good standing with a professional association such as the Canadian Association of Management Consultants, if applicable.
- (vii) Statement of Good Faith. Include the following in this section of the proposal:
 - 1. A statement that the offer made in this proposal is firm and binding for one hundred twenty (120) days from the date the proposal is opened and recorded.
 - 2. A statement that all aspects of this proposal, including cost, have been determined independently, without consultation with any other prospective Consultant or competitor for the purpose of restricting the competition.

3. A statement that all declarations in the proposal and attachments are true and that this shall constitute a warranty, the falsity of which shall entitle Mountain View County to pursue any remedy by law.
 4. A statement that the Consultant agrees that all aspects of the RFP and the proposal submitted shall be binding if the proposal is selected and a contract awarded.
 5. A statement that the Consultant, if selected, will comply with all applicable contract requirements, rules, laws and regulations.
 6. A statement that the Consultant agrees to respond to any reasonable inquiry made by Mountain View County for the purpose of clarifying any of the information contained in a Consultant's proposal. The submission of a proposal constitutes permission by the Consultant for Mountain View County to verify all information contained therein. If Mountain View County deems it necessary, additional information may be requested from the Consultant. Failure to comply with any such request may disqualify a Consultant from further consideration. Such additional information may include evidence of financial ability to perform.
 7. A statement that the Consultant does not have any commitment or potential commitments which may impact the Consultant's assets, lines of credit, guarantor letters or ability to perform the contract.
 8. A statement that the consulting firm presently has no interest and shall not have any interest, direct or in indirect, which would conflict in any manner with the performance of the service contemplated by the agreement with Mountain View County. No person having such interest shall be employed or associated with the Consultant during the term of this agreement.
- (viii) Safety
The Consultant and all associates shall comply with all safety policies and rules of Mountain View County and the safety regulations under the Occupational Health and Safety Act.
- (ix) Statement of Schedule and Costs
The proposal will state a fixed price for the project including all expenses and costs of the Consultant's work under the RFP. Consultants are welcome to divide the RFP up into components and/or options for the County to consider provided that a complete price for that component/option is provided for each respective option.
- (x) A fee schedule and setup fee limit for each of the Phases detailed in the Terms of Reference. Estimates must include all disbursements, expenses, sub consultant fees and a table of charge rates for employees. The cost of each phase shall not be exceeded without the prior express written approval of the County.

8. Proposal Submission Deadline

- a) All proposals must be received at the address above, or by email as outlined above, no later than **4:00pm, 10/07/2022**. Facsimile transmitted proposals will not be accepted. Postmarks will not be accepted in lieu of actual receipt. Late or incomplete proposals will not be considered. No exceptions will be made.
- b) All correspondence and the proposal are to be submitted to:

Christofer Atchison, Director of Legislative, Community and Agricultural Services
Mountain View County
10-1408 – TWP 320
Didsbury, Alberta T0M 0W0
Phone: (403) 335-3311 ext 114
E-mail: catchison@mvcountry.com
- c) Once this RFP has been issued, Consultants are specifically directed not to contact members of Mountain View County Council, employees or consultants for meetings, conferences or technical discussions related to this RFP. All answers to questions and queries made in regards to this RFP will be made by issue of addenda or amendments to all interested parties. Failure to adhere to this policy may result in

disqualification of your proposal. All facts and opinions stated within this RFP and all supporting documents and data is based upon information available from a variety of sources. No representation or warranty is made with respect thereto.

9. Selection Process and Schedule

- a) All proposals will be subject to a standard review process by Mountain View County. A primary consideration shall be the effectiveness of the Consultant to deliver the services as described in this RFP. Consultants identified as “finalists” may be asked to submit samples of previous work. Evaluation of the “finalists” proposals may include quality of requested work samples, results of references, and interviews. The Director of Legislative, Community and Agricultural Services will make the final decision(s) which proposal(s) will be considered for approval.
- b) Initial Review. All proposals will be initially evaluated to determine if they meet all of the requirements as stated in this RFP. Failure to meet all of these requirements may result in a proposal being rejected as non-responsive. No proposal shall be rejected, however, if it contains a minor irregularity, defect or variation of the irregularity, defect or variation is considered by Mountain View County to be immaterial or inconsequential. In such cases the Consultant will be notified of the deficiency in the proposal and given the opportunity to correct the irregularity, defect or variation, or Mountain View County may elect to waive the deficiency and accept the proposal.
- c) Technical Review. Proposals meeting the above requirements will be scored on the basis of the following criteria:
 - (i) **40 Percent: Ability and Experience of Team to Carry out Project.** Professional and educational experience of key personnel to be assigned to the project, and the firm’s experience with this type of project.
 - (ii) **35 Percent: Approach to and Understanding of the Project.** Proposals will be evaluated based on the Consultant’s understanding and approach to the scope of services desired, and the ability to meet Mountain View County’s objectives. The approach must demonstrate competence and familiarity in completing the projects goals.
 - (iii) **25 Percent: Cost and Fees.** Proposal costs, including time and materials, fee structures and payment schedules are complete and clear. Proposals will be evaluated based on comparisons to other Consultants and to current market costs for comparable services as determined by Mountain View County.
- d) Interview. The most competitive Consultants may be invited to an interview, which could include a presentation by the Consultant and questions by the County representative.
- e) Final Selection. Final Selection will be based on determining which proposals will best meet the needs of Mountain View County as described in this RFP.

10. Contract Award

- (a) Mountain View County may require the potential Consultant(s) selected to participate in negotiations, and to submit price, technical, or other revisions of their proposal as may result from negotiations. Mountain View County reserves the right to make one total award, one award for each subject area, or combination of awards, which ever is in the best interest of Mountain View County. It is Mountain View County’s sole discretion to extend an agreement with the Consultant to include additional services or to ascertain additional services through a separate RFP.

11. Other Information

- (a) Acceptance or Rejection of Proposals. This RFP does not commit Mountain View County to award a contract. Mountain View County reserves the right, in its sole discretion, to accept or reject any proposals; to waive minor informalities of proposals; or to cancel, revise or extend solicitation. Proposals shall remain open, valid and subject to acceptance anytime within one hundred twenty (120) days after the proposal opening and up to the end of the agreement period. Mountain View County realizes that conditions other than a price are important and will award contract(s) based on the proposal that best meets the needs of Mountain View County.

- (b) Modifications to the RFP. Mountain View County reserves the right to issue addenda or amendments, or change the timelines to this RFP.
- (c) Incurred Costs. This RFP does not commit the County to any costs incurred in the preparation of a proposal in response to this request and Consultant(s) agree that all costs incurred in developing their proposals are the Consultant's responsibility.
- (d) Final Authority. The final authority to award a contract(s) rests solely with Mountain View County's representative.
- (e) Disputes Relating to Proposal Process and Award. In the event a dispute arises concerning the proposal process prior to the award of the contract, the party wishing resolution of the disputes shall request in writing to the Chief Administrative Officer for Mountain View County, within ten (10) days of notification of non-selection. Grounds for an appeal are that Mountain View County failed to follow the selection procedures and adhere to requirements specified in the RFP or any addenda or amendments; there has been a violation of Provincial or Federal Law. Appeals will not be accepted on any other grounds. Mountain View County will consider only those specific issues addressed in the written appeal. The Chief Administrative Officer for Mountain View County or designee shall consider the request and respond in writing within ten (10) days of receipt. The decision of the Chief Administrative Officer for Mountain View County shall be final with respect to matter of fact. All disputes must be submitted to:

Chief Administrative Officer
Jeff Holmes
Mountain View County
Postal Bag 100 Didsbury, Alberta
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