



Town of Prescott Request for Proposal (RFP)

Rebranding and Marketing Strategy

RFP No. ED.2024.10.01

Closing: November 15, 2024

RFP Coordinator:

Dana Valentyne, Economic Development Officer

Town of Prescott

360 Dibble St. W PO Box 160

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www.prescott.ca

Synopsis

Rebranding and Marketing RFP No. ED.2024.10.01

The Town of Prescott is actively seeking the services of a skilled Consultant or a team of consultants to develop a comprehensive Rebranding and Marketing Strategy. This strategy holds immense significance as it will play a pivotal role in shaping a dynamic and inclusive vision for the future growth of Prescott. Therefore, the Municipal Council has accorded high priority to the creation of a Rebranding and Marketing Strategy with the clear objective of adopting the plan by Summer 2025.

The Rebranding and Marketing Strategy will encompass an extensive array of internal and external services, including but not limited to brand asset assessment, brand evaluation, and the formulation of an effective brand and marketing strategy for the Town of Prescott. The project will incorporate the development of complementary branding materials for Town portfolios including Economic Development (Invest), Tourism (Explore), Community Services (Join In), Prescott Museum and the Downtown Prescott BIA (RiverWalk District). The collective marketing strategy should be aimed at promoting and enhancing Prescott as an appealing destination for individuals to "live, work, visit, and invest." The Town aims to highlight the opportunities within our community while positioning Prescott as an attractive choice for investment and visitation.

The Town cordially invites proposals from experienced consultants, who possess the requisite expertise to successfully execute the necessary processes and assist us in achieving our objective of developing a thriving branding and marketing campaign. The selected consultant should demonstrate a proven track record in crafting comprehensive community branding and marketing campaigns that elevate the image of the community, effectively represent the diverse economic sectors of our collaborators, and strategically target residential, business, and visitor recruitment. The branding campaign should evoke a profound sense of pride in Prescott and its competitive advantages and establish design standards for future marketing and communication materials.

The qualified Consultant will be entrusted with leading and coordinating a comprehensive project centered on brand and position development. This will involve formulating a well-informed and recommended plan for destination marketing. The scope of work will encompass project development, research, community engagement, strategic planning, creative brand development, and the formulation of a destination marketing and implementation plan.

The Town of Prescott looks forward to partnering with a consultant, or team of consultants, who possess the requisite expertise to deliver desired outcomes. Together, we will work towards the creation of a comprehensive Rebranding and Marketing Strategy that will unlock the full potential of Prescott and foster a prosperous future for our community.

Design Services under this project shall include:

- Project Coordination and Management
- Research, Brand asset assessment & Brand evaluation
- Creative Brand development
- Formulation of Branding & Marketing Strategy
- Formulation of an Implementation Plan
- Contract administration

Services shall be provided in accordance with applicable standards and regulations.

Proposals should be marked “**Rebranding and Marketing RFP No. ED.2024.10.01**” in the subject line and be electronically submitted to:

Dana Valentyne, Economic Development Officer

dvalentyne@prescott.ca

and must be received no later than:

November 15, 2024 at 2:00 P.M. (EST)

Proposals will be opened in accordance with the Municipality’s Procurement By-Law.

Documents relating to this Request for Proposal are available at the below address or at:

www.prescott.ca/bidstenders

Prescott Town Hall
360 Dibble St. W, Prescott, ON K0E 1T0

Questions regarding this proposal must be directed, in writing, to the Economic Development Officer at dvalentyne@prescott.ca. Include “**Rebranding and Marketing RFP No. ED.2024.10.01**” in the email subject line.

The lowest or any proposal will not necessarily be accepted. The Town reserves the right to reject any or all proposals, to waive irregularities and informalities therein, and to award the Contract in the best interest of the Town in its sole and unfettered discretion. The accepted proposal must be approved by Council.

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1 General Information and Instructions

1.1 Definitions & Interpretation

In this Request for Proposal, unless expressly provided otherwise, the following definitions shall apply:

“Addendum” and **“Addenda”** means a written addendum or addenda issued with respect to this RFP;

“Closing or Closing Date” means the deadline by which to submit Proposals for this RFP as set out in the RFP, as may be amended by Addendum or other written notice of the Town;

“Contract” means the Contract arising upon the acceptance of a Proposal and award of the Contract by the Town in accordance with the RFP, irrespective of when notice of acceptance of a Proposal is received by a Successful Proponent;

“Evaluation Team” means a team consisting of members of Town staff and, where considered appropriate by the Town in the exercise of absolute discretion, Independent Consultants, who will perform the evaluation of each of the Proposals and make such reports and recommendations to the award of this RFP as they consider appropriate;

“Goods” means any item of tangible property or computer software, and includes:

- (i) Digital assets: This may include digital templates, graphics, icons, or other digital elements that will be used in the rebranding efforts.;

The term "goods" in the context of a rebranding RFP is generally used to encompass any tangible items or materials that will be procured as part of the rebranding project to support the implementation of the new brand.

