

Request for Proposals

Request for Proposals (RFP)	
Scope of Service	FMWBEDT Marketing Agency of Record
RFP #	2022RFP002
RFP Issued by	Wood Buffalo Economic Development Corporation operating as Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT)
RFP Issue Date	June 28, 2022
Estimated RFP Schedule	<p>The following timeline outlines the anticipated schedule for the RFP and Contract process. The timing and the sequence of events resulting from this RFP may vary and will ultimately be determined by FMWBEDT.</p> <p>Issue Date of RFP – June 28, 2022 Deadline for Questions – July 6, 2022 at 4:00 pm MST Deadline for Issuing Addenda – July 11, 2022 Submission Deadline – July 22, 2022 at 4:00pm MST Anticipated Evaluation of Proponents – July 27, 2022 Shortlisted Proponent Interviews – July 28, 2022 (If Required) Preferred Proponent Notification Date – July 29, 2022 Anticipated Execution of Agreement – August 2, 2022</p>
Closing Date and Time	Proposals must be received before 16:00 hours (4:00 pm) Mountain Standard Time on July 22, 2022 . Any late proposals will not be accepted.
Contact Information and Questions	<p>All enquiries related to this RFP including any requests for information, questions, and clarification, are to be directed to the following email address: corporateservices@wbedc.ca with the subject line reading: "2022RFP002 FMWBEDT Marketing Agency of Record: QUESTION".</p> <p>Enquiries and any responses will be recorded and will be posted on the Alberta Purchasing Connection Website. Information obtained from any other source is not official and should not be relied upon.</p>
Delivery of Proposals	Submissions are to be made electronically by email, submitted to the following email address: corporateservices@wbedc.ca with the subject line reading: " 2022RFP002 FMWBEDT Marketing Agency of Record: SUBMISSION".
Unsuccessful Proponent	Unsuccessful proponents will be notified by email by end of business day on August 8, 2022.
Preferred Proponent Notification Date	July 29, 2022
Anticipated Start Date of Project	August 2, 2022
Anticipated End Date of Project	August 2, 2025
Proponent Submissions	A person authorized to sign on behalf of the Proponent must complete and sign the Proponent Section (below) and include the originally signed and completed page with the first copy of the proposal.
Trade Agreement	This RFP will conform to the following Trade Agreements: <i>New West Partnership Trade Agreement</i> (between BC, AB, SK), and <i>Agreement on Internal Trade</i> (between all Canadian Provinces, territories except Nunavut and the federal government), but that the rights and obligations of the parties will be governed by the specific terms of this RFP.

Proponent Section**To be completed by Proponent and included as the "cover page" of the Proponent's Response**

By signing below, the Proponent agrees to the following:

The enclosed proposal is submitted in response to the above-referenced Request for Proposal, including any addenda. Through submission of this proposal, we agree to all of the terms and conditions of this RFP and agree that any inconsistencies in the proposal to the RFP specifications will not be considered. We have carefully read and examined the RFP including the *Administrative Section* and have conducted such other investigations as were prudent and reasonable in preparing the proposal. We agree to be bound by the statements and representations made in our proposal.

Signature of Authorized Representative:	Legal Name of Proponent (and "Doing Business As" Name, if applicable):
Printed Name of Authorized Representative:	Address of Proponent:
Title:	
Date:	
Authorized Representative Email Address:	Authorized Representative Phone Number:

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1. Summary of Requirement

Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT) requires a Marketing Agency of Record for a three-year term.

The terms and conditions applicable to this RFP are identified in Appendix A – Definitions and Administrative Requirements. Submission of a proposal in response to this RFP indicates acceptance of all terms and conditions that are included in Appendix A, and any addenda subsequently issued by FMWBEDT with respect to this RFP. Provisions in proposals that contradict any of the terms of this RFP will be as if not written and do not exist.

2. Background, Objectives and Scope

Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT) is an arms-length organization from the Regional Municipality of Wood Buffalo responsible for creating new wealth for the region.

Our integrated model combines key drivers of economic growth – place brand, entrepreneurship & innovation, business and investment attraction, and tourism - to maximize our efforts in marketing the region's opportunities to the world. We want Fort McMurray Wood Buffalo to be recognized and respected as one of Canada's top places for young people to raise their families and accelerate their careers, as an economic engine for the country, and a place to visit.

