



Huron Chamber of Commerce

RFP No. 1OSL

REQUEST FOR PROPOSALS

*PROFESSIONAL SERVICES
TO SUPPORT*

HURON CHAMBER OF COMMERCE ONTARIO SHOP LOCAL PROGRAM

INFORMATION TO BIDDERS

Closing Date:

Monday, October 18, 2021 by 4:00 p..m

DATE OF RFP ISSUE: October 12, 2021

- Closing Date for Submission: **Monday, October 18, 2021 by 4:00 p.m.**
- Proposals are to be submitted in (1) PDF copy submitted by email to info@huronchamber.ca
- Contact: **Heather Boa, Operations Manager,
Huron Chamber of Commerce – Goderich, Central and North
Huron
Phone: 519-440-0176
Email: info@huronchamber.ca**

1.0 Background

Small businesses are the backbone of Ontario's economy and their success is integral to local economic prosperity and vibrant communities. Covid-19 has had significant impact on communities and small businesses throughout Ontario. In an effort to support business and communities across the province, the Ontario Chamber of Commerce, with the support of Government of Canada, has launched the Ontario Shop Local Program to help stimulate Canada's economic recovery, by encouraging consumers to shop at local businesses. The campaign brings together people and business leaders, chambers of commerce/boards of trade, not-for profits, municipalities and other stakeholders to create and implement shop local initiatives.

Huron Chamber of Commerce – Goderich, Central and North Huron will lead this program, with potential participation from: BIAs in Goderich, Blyth, Wingham, Exeter, Clinton and Seaforth; Chambers of Commerce in South Huron and Zurich; and municipal economic development offices in Goderich, Central Huron, Huron East, Bluewater, Howick, and the County of Huron.

1.2 Intent

Huron Chamber of Commerce – Goderich, Central and North Huron, on behalf of the project partners, seeks proposals from experienced individuals, organizations or teams to provide communications, videography, photography and graphic design services for the regional Ontario Shop Local.

The successful individual or team will work closely with the Operations Manager to ensure the success of this program. She/he/they will work with the Operations Manager to fulfill all workplan needs.

This RFP is issued as one document with the intention that one successful Respondent will provide all services outlined here. The RFP may not be split into pieces for bidding.

1.3 Schedule of Dates

The following schedule is planned:

Release of RFP: **Tuesday, October 12, 2021**

Deadline for registration of respondent and clarifications: **Thursday, October 14, 2021**

Submission Due: **Monday, October 18, 2021 by 4:00 p.m.**

Review of Submission by staff: **October 19-21, 2021**

Offer of contract: **Friday, October 22, 2021**

Notification of Preferred Respondent: **Monday, October 25, 2021**

1.5 Communication/Authorizing Officer

The Respondent must identify an individual who will be responsible for all communications with Huron Chamber of Commerce – Goderich, Central and North Huron, or its designated

agent(s), respecting the Submission. The Respondent must also indicate the individual(s) that are authorized to negotiate, sign and enter into a purchase order/contract on behalf of the Respondent with respect to the Submission.

(See attached Respondent's Covenant).

1.6 Questions

The Huron Chamber of Commerce – Goderich, Central and North Huron contact for the purposes of this RFP shall be:

Heather Boa, Operations Manager, Huron Chamber of Commerce – Goderich, Central and North Huron
Phone: 519-440-0176
Email: info@huronchamber.ca

Responses to questions raised by potential Respondents will be promptly communicated via e-mail to all registered Respondents. In the event of an Addendum being required, all Respondents will receive a copy of the questions and responses.

Should revisions become necessary to any part of this RFP, the revisions will be provided to all potential Respondents. The Respondents must acknowledge receipt of such revisions promptly and in writing via email. If revisions are necessary after the closing date, Respondents will then have an opportunity to make relevant modifications to the Submission.

Huron Chamber of Commerce – Goderich, Central and North Huron assumes no responsibility or liability arising from information obtained in a manner other than as prescribed in this RFP.

