

# The Village of Hythe

## Request for Proposal



### **Marketing and Promotion Initiative:**

Brand Identity Development, Logo, Web Design,  
Communication and Promotion Instrument Development

**Village of Hythe**

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## Section 1 – Overview

The purpose of this Request for Proposal (hereinafter referred to as RFP) is to solicit proposals from qualified proponents, for the brand identity development, logo, website design, and communication/promotion instruments (tools) (hereinafter referred to as Design). The Marketing and Promotion Initiative is intended to meet the Village of Hythe’s interest to modernize its image and enable the municipality to promote the community to the world. Ingenuity, unique creativity, functionality, reliability, and manageability post implementation as outlined in this RFP document are priority elements for consideration. The Village of Hythe (hereinafter referred to as the Village) is a small urban community in Northwestern Alberta serving a population of approximately 827.

The Village currently has an out-dated logo and multiple tag lines that do not reflect the community today. The Village Council has identified economic development as a strategic priority, which requires a brand and communication strategy that will support marketing initiatives and business investment campaigns. As well, there is a growing demand for improved communication and engagement with residents, businesses, visitors and community stakeholders. The brand strategy and visual identity guide need to reflect both the community and the local government as an organization. The marketing and promotion initiative must provide a framework and tools to improve communication, marketability and engagement while recognizing that the Village has limited internal resources or expertise.

The timing for this engagement is paramount as the Village is close to unveiling a community wide fiber optics program that will afford every property owner the ability to connect to the world through a gigabit fiber optic access point. The brand identity, logo and messaging to encapsulate the the Village’s position is exciting. The Village has therefore identified the following objectives for this project:

- Gain insight into the brand promise for the Village based on the community as it is today as well as its aspirational goals for growth and business investment.
- Create a distinct, unique brand for the Village that will attract investors, visitors and residents. The brand will be flexible to allow for application in marketing for businesses, residential, and tourism.
- Improve brand awareness of the Village within the community, in target markets and within the organization.
- Obtain creative “building blocks” that can be used to produce future collateral and marketing campaigns.
- Improve and expand on communication and engagement with public and internal audiences through improved tactics, messaging and processes (i.e., web-based applications) to:
  - o Build community awareness
  - o Improve customer service and accessibility to information

- o Gain a high level of interest in the Village
- o Help foster broad based community support for Village initiatives and activities
- o Facilitate the flow of information sharing and engagement between various local and municipal audiences
- o Foster a consistent, professional image in all business dealings

To assist the Village of Hythe is looking for a proponent to help bring website accessibility and brand recognition to its residents, businesses, and the world. The successful proponent will be able to offer a full suite of tools including:

- brand development
- marketing and promotion tools that ready the Village through design of corporate docs, signage, investment attraction package, and trade banners to name a few examples
- Establish a “Tool Kit” of public education and engagement material using the branding platform (i.e. Information on bylaws, building processes, development opportunities, marketing, etc.)
- website design and development, hosting ability, application development and staff training for self-management post launch.

The submission should detail each item of interest clearly within the RFP response including individual item value. Proposals outlining value-added and/or additional components that will benefit the Village achieving its overall intent, are welcome.

## **Section 2 – Development Opportunity for The Village of Hythe**

### **Strategic Direction**

Website navigation has become essential for municipalities to offer services to residents and a resource for communication. Municipal websites are used for information, services, applications, and many other operations that uphold daily needs. To deliver this updated service a rebrand that represents the Village is required. Therefore, the Village plans to update the website in a way that will ensure daily use can be efficient, effective and memorable for the residents of the Village.

### **Website Functioning**

The Village will go through the recommended process to develop a brand identity that represents the rich history of the area and the community spirit while highlighting the opportunity for economic prosperity in the Village of Hythe.