Over the last couple of years, FMWBEDT has stewarded the development of the regions first ever community place brand to proactively manage the region's competitive identity and reputation. The region has invested in creating a truly authentic place brand that is championed by the community. We are now at a point where we need a marketing agency of record that has an intimate knowledge of our development journey and identity, comprehensive understanding of our goals, business objectives and audiences, and deep knowledge in place branding and reputation management.

3. Services

FMWBEDT requires the vendor to provide the following:

	Deliverable	Description of Services Required
A.	Marketing Agency of Record (AOR) Scope	<p>Support all Place Brand strategy development and marketing execution:</p> <ul style="list-style-type: none"> Primary focus of the AOR is on place brand marketing, campaigns and initiatives – from concept creation to full execution, including but not limited to account management, brand and content strategy, creative development, content development and production, and media optimization and buys. Utilizing the place brand, the AOR will also support all FMWBEDT's lines of business and external place brand/placemaking partnerships – examples: Tourism, Meetings & Conventions, Investment Attraction, etc... AOR must be able to interpret, then translate into strategy, research findings from a variety of sources. AOR must be familiar with emerging digital economy trends (including virtual reality and audio-visual production). <p>And as required:</p> <ul style="list-style-type: none"> Support the development of FMWBEDT's corporate brand and how it supports and is interwoven with the place brand. Support the development of Startup YMM's brand and how it supports the place brand. Other marketing and communications support from time to time.
B.	Projects	<p>Projects will vary in size and scope. Each project will be scoped and priced.</p> <p>Some examples of typical marketing activities/projects are:</p> <ul style="list-style-type: none"> <i>Design Business Meeting Tradeshow Presence Strategy including Exhibit</i>

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		<i>Design and Collateral materials.</i> <ul style="list-style-type: none"> • <i>Design Segment-Specific Place Brand Partnership Marketing Assets and Promotion Strategies</i> • <i>Design Local Tourism Promotion Campaign</i>
C.	Three-Year Relationship	Continued relationship with FMWBEDT over a three-year span <ul style="list-style-type: none"> • Provide continued marketing AOR support over the three-year period.

Important Information to Note:

ONLY elements as outlined in section 7.1 to 7.5 (Evaluation Criteria – see below) will be evaluated and are being requested. **Failure to address each individual evaluation criteria will result in no points being awarded.**

Limit your proposal to a **maximum of 15 pages** (including title page and examples). Proposals over the allotted amount will be disqualified.

4. FMWBEDT Commitment

The successful Proponent will:

- A. Receive cooperation of FMWBEDT staff and consultants; and be provided with a mutually agreed upon level of resources, to be determined prior to the commencement of the project.
- B. Have access to information necessary to meet the accountabilities set out in this RFP

5. Proposal Format

The following format, sequence, and instructions must be followed to provide consistency in the Proponent response and to ensure that each proposal receives full and equal consideration. All pages are to be consecutively numbered, and presented in the following order:

- A. One (1) unaltered and completed Request for Proposal cover page, including Proponent Section completed in original form as per above instructions
- B. The body of the proposal responding to the scope (i.e. the "Proponent Response"); which include:
 - a. The mandatory items listed in section six (6) ***Mandatory Items in the Proposal***
 - b. The proposal needs to coordinate with section seven (7) ***Evaluation Criteria***, in the order in which they are presented with the titles clearly defined as such.

6. Mandatory Items in the Proposal

Proponent proposals must clearly demonstrate that they meet the following mandatory eligibility criteria. Proposals that do not demonstrate compliance with the mandatory eligibility criteria may be disqualified and the proposal may not be evaluated further.

Proponents must:

- A. Submit fully completed proposals to **corporateservices@wbedc.ca** before the Closing Date and Time
- B. Ensure the Proponent's proposal is in English
- C. The proposal must be in the format detailed in section **5. Proposal Format**
- D. The entirety of the proponent's response must not exceed 15 pages including all appendices and resumes

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7. Evaluation Criteria

Responses will be evaluated as identified below:

The responses must pass all the mandatory criteria. Responses not satisfactorily meeting all mandatory requirements may be excluded from further evaluation at the discretion of the FMWBEDT Evaluation Committee. See table below:

Item	Evaluation Criteria	Weight
7.1	Corporate Criteria	10%
7.2	Financial Criteria	40%
7.3	Service/Technical Criteria	40%
7.4	Value Adds	10%
	Total:	100%

See below for a breakdown of each criteria and the corresponding evaluation weight:

7.1 Corporate Criteria: 10% Weighted

ID	Weight	Mandatory Elements
1	5%	Corporate Profile: <ul style="list-style-type: none"> How long your company/firm has been in business, location of business, full legal name of business, GST number, and incorporation number (or partnership number) Include brief corporate profile for all partnerships, joint ventures, and/or sub-contractors
2	2.5%	Project Team: <ul style="list-style-type: none"> Describe the capability of the Proponent and/or Proponents Team, including: the size and structure, the caliber, experience, location, and availability of staff that would be assigned to this account. Include details on the Project Lead. Include Team details for all partnerships, joint ventures, and/or sub-contractors
3	2.5%	References: <ul style="list-style-type: none"> Proponent's references (key contact name, company name, address, telephone number & email). FMWBEDT's preference is to have a minimum of two (2) references. Provide contact information and names of corporate clients that Proponent has recently supplied same or similar goods and services Include references for all partnerships, joint ventures, and/or sub-contractors

7.2 Financial Criteria: 40% Weighted

ID	Weight	Mandatory Elements
1	35%	Budget: <ul style="list-style-type: none"> \$5,000 up to \$1,000,000 spend per year, as required. GST must be itemized separately Provide competitive rates that will be foundational to pricing per project. Provide competitive rate for media buys. Pricing is to be broken down per unit, or per services and should also indicate if per unit pricing includes bulk discounts
2	2.5%	Travel Budget: Any costs associated with possible travel will be agreed upon in the contract and not part of the total maximum budget. The travel budget will be determined per project.
3	2.5%	<ul style="list-style-type: none"> Indicate how your company/firm keeps project(s) on-budget

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ID	Weight	Mandatory Elements
1	25%	Case Studies: <ul style="list-style-type: none"> • Demonstrate previous work you have completed specific to place branding. • Demonstrate previous work you have completed specific to destination marketing. • Demonstrate previous work you have completed related to virtual reality, augmented reality and/or audio-visual production. • Demonstrate previous work you have completed related to digital marketing. • In-region case study examples and relevance to Fort McMurray Wood Buffalo preferred. • Provide only examples of work that you have references for. • Provide dates and details of the project(s).
3	10%	Scope of Work/Deliverables: <ul style="list-style-type: none"> • Demonstrate your understanding of the project.
4	2.5%	Anticipated Challenges: <ul style="list-style-type: none"> • Describe any difficulties or challenges that are anticipated in providing the goods or services and how your firm will manage them
5	2.5%	<ul style="list-style-type: none"> • Indicate how your company/firm keeps project(s) on track.

7.4 Value Adds: 10% Weighted

ID	Weight	Mandatory Elements
1	10%	<ul style="list-style-type: none"> • Indicate any value-added services offered by your firm or value creation ideas as to deliver the scope of this RFP. This includes any suggested approaches to deliver the scope in the most efficient manner.

7.5 Evaluation

An evaluation committee will be formed by FMWBEDT and may include employees and vendors of FMWBEDT (the "FMWBEDT Evaluation Committee"). All committee members will be bound by the standards of confidentiality.

The mandatory criteria against which proposals will be evaluated are identified in section six (6) *Mandatory Items in the Proposal* and section seven (7) *Evaluation Criteria*. Proponents should ensure that they fully respond to all criteria to be comprehensively evaluated. Responses not satisfactorily meeting all mandatory requirements may be excluded from further evaluation at the discretion of the FMWBEDT Evaluation Committee.

FMWBEDT may request and receive clarification from any Proponent when evaluating a proposal. The FMWBEDT Evaluation Committee may invite some, or all, of the Proponents to appear before the FMWBEDT Evaluation Committee in order to clarify the proposal(s). In such event, the FMWBEDT Evaluation Committee may consider such clarifications in evaluating proposals.

8. Shortlisted Proponents

A shortlist is contemplated as part of this RFP process. If a shortlist is required, it will comprise the two highest-ranked Proponents based on the weightings for the criteria as identified above. Proponents which are short listed may be requested to interview via Zoom or MS Teams, with the FMWBEDT Evaluation Committee to discuss certain aspects of the submitted proposal.

