

REQUEST FOR PROPOSALS (RFP)

Local Roots, Louder Voices

Business Visibility, Storytelling & Impact Measurement Initiative

OPPORTUNITY OVERVIEW	DETAIL
Opportunity number	2026RFP006
Issue date	Thursday, October 15, 2026
Question deadline	Friday, October 23, 2026 at 4:00 p.m. Mountain Daylight Time (MDT)
Addendum deadline	Tuesday, October 27, 2026 at 4:00 p.m. MDT
Submission deadline	Friday, November 6, 2026 at 4:00 p.m. Alberta Time (ABT)
Submission method	Email to proposals@fmwb.ca
Anticipated evaluation	Friday, November 13, 2026
Shortlisted proponent interviews	Monday, November 16, 2026 (if required)
Authorized inquiries	proposals@fmwb.ca
Anticipated award	Preferred proponent notification: Wednesday, November 18, 2026 (anticipated)
Proposed term	Following anticipated agreement execution November 23, 2026 through August 31, 2027 (no automatic renewal)
Anticipated contract execution / kickoff	Agreement execution: Monday, November 23, 2026 (anticipated); kickoff following execution
Final program reporting	By August 31, 2027 (proposed project completion)
Proponent Submissions	A person authorized to sign on behalf of the Proponent must complete and sign the Proponent Response Cover Sheet and include the completed and signed form with the electronic proposal submission. Electronic signatures are acceptable.
Trade Agreements	This procurement will be conducted in accordance with applicable procurement laws and trade agreement obligations, including, where applicable, the Canadian Free Trade Agreement (CFTA) and the New West Partnership Trade Agreement (NWPTA). The procurement process and the rights and obligations of FMWBEDT and Proponents are governed by this RFP and its duly issued addenda, subject to applicable mandatory legal requirements. Nothing in this RFP limits or overrides obligations imposed by applicable law or trade agreements.
Proponent Response Cover Sheet	The mandatory Proponent Response Cover Sheet follows the Opportunity Overview. Complete, sign and return it as the first page of the proposal response in accordance with Section 4 (M2).

PROPONENT RESPONSE COVER SHEET

Mandatory submission • Complete, sign and include as the first page of the Proponent's proposal.

A. SOLICITATION INFORMATION	
Opportunity Number	2026RFP006
RFP Title	Local Roots, Louder Voices
Description	Business Visibility, Storytelling & Impact Measurement Initiative
Issued By	Wood Buffalo Economic Development Corporation, operating as Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT)
B. PROPONENT INFORMATION	
Legal Business Name	
Operating / DBA Name (if applicable)	
Business Address	
Authorized Representative – Printed Name	
Title / Position	
Email Address	
Telephone Number	
C. MANDATORY DECLARATIONS	
Acknowledgement of Addenda	☐ No addenda issued ☐ Addenda acknowledged: _____
Conflict of Interest	☐ No Conflicts ☐ Conflict(s) disclosed in proposal, section/page: _____
Exceptions / Qualifications	☐ None ☐ Exceptions identified in proposal, section/page: _____
D. PROPONENT DECLARATION	
By signing, the undersigned confirms authority to submit the proposal on behalf of the Proponent; review of the RFP, Appendix A and addenda; complete disclosure of conflicts and exceptions (or express declarations of none); and accuracy of submitted information to the best of their knowledge. Disclosure of exceptions does not constitute FMWBEDT acceptance. Submission does not create a contract or guarantee award.	
E. AUTHORIZED SIGNATURE	
Signature of Authorized Representative	
Date of Signature	

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1. Procurement Summary & Objectives

Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT) is seeking a qualified media production firm, marketing agency or collaborative team to deliver Local Roots, Louder Voices, a regional business visibility, storytelling and impact measurement initiative.

Developed in response to needs identified through FMWBEDT's Business Retention and Expansion (BRE) Strategy, the initiative aims to increase the visibility of local businesses, strengthen market connections, showcase regional business capabilities and generate measurable economic development outcomes.