The Village requires a Design that is multifunctional with the ability to adapt as needed. The Website will be easy for residents to navigate as well as manageable for staff to update. The Design will include but is not limited to information about the Village (contacts, hours, Council member details, schedule of meetings, employment opportunities, etc.), record details (Council Minutes, news and Bulletins, Bylaws, etc.), information about the services available in the Village (schools, medical, business directory, tourism, etc.) and will need to

offer an online service request component (permits, licenses, etc.).

## **Section 3 – Terms and Instructions**

### **Submission and Schedule**

If the Village receives a proposal acceptable to it, the Village will select one (1) or more parties who submitted a proposal (the “Proponents”) with whom the Village, in its sole and unfettered discretion, will negotiate regarding the terms of a contract (the “Contract”) to perform the work.

A copy of this Request for Proposal (RFP) may be obtained from the Village’s web site at <http://www.hythe.ca>. It is the sole responsibility of the proponent to monitor the Village’s web site for any amendments to the RFP. Three (3) hard copies and one (1) electronic copy of the proposal in .pdf document format must be submitted to [cao@hythe.ca](mailto:cao@hythe.ca) no later than **Friday, December 20 at 2:00 PM (“RFP Closing Date”)**.

The subject line should read: **RFPDesign2019**. Each Proponent may submit only one Proposal. Collusion between Proponents will be sufficient cause for the affected proposal(s) to be rejected outright by the Village without further consideration.

It is the sole responsibility of the proponent to see that their proposal is received by the Village in the proper time. Late responses will be rejected at the sole discretion of the Village of Hythe. Submission of a proposal indicates acceptance by the proponent of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted.

The Proposals received shall remain irrevocable for a period of ninety (90) days following the RFP Closing Date in order to allow for the Village to undertake the evaluation of the Proposals received and to undertake the negotiations as provided for herein.

Proponents will submit a draft contract that will form the basis of negotiations between the proponent and the Village of Hythe.

A detailed workplan with proposed timeline for completion of the tasks needed to fulfill the requirements outlined in the RFP is to be submitted with the proposal.

### **Inquiries**

Proponents may contact the Village of Hythe for clarification and information pertaining to this request for proposal. Any request for information or clarification must be submitted in writing by email to the contact person listed below.

**Leona Hanson, Chief Administrative Officer**

Email: [cao@hythe.ca](mailto:cao@hythe.ca)

Any oral communications will be considered unofficial and non-binding on the Village. Proponents should rely only on written statements issued by the contact person listed above.

### **RFP Revisions**

The Village reserve the right to change the schedule or issue amendments to the RFP at any time. The Village also reserves the right to cancel or reissue the RFP at any time. Amendments or a notice of cancellation will be posted to the Village's web site (<http://www.hythe.ca>). It is the sole responsibility of the proponent to monitor the Village's web site for the posting of such information.

### **Right of Selection**

The Village reserves the right to accept or reject any or all proposals, to waive any minor informalities or irregularities contained in any proposal, and to accept any proposal deemed to be in the best interest of the Village. Selection of a Proponent solution shall not be construed as an award of contract, but as commencement of contract negotiation, including but not limited to the contract price proposed. The lowest cost proposal will not necessarily be accepted.

### **Limitation of Damages**

The Proponent, by submitting a "Proposal" agrees that it will not claim costs, expenses, fees or damages, for whatever reason, relating to the RFP, by reason of submitting a Proposal, in respect of the competitive process, or in respect of any breach of any implied duty of fairness, including but not limited to any costs incurred by the Proponent in preparing its Proposal. The Proponent, by submitting a Proposal, waives any and all such claims.

### **Confidentiality**

The Parties agree that the content of each response to this Request for Proposal will be held in the strictest confidence, and details of any response will not be discussed with any other party, except for the information made public by way of reports to Council or subject to the Freedom of Information and Privacy Act, and accept for the professional advisors to the Village.