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Appendix A – Definitions and Administrative Requirements

1. Definitions

Throughout this Request for Proposals, the following definitions apply:

- a) "Contract" means the written agreement resulting from this Request for Proposals executed by the FMWBEDT and the Vendor;
- b) "Vendor" means the successful Proponent to this Request for Proposals who enters into a written Contract with the FMWBEDT;
- c) "FMWBEDT" means the Wood Buffalo Economic Development Corporation, operating as Fort McMurray Wood Buffalo Economic Development & Tourism;
- d) "must" or "mandatory" means a requirement that must be met in order for a proposal to receive consideration;
- e) "Proponent" means an individual, company or firm that submits, or intends to submit, a proposal in response to this Request for Proposals;
- f) "Request for Proposals" or "RFP" means the process described in this document;
- g) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of the Request for Proposals; and
- h) "Sub-Contractor" means a corporation / firm which enters into a written Contract with the Vendor.

2. Terms and Conditions

The following terms and conditions will apply to this RFP. Submission of a proposal in response to this RFP indicates acceptance of all terms that follow and that are included in any addenda issued by FMWBEDT. Provisions in proposals that contradict any of the terms of this RFP will be as if not written and do not exist.

3. Additional Information Regarding the RFP

Additional Information on the RFP. All subsequent information regarding this RFP, including changes made to this document, will be posted on the Alberta Purchasing Connection Website. It is the sole responsibility of the Proponent to check for amendments and additional information on the Alberta Purchasing Connection Website.

4. Late Proposals

Proposals will be marked with their receipt time upon email delivery. Only complete proposals received and marked before closing time will be considered to have been received on time. **Late proposals will not be accepted or evaluated.** In the event of a dispute, the proposal receipt time as recorded by the recipient's email shall prevail.

5. Eligibility

Proposals may not be evaluated if the current or past activities or interests of the Proponent, or any goods and/or services providers proposed by the Proponent, may, in FMWBEDT's opinion, give rise to an unresolved conflict of interest in connection with this RFP. This includes but is not limited to, involvement by a Proponent or any goods and/or services providers in the preparation of this RFP. If a Proponent is in doubt as to whether there might be a conflict of interest, the Proponent should consult with the FMWBEDT Contact Person identified in this RFP.

Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.

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6. Evaluation

Evaluation of proposals will be by a committee formed by FMWBEDT and may include employees and contractors of FMWBEDT ("FMWBEDT Evaluation Committee"). All personnel will be bound by standards of confidentiality. FMWBEDT's intent is to enter into a Contract with the Proponent who has the highest overall ranking based upon such an evaluation.

7. Selection of Preferred Proponent

FMWBEDT will advise the preferred proponent upon completion of the evaluation and will enter into contract negotiations promptly.

8. Negotiation Delay

If a written Contract cannot be negotiated, FMWBEDT may at its sole discretion at any time, terminate negotiations with that Proponent and either negotiate a Contract with the next qualified Proponent or choose to terminate the RFP process and not enter into a Contract with any of the Proponents.

9. Debriefing

Unsuccessful Proponents may request a debriefing meeting with the FMWBEDT Evaluation Committee. FMWBEDT may, in its sole discretion, provide such debriefing, at which time, FMWBEDT may advise the Proponent in a general manner, of the reason for the non-acceptance of the Proponent's proposal. Only that Proponent's proposal will be reviewed. This discretion is absolute. Any discretion resides with FMWBEDT, who can act as it sees fit in its sole discretion.

10. Changes to Proposals

By submission of a clear and detailed written notice, the Proponent may amend or withdraw its proposal prior to the Closing Date and Time. Upon Closing Date and Time, all proposals become irrevocable. The Proponent will not be permitted to change the wording of its proposal after closing and no words or comments will be permitted to be added to the proposal unless requested by FMWBEDT for purposes of clarification.

11. Proponent Expenses

Proponents are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with the FMWBEDT, if any. If FMWBEDT elects to reject all proposals, FMWBEDT will not be liable to any Proponent for any claims, whether for costs or damages incurred by the Proponent in preparing its proposal, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

12. Limitation of Damages

Further to the preceding paragraph, by submitting a proposal, the Proponent agrees that it will not claim damages for whatever reason relating to the Contract or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Proponent in preparing its proposal. Furthermore, by submitting a proposal the Proponent further agrees to and hereby waives any claim for damages, loss of profits or loss of opportunity if no contract is made between FMWBEDT and the Proponent for any reason.

13. Currency and Taxes

Prices quoted are to be in Canadian dollars, inclusive of duties where applicable; FOB destination with delivery charges included where applicable, and exclusive of the Goods and Services Tax (GST).