The program will support a minimum of 30 businesses across two concurrently delivered cohorts:

- Retail, commercial, home-based and growth-stage businesses: Focused on customer-facing visibility, brand awareness, market presence and opportunities for business-to-consumer (B2C) and business-to-business (B2B) engagement.
- Industrial businesses, contractors, subcontractors and suppliers: Focused on showcasing capabilities, supplier visibility, procurement readiness, B2B connections and opportunities to pursue contracts and new business.

The initiative will seek representation from businesses across Fort McMurray Wood Buffalo, including rural, Indigenous-owned, newcomer-owned, women-led, youth-owned and other diverse enterprises.

FMWBEDT retains responsibility for program direction, participant approval, organizational communications and the final approval and publication of all content.

1.1 Project Objectives

The successful Proponent will support FMWBEDT in achieving the following objectives:

Objective	Intended outcome
1. Increase business visibility	Strengthen awareness and market recognition of locally owned businesses, their products, services, expertise and capabilities.
2. Strengthen marketing capacity	Equip participating businesses with professional video, photography and reusable promotional assets to support ongoing marketing and business

	development.
3. Support B2B engagement and procurement opportunities	Help businesses communicate their capabilities to potential customers, industry partners, procurement teams and supply-chain organizations.
4. Generate business opportunities	Support increased customer inquiries, business leads, partnerships, referrals and opportunities to secure new work.
5. Showcase regional economic diversity	Highlight entrepreneurship, industrial capabilities, innovation and the contributions of businesses throughout Fort McMurray Wood Buffalo.
6. Build a reusable content library	Establish professional business profiles, stories and promotional assets that can support future business promotion and stakeholder engagement.
7. Measure program effectiveness	Establish baseline information and assess changes in visibility, digital engagement, customer inquiries, B2B connections, procurement activity and other reported business outcomes.
8. Inform future economic development programming	Generate evidence, participant feedback and recommendations to guide future BRE initiatives, business support programs and investment-readiness activities.

1.2 Intended Program Outcomes

Through the initiative, FMWBEDT expects to achieve:

- Increased visibility and promotional capacity among participating businesses.
- Improved awareness of regional products, services, business expertise and supplier capabilities.
- Greater opportunities for B2B relationships, supplier introductions and business development.
- A reusable collection of professional creative assets available to FMWBEDT and participating businesses under approved usage rights.
- Reliable baseline and post-program information to assess participant experiences and program effectiveness.
- Evidence-informed recommendations for future programming and potential expansion.

The Proponent will be responsible for delivering the activities, materials, assessments and reporting requirements identified in Section 2. While the initiative is intended to support business growth and economic opportunities, specific increases in sales, contract awards, customer inquiries or business revenue are not guaranteed contractual outcomes.

2. Scope, Specifications & Deliverables

2.1 Delivery model and phase overview

The project will be delivered through six related phases across two concurrently managed cohorts: (1) retail, commercial, home-based and growth-stage businesses; and (2) industrial businesses, contractors, subcontractors and suppliers. The proponent will coordinate a minimum of 30 FMWBEDT-approved businesses across the two cohorts. Progression through participant onboarding, filming and publication remains subject to FMWBEDT approval and completion of the applicable FMWBEDT-issued documentation.

Phase 1 – Program planning, recruitment and onboarding: Recruit and coordinate participating businesses, establish project work plans and obtain completed FMWBEDT-issued participant documentation.

Phase 2 – Baseline business assessment: Administer approved baseline assessment tools and securely capture initial visibility, marketing and business-engagement measures.

Phase 3 – Content production: Produce two professionally edited business videos and an edited photography package for each participating business.

Phase 4 – Post-production, approvals and promotion support: Finalize accessible, platform-ready assets; support FMWBEDT-approved content scheduling and provide promotional copy.

Phase 5 – Post-campaign impact assessment: Conduct follow-up interviews or surveys and compare outcomes with baseline measures.

Phase 6 – Consolidated impact reporting: Deliver a program-level impact report covering both cohorts, outcomes, lessons and recommendations.

2.2 Phase 1 – Program planning, recruitment and onboarding

The contractor shall develop and carry out an integrated recruitment and project plan in collaboration with FMWBEDT. Both cohorts will be recruited and delivered concurrently, with a proposed distribution of at least 30 participating businesses. The contractor may recommend applicants; FMWBEDT alone makes all eligibility, selection and participation decisions.