All documents submitted to Village will be subject to the protection and disclosure provisions of the Freedom of Information and Protection of Privacy Act ("FOIP"). FOIP allows persons a right of access to records in Village's custody or control. It also prohibits Village from disclosing the Proponent's personal or business information where disclosure would be harmful to the Proponent's business interests or would be an unreasonable invasion of personal privacy as defined in sections 16 and 17 of FOIP. Proponents are encouraged to identify what portions of their Proposals are confidential and what harm could reasonably be expected from its disclosure. However, the Village cannot assure Proponents that any portion of the Proposals can be kept confidential under FOIP.

### **Evaluation**

If an award is made as a result of this RFP, it shall be awarded to the proponent whose proposal is most advantageous to the Village of Hythe with price and other factors considered.

An evaluation team will review all Proposals received and score the Proposals using a consensus approach in relation to the criteria that are identified below.

The Village hereby reserves the right to select the particular response to this RFP that it

believes will best serve its business and operational requirements, considering the evaluation criteria set forth in the chart that follows.

<b>Evaluation Criteria</b>	
<b>Development and Engagement</b> <ul style="list-style-type: none"> <li>▪ Stakeholder Engagement Process</li> <li>▪ Workplan and Schedule of Activities including Timelines</li> </ul>	Total Points Available 25/100
<b>Product and Service Offering</b> <ul style="list-style-type: none"> <li>▪ Description of Marketing and Promotion Tools and Associated Costs</li> <li>▪ Brand and Logo Development</li> <li>▪ Website Development</li> </ul>	Total Points Available 25/100
<b>Support and Value-Add</b> <ul style="list-style-type: none"> <li>▪ Maintenance Support</li> <li>▪ Staff Training to Enable the Village to Update and Maintain the Website</li> <li>▪ Hosting Service</li> <li>▪ Value-add or other offerings</li> </ul>	Total Points Available 25/100
<b>Experience</b> <ul style="list-style-type: none"> <li>-Quality of references</li> <li>-Qualifications and Experience of project/support team</li> <li>-Functional capacity of Organization</li> <li>-Total services provided by proponent</li> <li>-Number of services sourced out</li> </ul>	Total Points Available 25/100

## Section 4 - Proposal Response Format

### Proposal Submission

- The proponent is responsible for all costs incurred in the preparation, demonstration, or negotiation of this proposal.
- Submission of a proposal shall constitute acknowledgement by the proponent that it has thoroughly examined the RFP, including any addendums that may be issued during the proposal preparation period. No claim will be allowed for additional

compensation or additional time for completion, which is based on lack of knowledge or lack of understanding of any part of the RFP.

The following table contains the organization guidelines for proposal responses.

Proposal Section	RFP Section No.
Executive Summary	4.1
Company Background	4.2
Development and Engagement	4.3
Product and Service Offering	4.4
Support and Value-Add	4.5
Experience	4.6
Other Costs	4.7

#### 4.1 Executive Summary

This section is intended to provide the proponent with an opportunity to provide an “Executive” level overview of their proposal to the Village, emphasizing any unique aspects or strengths of the proposal. The Executive Summary should include a brief description of the proposed system; including its capabilities as they would meet the Village’s functional and technical requirements as well as a sample project schedule for a similar implementation in terms of scope and size.

#### 4.2 Company Background

Please provide a brief company history including addressing the following points.

- Identify the primary point of contact (including credentials applicable to this project) for this proposal and the subsequent project, if different (name, email and phone);
- Identify all company office locations and total number of employees;
- Identify all relevant company certifications and designations related to the solution being proposed;
- Provide how long your company has offered and or worked with the systems/tools outlined in this proposal.

#### 4.3 Development and Engagement

Provide a definition of the stages involved with the outlined marketing and promotion initiative including brand identify development, logo development, website design, communication and promotion instrument (tools) development. A breakdown of each area of activity is to be

provided together with the proposed timeline and cost of service per area should be included.