1.7 Evaluation Criteria

During the evaluation process any or all of the Respondents may be contacted for a video interview. Respondents will be evaluated specifically on:

- The quality of the proposal;
- Responsiveness to the requirements of the RFP;
- Qualifications and relevant experience;
- Understanding of the project and scope of strategy;
- Demonstrated knowledge of Huron Chamber of Commerce – Goderich, Central and North Huron;
- Approach to the project;
- Quality of work experience and similar development;
- Experience of proposed personnel; and
- Proposed budget and ability to complete work within stated timelines.

All qualifying Submissions become the property of Huron Chamber of Commerce – Goderich, Central and North Huron on the closing date and will not be returned. Late Submissions will be returned unopened.

1.8 Errors and Omissions

The Respondent has the responsibility to notify Huron Chamber of Commerce – Goderich, Central and North Huron, in writing, by email, of any ambiguity, divergence, error, omission, oversight, or contradiction contained in the RFP as it is discovered and to request any instructions, decisions or discretion which may be required in preparing the Submission, prior to the closing of this RFP.

1.9 Rejection Rights

Huron Chamber of Commerce – Goderich, Central and North Huron reserves the right to reject any or all Submissions. Any Submissions not containing sufficient information, in the view of Huron Chamber of Commerce – Goderich, Central and North Huron to permit a thorough analysis may be rejected.

Huron Chamber of Commerce – Goderich, Central and North Huron reserves the right to verify the validity of the information supplied, and to reject any Submission where the contents appear to be incorrect, or inaccurate in the estimation of Huron Chamber of Commerce – Goderich, Central and North Huron.

Submissions not conforming to the requirements of the RFP will not be considered. Responses that are unsupported by the information requested in the RFP document or not complying therewith, may not be considered. Revisions received by email, by telephone, telegraph, facsimile or other means, after the specified closing time and date will not be accepted or considered.

1.10 Notification of Outcome

Following the award of this contract by Huron Chamber of Commerce – Goderich, Central and North Huron, the Preferred Respondent will be notified in writing by email. Other Respondents who made a Submission within the allowed time will not be notified in writing of the outcome of this RFP.

1.11 Agreement

The Preferred Respondent must fulfill all obligations of the contents of their Submission and this RFP Document. Huron Chamber of Commerce – Goderich, Central and North Huron reserves the right to negotiate contract details and to make the necessary changes or substitution within the general scope of the project.

1.12 Contract

Selection of the Preferred Respondent(s) does not oblige Huron Chamber of Commerce – Goderich, Central and North Huron to negotiate or execute a purchase order with that Respondent.

The Preferred Respondent(s) must be prepared to enter a purchase order/contract based on the contents of its Submission and the RFP. Huron Chamber of Commerce – Goderich,

Central and North Huron reserves the right to negotiate details of any contract and to make the necessary changes or substitution within the general scope of the contract.

1.13 Confidentiality

All requirements and information obtained by a Respondent in connection with the RFP are the property of the Huron Chamber of Commerce – Goderich, Central and North Huron and must be treated as confidential and not used for any purpose other than for replying to this RFP and for the fulfillment of any contract.

All documentation that a Respondent delivers to Huron Chamber of Commerce – Goderich, Central and North Huron, or its designated agent(s) for the purposes of this RFP becomes the property of Huron Chamber of Commerce – Goderich, Central and North Huron and are subject to the terms of the *Municipal Freedom of Information and Protection of Privacy Act*.

If a Respondent believes any part of its Submission reveals any trade secret of the Respondent, any intellectual property right of the Respondent, scientific, technical, commercial, financial or labour relations information, or any other similar secret right of information belonging to the Respondent, and if the Respondent wishes Huron Chamber of Commerce – Goderich, Central and North Huron to attempt to preserve the confidentiality of the trade secret, intellectual property rights or information, then these matters must be clearly designated as confidential.