- Prepare a recruitment, outreach and work plan with key milestones, a consolidated schedule, business engagement methods and cohort-specific considerations.
- Develop or configure the operational application/intake workflow and draft outreach graphics/copy for FMWBEDT review and approval; no public release without authorization.
- Engage interested businesses, collect application information, coordinate selection recommendations and maintain an up-to-date participant and production status register.
- Coordinate onboarding, filming dates, and logistics after FMWBEDT approval and verification that required documents have been properly executed.
- Administer FMWBEDT-provided participant agreements, program consent forms, intellectual-property and asset-use acknowledgements, and media/talent/location release forms. Explain the approved forms administratively, obtain the required signatures before related activities, and promptly transmit complete signed copies to FMWBEDT through an approved secure channel.
- Identify any additional individual, property, music, stock-content or third-party release/license required for the proposed production; obtain FMWBEDT approval of the form and conditions before use.

Document ownership and control: FMWBEDT's Economic Development team will prepare, approve, issue and maintain the controlled master versions of program participation agreements, consent documentation, intellectual-property and content-usage terms, and standard media releases. The contractor shall not draft, change, negotiate, waive or substitute those terms, or retain sole custody of executed records, without FMWBEDT's prior written authorization. Signed documents and tracking records must be delivered to FMWBEDT, which remains the authoritative records custodian. The contractor may retain only the access or copies expressly authorized for performance of the contract.

Recruitment inputs and participant replacement: FMWBEDT will provide a list of potential participating businesses. The contractor shall describe its approach to recruiting the balance, maintaining both cohorts, recording withdrawals, and recommending replacement participants for FMWBEDT approval. No replacement or scope substitution may proceed without written FMWBEDT approval.

2.3 Phase 2 – Baseline business assessment

Before production, administer FMWBEDT-approved baseline assessment questionnaires or interview guides. The contractor may recommend operational refinements to the measurement approach, but FMWBEDT approves the final questions, collection notices, intended use and data fields.

- Capture relevant industry, size, years in operation, current marketing activity and online presence, customer/client inquiries, B2B connections, supplier/procurement opportunities and business objectives.
- Keep sales and revenue responses optional and confidential. Do not seek unnecessary personal or commercially sensitive information.

- Provide FMWBEDT with the agreed structured baseline dataset and a concise cohort-level baseline summary using approved, access-controlled storage and transfer methods.

The approved baseline instrument should consider, where relevant to each cohort: customer traffic or inquiries; website traffic and digital activity; brand-awareness challenges; existing referral and B2B networks; supplier introductions; procurement participation and barriers; bids or contracts secured; and leads generated. The contractor shall distinguish business-reported data from independently verifiable measures. Questions, response options and any confidential financial fields must be approved by FMWBEDT before collection.

2.4 Phase 3 – Content production

For each of the minimum 30 participating businesses, produce the following approved materials:

- Video 1 — “What We Do”: one professionally filmed and edited promotional profile showcasing products/services, capabilities, facilities or processes, customer value and differentiators.
- Video 2 — “Our Local Roots”: one professionally filmed and edited storytelling profile highlighting business history, entrepreneurial journey, people and connection to Fort McMurray Wood Buffalo.
- Professional photography: an edited collection showing relevant products/services, staff or leadership, facilities and brand/lifestyle imagery. Minimum number of edited photographs per business: 5
- Provide social-ready and high-resolution formats as applicable, captions, accurate identification and accessible outputs. Proponents shall state proposed video lengths, technical formats, revision rounds, turnaround times and source-file delivery inclusions.

Minimum Creative Specifications

To ensure consistent pricing across all proposals, proponents shall base their submissions on the following minimum requirements:

- **"What We Do" Video:** One (1) video per participating business with a target runtime of **60-90 seconds**.
- **"Our Local Roots" Video:** One (1) video per participating business with a target runtime of **90-120 seconds**.
- **Revisions:** Pricing shall include a minimum of **two (2) rounds of revisions** per video.
- **Delivery Formats:** Final videos shall be delivered in **4K and 1080p HD MP4 formats**, optimized for website, YouTube, and social media use.
- **Source Files:** Final edited videos and all project files shall be provided to the Owner upon project completion. Ownership of all final deliverables, including source footage and editable project files, shall transfer to the Owner.

