

Screen Industry Investment Attraction & Marketing Communications



Request for Proposal 2026-11

Screen Industry Investment Attraction & Marketing Communications

RFP 2026-11

Key Dates

Proposal Schedule:

Issue of RFP	May 19, 2026
RFP Inquiry Deadline	May 22, 2026, by 11:59 p.m.
Deadline for Proposal Submissions	May 29, 2026, by 11:59 p.m.
Tentative Deadline for Awarding Contract	June 10, 2026

Project Schedule:

Project Kick-Off Meeting	June 2026 - TBD
Project Completion	December 31, 2026

All dates and times are subject to change.

Table of Contents

1. INSTRUCTIONS TO PROPONENTS	5
1.1. INTRODUCTION	5
1.2. PREPARATION OF PROPOSALS	5
1.3. OFFER AND ACCEPTANCE PERIOD	5
1.4. DEFINITIONS	5
1.5. OWNER REPRESENTATIVE	6
1.6. PRE-PROPOSAL MEETING	6
1.7. INQUIRIES	7
1.8. ADDENDA	7
1.9. CLOSING DATE AND TIME	8
1.10. SUBMISSION OF PROPOSALS	8
1.11. HEALTH & SAFETY	9
1.12. EXCEPTIONS	9
1.13. RESERVATION	10
1.14. ACCESS TO INFORMATION ACT	11
1.15. CONFLICT OF INTEREST	12
1.16. GOVERNING LAW	12
2. BACKGROUND INFORMATION	13
2.1. PROJECT BACKGROUND	13
2.2. SCOPE OF WORK	13
2.3. PROJECT BUDGET	14
2.4. PROJECT TIMELINE	14
3. PROPONENT RESPONSE INSTRUCTIONS	15
3.1. INTRODUCTION	15
3.2. PROPOSAL ORGANIZATION	15
3.3. COVER PAGE	15
3.4. EXECUTIVE SUMMARY	16
3.5. EXPERIENCE	16
3.5.1. <i>Corporate Profile</i>	16
3.5.2. <i>References</i>	16
3.6. SERVICES	16
3.6.1. <i>Project Understanding</i>	16
3.6.2. <i>Approach and Methodology</i>	17
3.6.3. <i>Project Schedule</i>	17
3.7. ADDITIONAL FEATURES / VALUE ADDED	17
3.8. COSTS	17
3.8.1. <i>Cost Proposal</i>	17
4. CERTIFICATION FORM	18

**Mountain View Regional Film Office
(MVRFO)**

**Screen Industry Investment Attraction & Marketing
Communications**

Request For Proposal (RFP)

1. INSTRUCTIONS TO PROPONENTS

1.1 Introduction

The Mountain View Regional Film Office (MVRFO) seeks a strategic marketing partner to elevate its regional profile within the global and domestic screen industries.

As Alberta's first rural film office, established in 2023 through a partnership between the Towns of Didsbury and Sundre and Mountain View County, the MVRFO offers a unique value proposition that requires sophisticated, industry-facing communication.

The MVRFO is positioned to drive economic diversification by acting as a concierge for film and television productions. To maximize impact, we require a Proponent capable of translating our regional assets, including our proximity to Calgary, the 30% rural tax credit incentive, and our specialized sound stage, into a compelling narrative that resonates with location scouts, producers, and stakeholders.

Our objective is to move beyond basic awareness toward high-value investment attraction and sustained industry engagement.

1.2 Preparation of Proposals

All Proposals received will be subject to all terms and conditions contained in this RFP. Proponents are responsible for familiarizing themselves with all terms and conditions of this document and for carefully examining the samples, specifications and other documents enclosed herewith (herein collectively referred to as the "RFP"). The Proponent shall make all inquiries and investigations necessary for the preparation and submission of Proposals and shall be deemed to have made same prior to submitting the Proposal response.

The County will not be responsible for any costs incurred by a Proponent in preparing and submitting a Proposal. The County accepts no liability of any kind to a Proponent unless and until the Proposal is accepted by the County.