The Respondents are informed that certain information respecting the privacy of individuals and proprietary information regarding the security of municipal operations cannot and will not be released to anyone other than the Respondent that has been engaged.

All requests for access to the submitted RFPs will be subject to a formal review pursuant to section 10(1) of the *Municipal Freedom of Information and Protection of Privacy Act*, and representation will be sought prior to disclosure of any third-party information.

1.14 Compliance with Laws

The Respondent shall comply with all applicable laws relating to the RFP, the Submission and any contract resulting there from.

1.15 Litigation

In the matter of contracts for the supply of service, the Huron Chamber of Commerce – Goderich, Central and North Huron will not award to any bidder who:

- (a) Is a party to litigation with the Chamber, or
- (b) Directly or indirectly, including by common ownership or control or otherwise, is related to a party to litigation with the Chamber, or

- (c) Intends to use a sub-contractor in respect of this contract who is a party to litigation with the Chamber, or, who, directly or indirectly, including by common ownership or control or otherwise, is related to a party to litigation with the Chamber.

For the purposes of this section, the phrase "party to litigation with the Chamber" includes cases in which the bidder or prospective bidder or any of the parties named above, have advised the Chamber in writing of their intention to commence litigation, or have commenced or have advised the Chamber of their intention to commence an arbitral proceeding, against the Chamber.

Bids from any bidder in any of the above circumstances shall be rejected as informal, irregular and non-compliant.

1.16 Submission Preparation Costs

Huron Chamber of Commerce – Goderich, Central and North Huron will not be responsible for any costs incurred by a Respondent in preparing, submitting, presenting, or arranging site visits nor for any other costs, which are incurred relating to the Submission.

1.17 Submission / Bid Guarantee

The Respondent must guarantee that the terms of their Submission and Bids are valid until time of final service delivery in 2021 (as per timeline stated in Section 2.2).

1.18 Publicity

The Respondent and its affiliates shall not release for publication any information in connection with the RFP or contract without prior written permission from Huron Chamber of Commerce – Goderich, Central and North Huron.

1.19 Payment

Final payment shall be made in full to the Preferred Respondent following the delivery of the final services as stated in Section 2.2. The Preferred Respondent may choose to negotiate a deposit and/or phased payment schedule in amounts to be agreed upon by the Huron Chamber of Commerce – Goderich, Central and North Huron.

Should any part of the terms of the RFP Requirements not be met with respect to stated services and delivery of the final strategy, the Huron Chamber of Commerce – Goderich, Central and North Huron reserves the right to withhold payment(s).

PART II - SPECIFIC CONDITIONS & REQUIREMENTS

2.0 Skills

- A.** Overall – Awareness and understanding of the importance of local business as part of the economic and social fabric of the rural community of the Huron County. Extensive graphic design, photography, videography and communications skills. Extensive social media experience. Working knowledge of Issuu and its tools. Studied practice of PR writing and media planning; Familiarity with local and regional media sources. Working relationship with the County of Huron’s IT department.

2.1 The Work

A. Graphic Design – Develop Logo and Branding Materials

Work in consultation and with approval of staff to develop logo and branding materials that can help to achieve our goal of increasing local shopping. Logo and branding materials will create consistency in electronic Wish Book and complementary social media You Gotta Stop Here program.

Work with staff to design the Wish Book in InDesign. A PDF flipbook version of the Wish Book with links will be uploaded to Issuu. A maximum of three groups of edits will be made between time of uploading and Dec. 24, 2021 as new material comes in. Work with Huron County IT department in order to embed the Wish Book on the Ontario’s West Coast website, and make it available for embedding on Chamber, BIA and municipal sites in Huron County.

Work with staff to create a You Gotta Stop Here social media template for use by the partners in the program, using the approved logo and design. Using the You Gotta Stop Here social media template, provide 15 social media posts using products in the Wish Book for up to 10 partners in the program.

Create poster using logo and design.