Proponents may recommend production efficiencies, alternative approaches, or additional enhancements; however, pricing must be based on the mandatory minimum requirements outlined above.

All filming must respect approved scope, individual and premises consent, safe-work requirements and applicable third-party rights. No business is to be filmed until FMWBEDT confirms its participation and the required executed forms are on file.

2.5 Phase 4 – Post-production, approvals and promotional support

- Edit and quality-check all footage and photographs, including appropriate captions, graphics, branding and approved cohort-specific messaging.
- Submit draft and final creative assets to FMWBEDT for review; incorporate the agreed revision rounds and provide final assets through the approved transfer and naming structure.

- Develop platform-ready versions, proposed posting descriptions, promotional copy and a staged asset-delivery schedule for both cohorts.
- Support business spotlights or media features only where expressly approved. FMWBEDT has final creative approval and is responsible for publishing, social posting, paid promotion decisions and use of its brand.

The contractor must not publish material, disclose unreleased content, purchase advertising, promise placements or authorize third parties to use FMWBEDT assets without advance written authorization.

Business spotlights and media outreach: Provide proposed promotional copy and short business profiles as part of approved assets. External media pitching or placement coordination will be coordinated with FMWBEDT through their channels and content provided to the individual businesses for their use. FMWBEDT alone authorizes media approaches, channel use and publication.

2.6 Phase 5 – Post-campaign impact assessment

After each relevant campaign cycle or cohort activity, administer approved follow-up surveys or interviews and summarize differences from the baseline, including client inquiries, digital engagement, partnership and supplier connections, procurement opportunities, self-reported activity and program satisfaction. Identify limitations in attribution and distinguish independently measured analytics from participant-reported results. FMWBEDT will provide available organizational channel analytics where practical.

The assessment must provide separate findings for the retail/commercial/home-based cohort and industrial/contractor/supplier cohort where sample size and confidentiality allow. Measures should include customer inquiries and reach for customer-facing businesses, and B2B leads, supplier introductions, bid opportunities, procurement barriers and reported work secured for industrial participants, where available. The follow-up timing shall be determined once cohorts and program timing are established; minimally one month after content release.

2.7 Phase 6 – Consolidated program impact report

By August 31, 2027, provide a consolidated report covering both cohorts: numbers and types of businesses engaged, outputs delivered, participation and satisfaction, baseline/follow-up results, available social reach and video metrics, B2B and procurement-related outcomes, testimonials, lessons, and actionable recommendations. Include a clear method summary and appropriately anonymized aggregated results. Deliver underlying FMWBEDT-authorized datasets and other contract records at handover.

Testimonials and case studies: Collect participant feedback and permission for approved quotations. Standalone written case studies or testimonials required in addition to the impact report: 3-5 standalone written case studies (maximum 100 words each). Present cohort-level results separately, with limitations, self-reported outcomes, and attributable results clearly identified.

2.8 AGM highlight video and acceptance

Deliver one final 3–4-minute cross-cohort program highlight video, suitable for FMWBEDT’s AGM, no later than May 31, 2027. It may include selected approved behind-the-scenes material. The AGM deadline applies to this highlight deliverable and does not shorten the January–June 2027 campaign or July–August 2027 evaluation period. All final deliverables require review, reasonable corrections and written acceptance by FMWBEDT; mere file delivery is not acceptance.

2.9 Responsibility, approvals and records custody

- FMWBEDT: program eligibility criteria and final participant selection; master participation/consent/media-release documents; final approval of content, brand and published material; program data requirements; master record custody; published social and paid promotion.

- Contractor: recruitment and intake administration, signature collection on FMWBEDT-issued documentation, secure forwarding of executed records, logistics, approved baseline/follow-up collection, production, editing, approved promotional support and final reporting.
- FMWBEDT Corporate Services: administration of the procurement and resulting contract through FMWBEDT's approved authorities; contract amendments or commitments are not authorized by informal program communications.
- Paid media, advertising buys and other third-party purchases are excluded unless expressly included in the approved base scope or separately authorized in writing.