1.3 Offer and Acceptance Period

A response to the RFP shall be deemed to be an offer to contract with the County based upon the terms, conditions and specifications contained in this RFP. Proposals shall constitute offers which are irrevocable for a period of sixty (60) days after the RFP's Closing Date and Time. If in the County's sole opinion, a Proponent's Proposal does not meet these requirements, the County may reject the Proposal.

1.4 Definitions

Terms used in this RFP have the meaning set out below unless otherwise indicated.

"Agreement" means a written document between the County and the Proponent(s) to perform the tasks, duties and responsibilities, as described in this RFP.

“Contract Administrator” means the County's representative responsible for the day-to-day administration of the contract. The Contract Administrator is the Proponent's primary County contact for all matters relating to the contract and service delivery.

“MST” means Mountain Standard Time or Mountain Daylight Saving Time as provided for in the Daylight Saving Time Act of Alberta.

“Must” means a requirement that is to be met in a substantially unaltered form for a Proponent's Proposal to be considered.

“Primary Contact” means the individual a Proponent (that has submitted a Proposal), designates to represent the Proponent during the competitive process associated with this RFP. There can be only one (1) Primary Contact.

“Proponent” means the firm or individual who has obtained a copy of this RFP or has registered as an Interested Proponent on APC for this competitive process.

“Proposal” means the Proponent's response to this RFP.

“Services” means everything done or performed by or through the Proponent that is within the scope of work for the RFP, including preparation and submission of any deliverables required by the Agreement.

1.5 Owner Representative

For this project the County has designated a representative (listed below) to act on its behalf. The County Representative will act as Contract Administrator for the Contract resulting out of this RFP as defined in Section 1.4.

Natalie McKay
Economic Development and Marketing Officer
PO Bag 100
Didsbury, AB T0M 0W0
Canada

1.6 Pre-Proposal Meeting

No Pre-Proposal Meeting will be held for this project.

1.7 Inquiries

At the County's sole discretion, information or clarifications regarding competitive process procedural issues may be provided to Proponent(s) after this date and time.

All inquiries shall be sent to the County Representative listed below. Do not contact any other County employees or Proponents regarding any aspect of this RFP process, procedural or technical.

When submitting an inquiry, identify your organization name, address, telephone and

e-mail address, as well as “**Screen Industry Investment Attraction & Marketing Communications RFP**” in the header.

E-mail inquiries are to be submitted as follows:

Natalie McKay
E-mail: nmckay@mvcountry.com

All inquiries received will be reviewed by the County. Inquiries that may contain proprietary or confidential information, in the County’s sole opinion, may be answered exclusively to the submitting Proponent directly via e-mail (not posted on APC) provided the response does not 1) require a modification to this RFP document, or 2) potentially provide the Proponent with an undue advantage in the competitive process. If the County believes that either of these situations may reasonably arise, it reserves the right to request the Proponent to reword and resubmit the inquiry or not provide a response.

All other inquiries will be compiled and answered in the form of written Addenda issued by the County and posted on APC. Proponents are strongly encouraged to submit inquiries as early as possible. Proponents are advised that all other inquiries received and answered by the County will be provided verbatim to all Proponents.

Prior to the Closing Date and Time, if the County requires clarification pertaining to an inquiry submitted by a Proponent, the County will direct the request for clarification to the Proponent’s representative that submitted the inquiry.

After the Closing Date and Time, the County will direct all correspondence regarding this competitive process only to the Proponent’s Primary Contact as identified in its Proposal. It is the Proponent’s responsibility to notify the County personnel listed above in writing and in advance of any change in the Proponent’s Primary Contact information; this is especially critical for an e-mail address change.

The County assumes no responsibility or liability arising from information obtained in a manner other than as described by this RFP.

1.8 Addenda

Any changes to this RFP as well as the response(s) to all inquiries received will be issued in the form of a written Addenda. The final written Addenda will be issued no later than **4:00p.m. MST, May 25, 2026.**

The final written Addendum to non-proprietary or non-confidential inquiries will be posted on APC no later than the above noted date and time. The final written Addenda to proprietary or confidential inquiries will be e-mailed directly to the Proponent’s representative that submitted the inquiry no later than the above noted date and time.