Create participating store decal using logo and design.

Create no more than 10 ads for booked print and web advertising placements, using the developed logo and design.

B. Communications – Media Releases, Eblast Text, Media List

Update and enhance existing media distribution list that includes local print, specialty products, radio and television media. Create two media releases – one to announce program and one targeting local shopper participation – for circulation. Provide three eblast variations of the media release for use by project partners.

C. Photography – For use in Wish Book and Social Media Posts

Work with staff to produce up to 10 photos in each of a maximum 10 participating communities in Huron County for use in the Wish Book and Social Media Posts.

D. Videography – For use in the Wish Book and Social Media Posts

Work with staff to produce five high quality, edited videos to promote the regional shop local message and 15-second videos that rely heavily on text messaging using video shot for the longer videos or using fresh video shot separately.

E. Timelines

Respondents must be available to begin work on this contract effective **Oct. 22, 2021** and complete all work tasks by or before the end of **December 24, 2021**.

The Wish Book must be ready to launch the week of Nov. 8.

Complete task schedule will be shared with successful Respondent.

F. Ongoing Communications

Staff and successful Respondent will work in close communications throughout this project.

G. Development Principles

The Respondent shall:

- Remains true to the intent and objectives of the Shop Local Program.
- Promote transparency and openness in sub-contracting services and materials, including declaration of any interests in or agreements with any supplier of services or materials; and
- Work with staff to ensure that the contract is carried out with a balanced budget or surplus.

2.2 PROPOSAL CONTENT

- A. Method of Approach & Proposed Work Program
- B. Qualifications of the Firm and Key Personnel
- C. Previous Applicable Experience
- D. Resources
- E. Proposed Schedule
- F. Price Proposal

Requirements Specific to Evaluation Criteria

The submission package shall contain, at a minimum, the following:

A. Method of Approach & Proposed Work Program

- The Respondent shall prepare a detailed Method of Approach and Work Program for the Project Requirements, Scope of Work and Tasks, indicating the methodology that will be utilized and the services proposed to be performed, clearly distinguishing those tasks they will complete and those to be completed by the client (or others).

- The Respondent should identify the internal policies and procedures that will be used to assure a quality product and completion of the project on schedule and within budget
- The Work Program shall specifically outline the tasks and key deliverables.

B. Qualifications of the Respondent(s) and Key Personnel

- Extensive experience in the Huron County market;
- Depth of experience in graphic design, communications, videography and photography;
- Understanding of industry trends and challenges during COVID-19 pandemic;
- Respondents shall provide a resume(s) (or career profiles), listing professional designations, affiliations, certifications, etc.

C. Previous Applicable Experience

- Respondents shall list his/hers/their specific qualifications which demonstrate their abilities, including the project title, client name, year completed, contact person and a description of the work performed.

D. Resources

- Respondents shall list any resources that they will obtain or use during the contract.

E. COVID-19 Protocol

- Respondents shall outline their COVID-19 protocol when working with the public.

F. Price Proposal

- Respondents shall provide a detailed, itemized price proposal for completing the tasks and proposed work program.
- The proposal must fit between \$15,500.00 and \$18,500.00

2.3 SUBMISSION PROCESS

The Respondent must deliver their submission using the following process:

- A.** One (1) copy of the submission must be received by email **before:**
 - **Monday, October 18, 2021 by 4:00 pm**
- B.** The **Respondent's Covenant** must be signed and dated and enclosed with the submission.
- C.** The Respondent must also ensure that all Submissions and packaging clearly state:
 - **RFP No. 1OSL**

Please e-mail to info@huronchamber.ca

The Huron Chamber of Commerce – Goderich, Central and North Huron will not accept proposals by fax or any proposals received after the deadline.

For enquiries and/or information regarding this RFP, please contact:

Heather Boa, Operations Manager,
Huron Chamber of Commerce – Goderich, Central and North Huron
Phone: 519-440-0176
Email: info@huronchamber.ca