3. Schedule, Questions & Submission

3.1 Procurement Schedule

The following schedule outlines the anticipated procurement process. FMWBEDT may amend any date by formal written addendum through the authorized solicitation channel. Closing dates and times are binding unless formally amended.

MILESTONE	DATE / TIME
RFP Issue Date	October 15, 2026
Deadline for Questions	October 23, 2026 – 4:00 p.m. MDT
Deadline for Issuing Addenda	October 27, 2026 – 4:00 p.m. MDT
Proposal Submission Deadline	November 6, 2026 – 4:00 p.m. Alberta Time (ABT)
Anticipated Evaluation	November 13, 2026
Shortlisted Proponent Interviews (if required)	November 16, 2026 – clarification only; not separately scored
Preferred Proponent Notification	November 18, 2026 (anticipated)
Anticipated Agreement Execution	November 23, 2026 (anticipated)

3.2 Questions and Clarifications

All RFP questions and clarification requests must be sent to Proposals@fmwb.ca by the published question deadline. Email subject line: "2026RFP006 – Local Roots, Louder Voices: QUESTION". Only formal written responses or addenda issued through the authorized solicitation channel are binding. Material clarifications will be shared consistently with all participating proponents. Information from other sources must not be relied upon. See Appendix A, Sections 3 and 20.

3.3 Proposal Submission Requirements

Proposals must be received by email at Proposals@fmwb.ca no later than November 6, 2026 at 4:00 p.m. ABT. Email subject line: "2026RFP006 – Local Roots, Louder Voices: SUBMISSION". The receiving FMWBEDT email-system timestamp determines receipt time. See Appendix A, Sections 4 and 29.

- Submit one searchable PDF document in English.
- Maximum 10 pages for the proponent response, excluding the completed signed Proponent Response Cover Sheet and externally linked portfolio/work samples.
- Include the completed and signed Proponent Response Cover Sheet, with addenda acknowledgement, conflict-of-interest declaration (or "No Conflicts"), and exceptions/qualifications identified.

- Address every mandatory requirement in Section 4, every rated criterion in Section 5 and the pricing schedule in Section 6.
- Late submissions will not be accepted, subject to overriding legal requirements.

3.4 Anticipated Project Delivery Schedule

Services may commence only following execution of an authorized agreement and any required notice to proceed. The successful proponent must provide a detailed implementation, recruitment and production schedule for FMWBEDT approval.

PERIOD	ANTICIPATED ACTIVITIES
Following agreement execution / late November–December 2026	Kickoff; detailed project planning; recruitment and intake preparations.
December 2026 onward	Recruitment, onboarding, FMWBEDT-approved baseline assessments and scheduling for both cohorts.
January–June 2027	Filming, editing and staged approved asset delivery; FMWBEDT controls publication.
May 31, 2027	Accepted 3–4-minute AGM highlight video due.
July–August 2027	Follow-up assessments and consolidated program reporting.
August 31, 2027	Final consolidated impact report due and handover complete.

4. Mandatory Submission Requirements

ID	PASS / FAIL REQUIREMENT
M1	Proposals must be submitted electronically in PDF format to Proposals@fmwb.ca by the published submission deadline. The Proponent's response must not exceed 10 pages, excluding the completed and signed Proponent Response Cover Sheet and external portfolio links or referenced work samples. Late submissions will not be accepted.
M2	Signed and completed proponent response cover sheet, including addenda acknowledgement and disclosures.
M3	Base proposal expressly covers at least 30 businesses, with two videos per business, photography, campaign assets, assessments, reporting and May 31 highlight video.
M4	Fixed total base proposal price in Canadian dollars at or below \$40,000 excluding GST, inclusive of travel, recruitment, production, third-party costs and all other required expenses.
M5	Project team, work plan, two relevant references, three representative work examples or links, subcontractor disclosures and adequate capacity to meet the milestone dates.
M6	Conflict of Interest Disclosure: The Proponent must disclose any actual, potential or reasonably perceived conflicts of interest involving the Proponent, its personnel, partners or subcontractors in relation to FMWBEDT, this procurement or the proposed services. Where no conflicts exist, the Proponent must expressly declare "No Conflicts." FMWBEDT reserves the right to assess disclosed conflicts and determine whether they can be appropriately mitigated or whether the Proponent is

ID	PASS / FAIL REQUIREMENT
	ineligible for further consideration.