The date and time for issuing the final written Addendum may be amended at the sole discretion of the County.

Verbal instructions shall not be binding.

It is the Proponent's sole responsibility to regularly check APC for any updates or Addenda pertaining to this competitive process, and to maintain current and accurate user profile information on APC. The County will not be liable to any Proponent for any damage, direct or indirect, or lost profits arising out of the Proponent's use of the APC. By registering as an Interested Proponent on APC for this competitive process, the Proponent agrees to be bound by the terms and conditions set out in the APC web site.

The County requests the Proponent acknowledge receipt of all Addenda by completing and returning Appendix A with the Proposal. The County shall have the sole authority to resolve any discrepancies, omissions, or conflicts in this RFP.

1.9 Closing Date and Time

The Closing Date and Time for this RFP is **May 29, 2026, at 11:59 p.m. MST.**

The Closing Date and Time may be amended at the sole discretion of the County.

For RFP closing purposes the official time of receipt of Proposals shall be as determined by the clock on the computer located at the County Administration Building, Front Reception.

Failure to clearly identify Proposals as outlined in Section 1.10, Proposals being delivered just prior to the Closing Time, and/or Proposals not being delivered directly to front reception may result in delays in date and time marking of Proposals. Proposals that are date and time marked after the Closing Date and Time will not be evaluated and will be returned unopened.

1.10 Submission of Proposals

One (1) PDF copy of the request for proposal package, signed dated, will be received by Mountain View County, on behalf of the Mountain View Regional Film Office, by email and marked:

Screen Industry Investment Attraction & Marketing Communications RFP

E-mail RFP submission is to be submitted electronically to:

nmckay@mvcountry.com

- Proposals submitted in the name of an incorporated company shall be signed in the name of the company by a duly authorized representative of the company;
- Proposals received after the Closing Date and Time will not be evaluated and will be returned unopened;
- Delivery service disruptions will not be acceptable conditions for late Proposal submissions;
- At any time prior to the RFP Closing Date and Time, a Proponent may withdraw its Proposal. No Proposal shall be altered, amended or withdrawn after the Closing Date and Time unless the Proponent is requested to do so by the County;

- There will be no public opening of Proposals;
- Persons or firms submitting Proposals shall be actively engaged in the line of work required by the RFP and shall be able to refer to work of a similar character performed by them; and,
- The County will retain for its records all copies of Proponents' Proposals and related documents.

1.11 Health & Safety

Health and Safety are paramount on all work undertaken for the County. All Proponents shall have a Health & Safety program and maintain a Certificate of Recognition (COR) through the Alberta Construction Safety Association. The Proponent and its team members shall also maintain accounts in good standing with the Workers' Compensation Board of Alberta covering all workers who will be involved in any services delivered for the duration of the agreement. All Proponents **MUST** submit a copy of the COR or a temporary letter of certification that is valid for a period of 4 months after the completion date of the work under this agreement.

The successful Proponent will be deemed the Prime Contractor as per the provisions of the *Occupational Health and Safety Act* for the work under the resultant Agreement from this RFP. The successful Proponent shall ensure that all persons on its work site comply with the Alberta *Occupational Health & Safety Act* and any other applicable regulations.

1.12 Exceptions

For the Proponent to be considered for possible exemption from the application of any of the terms and conditions or specifications contained in the RFP, the County requests the Proponent's Proposal specifically address the term, condition or specification in question by referring to the corresponding RFP page number and paragraph containing the term, condition or specification and, if applicable, providing proposed revised wording.

The acceptability of any proposed exemption will be determined by the evaluation team. The extent of any proposed exemption(s) may be a factor in whether the County will accept or reject a Proponent's Proposal.

Prior to the submission of its Proposal, the Proponent is strongly encouraged to use the Inquiries process outlined in Section 1.6 – Inquiries to obtain clarification from the County as to the acceptability of any proposed exception(s).