#### **4.4 Product and Service Offering**

Describe in detail the product and service offering you will provide. Your description should at minimum cover the following areas:

- Brand Identify Development Process
- Website details (number of pages, ability to process online requests and submit that to staff members, etc.)
- App design and support
- Facebook redevelopment and interface with website applications
- The associated cost of expected pricing for the hosting
- Promotional instruments/tools proposed to enable the Village to market the community to multiple parties including within the community and to potential investors

#### **4.5 Support and Value-Add**

Provide any system support and maintenance options available for the proposed products including the website. At a minimum please address the following in your proposal:

- Yearly service, support (including costs, response times, reporting and responses process, any added costs and what is and isn't covered) from your company;
- Network Security
- Value-added innovative offerings
- Strategic Positioning (Marketability) of the Village

#### **4.6 Experience**

Provide contact information and project summaries of at least three (3) recent clients.

- Preference is for projects that are of similar size and complexity to the current RFP requirements.
- References should be from clients that have been live with their current system for a minimum of one (1) year.

#### **4.7 Other Costs**

The Proponent must list any and all charges, expenses, and/or costs to be incurred by the Village that are not included in the previous sections. Failure to specifically and thoroughly enumerate such items may be a cause for disqualification.

## **Section 5 – Additional General Terms and Conditions of This RFP**

### **5.0 Disclaimer of Liability and Indemnity**

#### **5.1 By submitting a Proposal, a Proponent agrees:**

- to be responsible for conducting its own due diligence on data and information upon which its Proposal is based;
- that it has fully satisfied itself as to its rights and the nature extended to the risks it will be assuming;
- that it has gathered all information necessary to perform all of its obligations under its Proposal;
- that it is solely responsible for ensuring that it has all information necessary to prepare its Proposal and for independently verifying and informing itself with respect to any terms or conditions that may affect its Proposal;
- to hold harmless the Village, its elected officials, officers, employees, agents or advisors and all of their respective successors and assigns, from all claims, liability and costs related to all aspects of the RFP process;
- that it shall not be entitled to claim against the Village, its elected officials, officers, employees, insurers, agents or advisors on grounds that any information, whether obtained from the Village or otherwise (including information made available by its elected officials, officers, employees, agents or advisors), regardless of the manner or form in which the information is provided is incorrect or insufficient;
- that the Village will not be responsible for any costs, expenses, losses, damages or liability incurred by the Proponent as a result of, or arising out of, preparing, submitting, or disseminating a Proposal, or for any presentations or interviews related to the Proposal, or due to the Village's acceptance or non-acceptance of a Proposal; and
- to waive any right to contest in any proceeding, case, action or application, the right of the Village to negotiate with any Proponent for the Contract whom the Village deems, in its sole and unfettered discretion, to have submitted the Proposal most beneficial to the Village and acknowledges that the Village may negotiate and contract with any Proponent it desires.

#### **5.2 No Tender and no Contractual Relationship**

The Proponent acknowledges and agrees that this procurement process is a Request for Proposal and is not a tendering process. It is part of an overall procurement process intended to enable the Village to identify a potential successful Proponent. The submission of a Proposal

does not constitute a legally binding agreement between the Village and any Proponent. For greater certainty, by submission of its Proposal, the Proponent acknowledges and agrees that there will be no initiation of contractual obligations or the creation of contractual obligations as between the Village and the Proponent arising from this RFP or the submission of a Proposal.

Further, the Proponent acknowledges that a Proposal may be rescinded by a Proponent at any time prior to the execution of the Contract.

### **5.3 Discretion of Village**

Notwithstanding any other provision of this RFP to the contrary, the provisions in this Section 3.0 prevail, govern and override all other parts of this RFP. The Village is not bound to accept any Proposal. At any time prior to execution of the Contract, the Village may, in its sole and unfettered discretion, or for its own convenience, terminate the procurement process, cancel the Work or proceed with the Work on different terms. All of this may be done with no compensation to the Proponents or any other party.