Mandatory conditions are applied consistently as published; FMWBEDT will not use clarification to permit material bid repair. Insurance, WCB clearance when applicable, procedures to administer FMWBEDT-issued participant consent and release forms and any required supporting documentation may be verified before contracting.

5. Evaluation / Selection Method

PUBLISHED CRITERION	WEIGHT	SCORING EVIDENCE
1. RELEVANT EXPERIENCE & PORTFOLIO	20%	
Comparable video, photography and storytelling projects	8%	Demonstrated scope, production quality and relevant samples.
SME, industrial and regional business experience	7%	Experience with B2C, B2B, contractor/supplier or economic-development audiences.
Past results and quality of similar assignments	5%	Evidence of completed work, client objectives and measurable results.
2. PROJECT METHODOLOGY & WORK PLAN	20%	
Recruitment, selection and onboarding	7%	Credible plan to engage at least 30 businesses across two cohorts; FMWBEDT approves participants.
Production logistics, sequencing and milestone delivery	7%	Feasible concurrent production plan, dependencies and May 31, 2027 highlight-video milestone.
Project management, quality control and risk mitigation	6%	Clear roles, approval gates, change control, revisions and contingency planning.
3. CREATIVE APPROACH & STORYTELLING	20%	
Creative concept and narrative treatment	8%	Compelling authentic stories, editorial approach and suitability for diverse businesses.
B2C and B2B audience alignment	6%	Distinct treatments for consumer visibility and industrial capability/procurement audiences.
Output quality, versatility and accessibility	6%	Video and photo samples, captioning, platform-ready versions, brand consistency and reuse.
4. DATA COLLECTION & IMPACT MEASUREMENT	10%	
Baseline and follow-up collection	4%	Practical surveys/interviews with consistent measures and reasonable participant burden.
Outcome measures and attribution limits	3%	Useful lead, visibility, B2B and procurement metrics; clear treatment of self-reported outcomes.

PUBLISHED CRITERION	WEIGHT	SCORING EVIDENCE
Reporting, confidentiality and information handling	3%	Usable insights, cohort reporting, privacy controls and secure information handling.
5. TEAM QUALIFICATIONS & CAPACITY	10%	
Assigned team experience and responsibilities	4%	Relevant qualifications of named personnel and clear accountability.
Capacity and availability	4%	Demonstrated ability to deliver 30-business minimum and staged schedule.
Regional execution and subcontractor coverage	2%	Realistic travel, availability, coordination and backup capacity (not location alone).
6. FINANCIAL PROPOSAL	10%	
Evaluated compliant base price	10%	Objective price formula in section 5.3; base scope only, excluding GST.
7. REFERENCES	10%	
Quality, responsiveness and client experience	5%	Consistently verified references on quality, communications and client satisfaction.
Comparable delivery performance	5%	Consistently verified evidence of on-time, on-budget comparable work.
TOTAL	100%	

Scoring procedures, financial evaluation, reference checks and selection rules are set out below. Published subcriteria weights total 100 points.

Alternative approaches must be clearly separated and fully priced. They will not be used to determine the base-scope ranking and may only be considered after the compliant base evaluation, subject to FMWBEDT's reserved rights, approvals and fair treatment of proponents.

5.1 Mandatory screening and sequence

FMWBEDT Corporate Services will first assess the pass/fail requirements in Section 4. Only compliant base proposals proceed to weighted evaluation. Published requirements will be applied consistently; requests for clarification will not permit material bid repair. Qualitative technical scoring will be completed before financial scores are calculated.

5.2 Qualitative scoring scale and calculation

- 0 — Not addressed: No relevant response or evidence.
- 1 — Poor: Major deficiencies; minimal evidence of capability.
- 2 — Fair: Partially meets requirements; material gaps or risk.
- 3 — Good: Meets requirements with adequate evidence and credible approach.
- 4 — Very good: Strong evidence and approach exceeding requirements in material respects.
- 5 — Excellent: Exceptional, detailed and highly credible response demonstrably exceeding requirements.