14. Completeness of Proposal

By submitting a proposal, the Proponent warrants that the price provided is the full price to supply, create, install, manage, or provide the requirements of the RFP project, and that the price has been clearly identified in the proposal or will be provided by the Vendor at no charge.

15. Sub-Contracting

The use of a sub-contractor by the goods and/or service provider must be clearly defined in the Proposal. This includes a joint submission by two Proponents having no formal corporate links. In such a case, one of the Proponents must be prepared to take overall responsibility for successful performance of the Contract and this must be clearly defined in the proposal.

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Where applicable, the names of approved employees or contractors listed in the Proposal will be included in the Contract. No additional employees or contractors will be added, nor other changes made, to this list in the Contract without the written consent of the FMWBEDT.

16. Acceptance of proposals

This RFP is not to be construed as an agreement to purchase the requested goods or services. FMWBEDT is not bound to enter into any agreements with the Proponent who submits the lowest priced Proposal, or with any Proponent. Proposals will be assessed through the evaluation criteria. FMWBEDT will be under no obligation to receive further information, whether written or oral, from any Proponent after the Closing Date and Time.

Neither acceptance of a proposal nor execution of a Contract will constitute approval by FMWBEDT of any activity contemplated in any proposal that requires any approval, permit, or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

17. Definition of Contract

Notice in writing to a Proponent that it has been identified as the successful Proponent and the subsequent full execution of a written Contract will constitute a Contract for the goods or services. No Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

18. Contract

By submission of a Proposal, the Proponent agrees that should its Proposal be successful, the Proponent will enter into a Contract with FMWBEDT.

19. Contract Negotiation and Award

Following the evaluation and recommendation of the FMWBEDT Evaluation Committee, FMWBEDT will select one Proponent to enter into negotiations for a Contract or Contracts. If negotiations with the successful Proponent are not successful within such time period ten (10) Calendar Days, FMWBEDT may at any time after the expiry of such time period discontinue further negotiation with that Proponent by written notice to the Proponent, and FMWBEDT may at any time thereafter commence negotiations with another Proponent to finalize a Contract in accordance with the foregoing process with another Proponent. The foregoing process may be undertaken and/or repeated until either a Contract or Contracts are awarded by FMWBEDT or until negotiations have been terminated by FMWBEDT. FMWBEDT reserves the right to negotiate provision of additional goods and/or services of a similar functional or technological nature from the successful Proponent without further competitive procurements.

20. Liability for Errors

While FMWBEDT has used considerable efforts to ensure information in this RFP is accurate, the information contained in this RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by FMWBEDT, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Proponents from the responsibility of conducting their own investigations and research and forming their own opinions and conclusions with respect to the matters addressed in the RFP. Proponents will be solely responsible to ensure their proposal meets all requirements of the RFP, to advise FMWBEDT immediately of any apparent discrepancies or errors in the RFP, and to request clarification if in doubt concerning the meaning or intent of anything in the RFP.

21. Modification of Terms

FMWBEDT reserves the right to modify the terms of this RFP at any time in its sole discretion. This includes the right to cancel this RFP at any time prior to entering into a Contract with the successful Proponent.

22. Ownership of Proposals

Proposals submitted to FMWBEDT become the property of FMWBEDT. They will be received and held in confidence by FMWBEDT.

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23. Use of RFP

Any portion of this document or any information supplied by FMWBEDT in relation to this RFP may not be used or disclosed for any purpose other than for the submission of Proposals. Without limiting the generality of the foregoing, by submitting a Proposal, the Proponent agrees to hold in confidence all information supplied by FMWBEDT in relation to this RFP.

24. No Lobbying

Proponents must not attempt to communicate directly or indirectly with any employee, contractor or representative of FMWBEDT, including the FMWBEDT Evaluation Committee and any official of FMWBEDT, or with any member of the public or the media, about the project described in this RFP or otherwise in respect of the RFP, other than as expressly directed or permitted by FMWBEDT.

25. Collection and Use of Personal Information

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any sub-contractors. If this RFP requires Proponents to provide FMWBEDT with personal information of employees or contractors who have been included as resources in response to this RFP, Proponents will ensure that they have obtained written consent from each employee or contractor before forwarding such personal information to FMWBEDT.

26. Working Language

The working language of FMWBEDT is English and all responses to the RFP are to be in English.