1.13 Reservation

Notwithstanding anything to the contrary herein, the County reserves the right in its sole and absolute discretion to exercise any or all of the following rights, alone or in combination with each other, to:

- Accept proposal(s):

- which in the County's sole and absolute discretion fail in any material respect to comply with the requirement of this RFP; or
- in whole or in part without any negotiations.
- Enter into negotiations with:
 - any and/or all Proponents on any aspects of their proposal, to ensure the County's operational requirements are always met and promote best value.
 - any or all Proponents, or prospective persons or entities capable of delivering the required services but who may not have submitted a proposal in response to this RFP in the event, in the County's sole and absolute discretion, no proposals meet the requirements of the RFP; or
 - tied Proponents in the event of a tie between two or more Proponents.
- Conduct a best and final offer process:
 - With any or all Proponents in which Proponents are invited to revise their financial offers in circumstances where the County deems it appropriate in the County's sole and absolute discretion.
- Cancel, modify re-issue or suspend:
 - any aspect of this RFP, in whole or in part, at any time, for any reason;
 - in whole or in part, at any time, for any reason, the schedule for this RFP, including without limitation the Deadline for Proposals stated above, the anticipated award date or any other activity or date stipulated in the RFP; or
 - this RFP in its current or modified form and invite proposals from only the Proponents who submitted proposals in response to this RFP where to do so, in the County's sole and absolute discretion, to be in the County's best interests.
- Seek clarification, validate or take into account:
 - independently or with the help of the Proponent, any or all information provided by the Proponent with respect to this RFP and, for this purpose, disclose any or all information provided by the Proponent to a third party, subject to the County obtaining appropriate assurances of confidentiality from those third parties.
- Reject or refuse to consider any proposal:
 - if in the County's sole and absolute discretion it fails in any material respect to comply with the requirements of this RFP;
 - containing false, misleading or misrepresented information;
 - in the event any matter causes or is likely to cause or is likely to cause, in the County's sole and absolute discretion, a conflict of interest in relation to the selection of any proposal;

- from a Proponent who colludes with one or more other Proponent(s) in the preparation of any proposal;
- from a Proponent who fails to cooperate with the County in any attempt by the County to clarify or validate any information provided by the Proponent or who fails to provide accurate or complete documentation as directed by the County;
- from a Proponent with whom the County has previously terminated a contract for any reason or has had a previous, or currently has a commercial or legal dispute that, in the County's sole and absolute discretion, would impair the County's ability to enter into the productive business arrangement contemplated by this RFP;
- from a Proponent failing to have the capacity to contract with the County;
- Award:
 - one or more contracts in connection with this RFP;
- Waive:
 - irregularities, informalities, omissions and defects in any proposal where, in the County's sole and absolute discretion, they do not materially affect the ability of the Proponent to provide the goods and services required by this RFP.

1.14 Access to Information Act

While the Access to Information Act allows persons a right of access to records in the County's custody or control, it also prohibits the County from disclosing personal information about an individual in certain circumstances, or business information, if disclosure could reasonably be expected to cause harm as outlined in the Act. Because of the complexity of this Act, Proponents must consider the potential that any information that is provided to the County may be disclosed to a third party.

All information in the possession or control of the County, including any information provided, obtained or under the control of the County under this competitive process, is subject to the Access to Information Act. Should the County receive a request for any records that are under the control of the County and in the Proponent's custody, the Proponent must provide the records, at the Proponent's expense, to the County.

1.15 Conflict of Interest

Proponents must fully disclose, in writing to the County on or before the Closing Date and Time of this RFP, the circumstances of any potential conflict of interest or what could be perceived as a possible conflict of interest if the Proponent were to become a contracting party pursuant to this RFP. The County shall review any submissions by Proponents under this provision and may reject any Proposals where, in the sole opinion of County, the Proponent could be in a conflict of interest or could be perceived to be in a possible

conflict of interest position if the Proponent were to become a contracting party pursuant to this RFP.