Each qualitative subcriterion is rated 0–5. Awarded points = (rating ÷ 5) × published subcriterion points. The maximum qualitative score, including references, is 90 points. Evaluators will document scores and supporting reasons, then reconcile material differences using a documented consensus process.

5.3 Financial scoring (10 points)

The lowest-priced compliant base proposal receives 10 points. Other compliant base proposals receive: Financial points = (lowest compliant evaluated base price ÷ proponent's evaluated base price) × 10. Prices are in Canadian dollars excluding GST and must include all required work and expenses. Pricing above the \$40,000 excluding-GST ceiling fails mandatory screening. An abnormally low or unclear price may be subject to a fair clarification or verification process; FMWBEDT will not permit a material post-closing price revision. A zero-dollar base price requires an evaluation determination consistent with the published requirements before the formula is applied.

5.4 References, clarification and ranking

References will be assessed against the two published 5-point subcriteria using consistent, documented questions and available evidence. FMWBEDT may verify information and seek clarifications uniformly where permitted; proponents are responsible for ensuring reference contacts are available. Total score is the sum of weighted qualitative points and financial points (maximum 100). The highest-ranked compliant base proposal will ordinarily be recommended, subject to satisfactory due diligence, organizational approval and a duly executed agreement. In the event of an equal total score, the higher combined score in Creative Approach & Storytelling and Project Methodology & Work Plan ranks first; if still equal, the higher Financial Proposal score ranks first. If a tie remains, FMWBEDT may use a documented, fair tie-resolution method consistent with the solicitation and applicable obligations.

5.5 Interviews and alternative proposals

If required, FMWBEDT may invite shortlisted proponents to a clarification interview on the anticipated date identified in Section 3.1. These meetings are not separately scored and may clarify or verify the submitted proposal only; they will not introduce new criteria or permit material bid repair. Proponents may submit clearly labeled, separately priced alternatives in addition to a fully compliant base proposal. Alternatives are excluded from the 100-point base ranking. Material changes before closing will be issued by formal addendum.

6. Pricing Schedule

ITEM (CAD, GST SEPARATE)	PROPONENT PRICE
Recruitment, intake, participant management	\$
Baseline and follow-up assessment	\$
Video production (60 base videos minimum)	\$
Photography and platform-ready assets	\$
Highlight video	\$
Project management, reporting and quality control	\$
Travel, permits, licensing, insurance, third-party expenses	\$
TOTAL BASE PRICE (max \$40,000 before GST)	\$
GST shown separately	\$
OPTIONAL unit price for additional business / deliverables (not base scored)	\$

Proponents must identify any assumptions, deliverables not included, third-party licensing limitations and number of businesses in each cohort. No extra charge is payable without an executed amendment or authorized purchase order. GST must be itemized separately and is not included in the \$40,000 evaluated ceiling.

7. Contractual Particulars

7.1 Agreement, approval and order of precedence

A selected proponent must enter FMWBEDT's approved Professional Services Agreement, subject to required procurement and delegation-of-authority approvals. No contract exists by issuance of this RFP, ranking, selection announcement or negotiation alone. Final order of precedence will be: executed agreement and signed amendments; applicable statement of work; solicitation and addenda; accepted proposal, except as expressly agreed otherwise in writing.

7.2 Intellectual property, talent and releases

For accepted final works specifically commissioned and paid for under the agreement, FMWBEDT requires ownership or an irrevocable, perpetual, worldwide, transferable, sublicensable, royalty-free licence sufficient to reproduce, adapt, edit, publish, distribute and otherwise use the deliverables without future supplier fees. Each participating business must receive broad perpetual royalty-free reuse rights for its approved business-specific assets. The final agreement will specify whether raw footage, editable project files and source materials are transferred or licensed, and the scope of each participant's rights. Proponents must disclose pre-existing and third-party material, obtain appropriate talent, property, music and location licences, and warrant that delivered rights permit the intended use. Identifiable business footage must not be reused in other campaigns without proper permissions. All participant program agreements, consent and standard release templates are supplied and controlled by FMWBEDT's Economic Development team. The contractor shall administer these approved forms and provide executed originals or authorized electronic copies to FMWBEDT, without modifying the forms or retaining exclusive custody.