The Village reserves the right, in its sole and unfettered discretion, to:

- utilize any designs, ideas or information contained in any of the Proposals for its sole use and benefit without making payment or otherwise providing consideration or compensation to any Proponent or any other party;
- negotiate the specific contractual terms and conditions, including but not limited to the fee or price of the Work, and the scope of the Work;
- waive any formality, informality or technicality in any Proposal, whether of a minor and inconsequential nature, or whether of a substantial or material nature;
- receive, consider, and/or accept any Proposal, regardless of whether or not it complies (either in a material or non-material manner) with the submission requirements or is the lowest priced proposal, or not accept any Proposal, all without giving reasons;
- determine whether any Proposal meets the submission requirements of this RFP; and
- negotiate with any Proponent regardless of whether or not that Proponent is the Proponent that has received the highest evaluation score, and
- negotiate with any and all Proponents, regardless of whether or not the Proponent has a Proposal that does not fully comply, either in a material or non-material way with the submission requirements for the RFP or any requirements contained within this RFP.

### **5.4 Representations and Warranties**

- The Village makes no representations or warranties other than those expressly contained herein as to the accuracy and/or completeness of the information provided in this RFP.

- Proponents are hereby required to satisfy themselves as the accuracy and/or completeness of the information provided in this RFP.
- No implied obligation of any kind by, or on behalf of, the Village shall arise from anything contained in this RFP, and the express representations and warranties contained in this RFP, and made by the Village, are and shall be the only representations and warranties that apply.
- Information referenced in this RFP, or otherwise made available by the Village or any of its elected officials, officers, employees, agents or advisors as part of the procurement process, is provided for the convenience of the Proponent only and none of the Village, its elected officials, officers, employees, agents and advisors warrant the accuracy or completeness of this information. The Proponent is required to immediately bring forth to the Village any conflict or error that it may find in the RFP. All other data is provided for informational purposes only.

#### **5.4 Proposal Requirements**

- Proposals shall include the legal name, address and telephone numbers of the individual, the principals of partnerships and/or corporations comprising the Proponent, and in the case of partnerships or corporations, the individual who will be the representative of the partnership or corporation.
- Proposals shall include a description of any subcontractors, agents or employees that the Proponent expects to involve in the performance of the Work. The Village reserves the discretion to approve or reject the proposed use, by the selected Proponent of any proposed subcontract which discretion shall be exercised reasonably.
- Proposals shall include a description of the individuals who will be performing the Work including their previous experience and qualifications.
- Proposals shall include a list of previous work of a similar nature to the Work required by the Village as set out in this RFP.

#### **5.5 Execution of the Proposal**

Proposals shall be properly executed in full compliance with the following:

- if the Proposal is made by a corporation, the full name of the corporation shall be accurately printed immediately above the signatures of its duly authorized officers and the corporate seal shall be affixed;

- if the Proposal is made by a partnership, the individual names or business name shall be accurately printed above the signature of the firm and the Proposal shall be signed by a partner or partners who have authority to sign for the partnership;
- if the Proposal is made by an individual carrying on business under a name other than his own, his business name together with the individual's name shall be printed immediately above its signature; and
- if the Proposal is made by a sole proprietor who carries on business in his own name, the proprietor shall print his name immediately below his signature.

#### **5.6 Canadian Free Trade Agreement (“CFTA”) and New West Partnership Trade Agreement (“NWPTA”)**

The provisions of the CFTA and the NWPTA apply to this Proposal.

#### **5.7 Law and Forum of Proposal**

The law to be applied in respect of this RFP shall be the law of the Province of Alberta and all civil actions commenced in relation to this RFP shall be adjudicated by the Courts of the Province of Alberta. By submitting a Proposal, the Proponent is deemed to have agreed to attorn to the jurisdiction of the Courts of the Province of Alberta.