1.16 Governing Law

This RFP shall be governed by the laws of the Province of Alberta, and the forum for all disputes shall be the Courts of the Province of Alberta.

2. BACKGROUND INFORMATION

2.1 Project Background

MVRFO is Alberta's first rural film office and was founded in 2023 as a partnership between the Towns of Didsbury and Sundre, and Mountain View County. Its purpose was to advance the media and screen industry within the region as a driver of economic diversification. MVRFO operates as a concierge service for film and television productions, providing essential support in location scouting, resource procurement, and permitting. Its regional value proposition is defined by three distinct advantages:

- **Incentive Proximity:** We are the closest filming region to Calgary that qualifies for the Province of Alberta's 30% Rural and Remote Film & TV Tax Credit (FTTC) top-up.
- **Specialized Infrastructure:** Our region is home to the only 20-foot tall greenscreen and sound stage in Alberta located outside of Calgary or Edmonton.
- **Versatile Locations:** The region offers a diverse portfolio of filming environments, ranging from expansive prairies and mountain peaks to authentic small-town settings.

To effectively communicate this value proposition to the wider screen industry through the remainder of 2026, the MVRFO requires the services of a marketing and communications professional proficient in copywriting, graphic brand design, generating earned media, social media coordination, and website management.

Please note that current project funding supports these activities only until December 31, 2026.

For additional information about the Mountain View Regional Film Office and our current initiatives, please visit mountainviewfilm.ca.

2.2 Scope of Work

The selected Proponent will lead the MVRFO's marketing and communications efforts, ensuring all deliverables align with the goal of screen industry investment attraction.

A primary requirement of this scope is the creation of a comprehensive Marketing and Communications Calendar covering the full 2026 and 2027 calendar years. This calendar must act as a detailed strategic roadmap, identifying specific dates, themes, and platforms for all social media engagement, website updates, and media outreach.

The 2027 component is essential for providing the MVRFO with a clear path for sustained momentum and brand consistency beyond the current funding cycle.

Ongoing service requirements include:

- **Multi-Platform Management:** Executing content strategy across Instagram, Facebook, LinkedIn, and X. This includes a minimum frequency of one to three posts per week using high-quality, non-AI-generated imagery and video reels.
- **Website & Editorial Content:** Managing professional copywriting and technical updates for the website to maintain investment readiness and SEO relevance.
- **Earned & Paid Media:** Developing story concepts and press releases to generate media coverage, alongside managing limited industry-facing advertising placements.
- **Creative Services:** Providing graphic design for digital and print collateral and capturing original on-site content at regional events and film-friendly locations.
- **Strategic Planning:** Finalizing the 2026–2027 master calendar to ensure a seamless transition of marketing activities into the next fiscal year.

Project Capacity and Budget Expectations

The MVRFO operates within a defined fixed-fee structure for this project. To ensure a sustainable and productive partnership, the Proponent should propose a monthly retainer fee that reflects a consistent, part-time level of effort dedicated to the office’s strategic goals. This retainer should be structured to balance the ongoing maintenance of our digital presence with the creative work required for the 2026–2027 strategic roadmap.

Proponents are encouraged to present a service model that maximizes impact within these parameters, ensuring that the volume of work remains aligned with the project’s total fixed-fee allocation for professional services.

2.3 Project Budget

Together with Mountain View County, the MVRFO partners have collectively approved the budget for this project.

2.4 Project Timeline

This contract is to provide services until December 31, 2026.

3. PROPONENT RESPONSE INSTRUCTIONS

3.1 Introduction

This Section outlines the information the County requests the Proponent to provide in its Proposal. Failure to provide all the information may result in disqualification from the competitive process.

3.2 Proposal Organization

The County requests the Proponent's Proposal be organized as outlined below. The Proponent's Proposal should be no longer than 15 pages in length.

If the Proponent wishes to include additional information on any point that is somewhat voluminous or that is not directly relevant to the specific situation described in this RFP, that information should be placed in the section entitled "Other Appendices" and referenced in the main body of the Proposal.