7.3 Confidentiality, privacy and information security

The contractor must protect personal information, participant business records, unpublished creative assets and FMWBEDT information; collect and use information only for authorized purposes; limit subcontractor access; use secure storage and transfer; promptly report a suspected incident; return or securely dispose of information according to contractual directions; and not sell or repurpose program data. The agreement must be aligned with privacy legislation actually applicable to the Corporation and its service provider. Alberta's ATIA and POPA apply to designated public bodies; applicability to FMWBEDT is to be confirmed, rather than assumed. Where private-sector personal information law applies, the applicable PIPA obligations must also be assessed.

7.4 Insurance, WCB, performance and handover

Before execution, supplier must provide evidence of commercially reasonable general liability, professional/errors-and-omissions coverage where appropriate, automobile coverage where applicable, and WCB-Alberta clearance where required. Minimum limits and endorsements to be confirmed by Corporate Services and insurer before release or stated in the executed agreement. Contractor is responsible for safe filming, qualified personnel, subcontractors and required permissions. Payment milestones will be tied to deliverable acceptance. On termination or expiry, supplier must transfer completed and work-in-progress assets and authorized data and provide reasonable handover support subject to the agreement.

8. Standard Administrative & Legal Conditions

Appendix A – Definitions and Administrative Requirements forms an integral part of this RFP and applies to every proponent. It governs standard solicitation administration, including addenda, late submissions, supplier eligibility and conflicts, negotiations, debriefings, proposal validity and complaints. The Appendix A order-of-precedence

clause applies to inconsistent provisions, subject to mandatory law and formally issued addenda. The full Appendix A is included after Section 9.

PROVISION	SOLICITATION CONDITION
Official communications and addenda	All questions to designated procurement contact only. Only formally issued written addenda bind FMWBEDT.
Submission and closing	Responses must use stated method and deadline; unsolicited alternative delivery channels are not authorized.
Fair evaluation	Published pass/fail tests and weighted criteria apply consistently; clarifications may not repair material noncompliance.
Integrity and conflicts	Disclose actual, potential and reasonably perceived conflicts; no collusion, bid rigging, improper influence or unauthorized contact with evaluators.
Award and authority	FMWBEDT may decline to award; ranking does not create a contract. Commitment requires authorized approvals and execution.
Pricing and taxes	All prices CAD; GST shown separately; all compulsory fees/travel/licences/subcontractors included.
Confidentiality and procurement records	Protect information and acknowledge lawful disclosure, retention and audit obligations. No absolute confidentiality guarantee is made.
Subcontracting	Disclose material subcontractors; selected contractor remains responsible for performance.
Changes / cancellation	FMWBEDT may amend by addendum or cancel subject to applicable law and procurement fairness; reserves right to reject any or all submissions.
Trade and legal framework	This solicitation will be administered in accordance with FMWBEDT's approved procurement policies and Delegation of Authority (01.06), and with any applicable procurement legislation and trade-agreement obligations. Agreements considered include the Canadian Free Trade Agreement (CFTA), Chapter Five (Government Procurement), particularly Article 504 (Scope and Coverage), and the New West Partnership Trade Agreement (NWPTA), Part II, Article 14 (Procurement). Coverage depends on the legal status of the procuring entity, complete estimated procurement value and applicable agreement provisions. The issuance of this RFP does not represent that this procurement is a covered procurement under either agreement. FMWBEDT will apply transparent, consistent and non-discriminatory solicitation and evaluation procedures as stated in this RFP.
No reimbursement	Proponents bear their own bid preparation, travel and submission costs.
Alternative approaches	Compliant base proposal mandatory. Separately identified alternatives may propose efficiencies or scope changes with cost impacts. FMWBEDT is not obligated to consider or accept them.

Trade-agreement references: CFTA, Chapter Five, Article 504 and 2026–2027 covered-procurement thresholds; NWPTA, Article 14 and official NWPTA procurement guidance. The applicable legal and trade-coverage assessment is documented internally before solicitation approval.

9. Signed Response Cover Sheet

The signed Proponent Response Cover Sheet provided immediately after the Opportunity Overview must be completed and returned as the first page of the Proponent's response, as required by Section 4 (M2) and Section 3.3.