Cover Page

1.0 Executive Summary

2.0 Experience

2.1 – Corporate Profile

2.3 – References

3.0 Services

3.1 – Project Understanding

3.2 – Approach and Methodology

3.3 – Project Schedule

4.0 Additional Features / Value Added

5.0 Pricing

5.1 – Cost Proposal

6.0 Certification Form (Completed and signed)

7.0 Other Information (As the Proponent deems necessary to provide additional information)

3.3 Cover Page

The County requests the cover page include:

- The name and number of this RFP;
- The legal name of the Proponent that would enter a contract with the County if selected under this proposal call;
- The Proponent's address, telephone and fax numbers, name of the Proponent's Primary Contact for this competitive process, and Primary Contact's e-mail address;
- The date of Proposal submission;
- The following statement: "It is the intent of [Proponent's legal name] to enter into a formal Agreement with the County based on the requirements of this RFP."
Modifying the above wording may result in disqualification from this competitive process; and

- The signature of a duly authorized representative of the company (indicate name and title).

3.4 Executive Summary

Provide an executive summary for the Proponent's Proposal. At a minimum, the executive summary should outline the Proponent's knowledge and understanding of the background and issues involved in the project, the intended deliverables, and deadlines.

3.5 Experience

3.5.1 Corporate Profile

In this section the Proponent should include brief corporate histories and overview of the Proponent team member companies. The Proponent should clearly demonstrate that it has the resources and experience necessary to effectively meet the requirements of this RFP.

3.5.2 References

In this section identify corporate experience relevant to the requirements of this RFP, including the following information:

- Name of Municipalities or organizations where services were performed on projects similar to the size and scope/ requirements of this RFP;
- A minimum of three (3) references that the County can contact without prior notification. Include reference name, title, company, location, phone number and email address and a brief description of services provided and value of work completed.

The County cannot be used as a reference.

Information obtained through reference checks will be incorporated into the evaluation and scoring of any applicable part of a Proposal. A Reference's relevance to the requirements of this RFP is an element of the evaluation of references.

3.6 Services

3.6.1 Project Understanding

Proponents are required to demonstrate their understanding of the project scope and requirements. Briefly outline the key issues as the Proponent understands them.

3.6.2 Approach and Methodology

Describe the capabilities in terms of methods, approach, and tools the Proponent intends to deploy in fulfilling project scope and requirements.

3.6.3 Project Schedule

Present your high-level schedule including key dates for all deliverables; Comment on your strategy to facilitate a quick start to the project.

3.7 Additional Features / Value Added

The purpose of the Value Added section is to provide Proponents with an opportunity to utilize their knowledge and experience to identify any value added options or ideas that may benefit the County or the project. If the Proponent can include more scope or service within the County's constraints, the Proponent should provide an outline of potential value added options. This may include ideas or suggestions on alternatives in implementation timelines, project scope, project costs, goals, deliverables, methodologies, etc. Value added ideas must not be included in the base fee of the cost proposal. The potential impacts to cost and schedule duration should be identified in this section. Prior to award, the County will determine if the value added items will be accepted or rejected.

3.8 Costs

3.8.1 Cost Proposal

Pricing is to be submitted on a monthly retainer price basis for services rendered during the balance of 2026.

Proponent is to provide any terms and conditions regarding payment/cost proposal.

Any costs not identified in the Proposal will be the responsibility of the Proponent.

4. CERTIFICATION FORM

Proponents are required to sign and return this form with their Proposal.

We _____
(Legal name of the Company)

Of _____
(Business Address)

Having examined and read this Request For Proposal **2026-11 Screen Industry Investment Attraction & Marketing Communications** issued by Mountain View County, do hereby agree that our Proposal is complete and includes all the requirements described to provide the services/products identified as per the Request For Proposal documents, and do hereby agree to accept the terms and conditions set out in this Request For Proposal.

Executed this the _____ day of _____, 2026

_____ (Signature of Authorized Representative)

_____ (Position of Authorized Representative)

*****END OF DOCUMENT*****