“Independent Consultant” means any consultant, other than the Successful Proponent, retained by the Town to advise or perform services on the behalf of the Town with respect to the Work;

“Law” means all statutes, laws, by-laws, regulations, requirements, ordinances, notices, rulings, orders, directives, policies and controls of the municipal, provincial, and federal governments and any other lawful authority and all court orders, judgments, and declarations of a court of competent jurisdiction;

“Municipality” means the Town of Prescott and includes its designated employees, officials, and agents;

“Project Manager” means the person designated under the successful award of this RFP who will manage the delivery and performance of the Work to which this Contract relates and to oversee the Town’s obligations under this RFP;

“Proponent” means any person submitting a Proposal in response to this RFP;

“Proposal” means a Proposal made by a Proponent in response to this RFP;

“Services” means a service of any description required in order to complete the Work, whether commercial, industrial, trade, or otherwise, and includes all professional, technical, and artistic services, and the transporting, acquiring, supplying, storing, and otherwise dealing in Goods;

“Sub-Contractor” is a person or entity having a direct Contract with the Successful Proponent to perform a part or parts of the Services or to supply Goods or Services with respect to the Work, upon the prior approval of the Town;

“Successful Proponent” means the Proponent whose Proposal is selected and is awarded the Contract for this RFP by the Town;

“**Terms of Reference**” is the Request for Proposal (RFP) and any addendum or addenda issued with respect to this RFP;

“**Town**” means the Town of Prescott and includes its designated employees, officials, and agents;

“**Total Contract Price**” means the fully inclusive, all-in total Contract price, constituting the sum of all costs quoted by a Proponent in its Proposal with respect to the Work,

- (i) including the purchase price for all materials, labour costs, service costs; but
- (ii) excluding any options or alternatives requested in the Contract Documents that the Town elects not to purchase; and,
- (iii) excluding Harmonized Sales Tax (HST) or other applicable sales taxes, imposed under the Laws of Ontario and the Laws of Canada applicable therein;

“**Work**” means everything to be done, supplied, or provided by the Successful Proponent under the Contract as applicable.

1.2 Availability of Document

Documents relating to this Request for Proposal are available at the Prescott Municipal Office, 360 Dibble Street, Prescott, ON, K0E1T0 or at:

www.prescott.ca/bidstenders

1.3 Inquiries and Addenda

Questions regarding this proposal must be directed, in writing, to the Economic Development Officer at dvalentyne@prescott.ca. Please include “**Rebranding and Marketing RFP No. ED.2024.10.01**” in the subject line of the email.

During the Request for Proposals period, Proponents may be advised by Addenda of required additions to, deletions from, or alterations in the Terms of Reference Documents, including any change to the proposed Closing date and/or time (as applicable). All such changes shall become an integral part of the Terms of Reference Documents and shall be allowed for in arriving at the Total Contract Price.

It is the sole responsibility of all Proponents to check the municipal website and ensure that it has received any and all Addenda issued by the Town. **All Addenda received during the request for proposals period shall be acknowledged in the Form of Proposal.**

1.4 The Town of Prescott’s Rights in Respect of the RFP

All proposals provided, and all entries, shall be typewritten. Proposals which are incomplete, conditional, or obscure or which contain additions not called for, erasures, alterations, or irregularities of any kind, or in which any of the prices are obviously unbalanced, may be rejected as informal.

The lowest or any proposal will not necessarily be accepted. The Town reserves the right to reject any or all proposals, to waive irregularities and informalities therein, and to award the Contract in the best interest of the Town in its sole and unfettered discretion. The accepted proposal must be approved by Council.

The Town reserves the right to;

- (i) Contact a Proponent for clarification of any portion of the Proponent’s proposal;

- (ii) Disqualify proposals not submitted in strict accordance with the terms and conditions of the Terms of Reference;
- (iii) Cancel the RFP, at any time, without liability whatsoever to any Proponent;
- (iv) Reject any or all of the Proposals;
- (v) Accept any or all of the Proposals;
- (vi) If only one Proposal is received, elect to accept, or reject it;
- (vii) Not accept the lowest fixed fee amount;
- (viii) Alter the schedule; RFP process, procedures or objective of the project or any other aspect of the RFP, as it may determine, in its sole and absolute discretion; or,
- (ix) Negotiate with one or more Proponents to reach a final agreement for the services.

This RFP does not constitute an offer of any nature or kind whatsoever by the Town to the Proponent. The Town does not bind itself to accept any Proposals and may proceed as it determines, in its sole discretion, following receipt of the Proposals. The Town reserves the right to accept any proposal in whole or in part or to discuss with any Proponent, different or additional terms to those envisaged in this RFP or in such Proponents proposal.

This RFP and/or the Proposal in response to the RFP will not constitute a binding Contract but will only form the basis for the finalization of the terms upon which the Town and the chosen Proponent will enter into a Contract (the "Contract") and does not mean that the Proposal is necessarily totally acceptable in the form submitted.

1.5 Limitations

The Town shall not be bound by any oral representation or communication whatsoever, including but not limited to any instruction, amendment or clarification of these Instructions to Proponents or any of the Contract Documents, or any information, advice, inference or suggestion, from any person (including but not limited to an elected official, employee, agent, Independent Consultant or representative of the Town) concerning a Proponent's submissions, the RFP, the Contract Documents, the proposed Contract or any other matter concerning the RFP or Work.

In addition, the Town shall not be bound by any written representation whatsoever concerning a Proponent's submissions, the RFP, the Contract Documents, or any other matter concerning the RFP or Work, unless executed by the person designated and authorized in accordance with the Contract Documents or in accordance with a direction or authorization of Municipal Council.

1.6 Negotiations

The Town may award the Contract on the basis of initial offers received, without discussion. Therefore, each initial offer shall contain the Proponent's best terms/information, including all required documentation as listed.

The Town reserves the right to enter into negotiations with the selected Proponent. If the Town and the selected Proponent cannot negotiate a successful Contract, the Town may terminate the negotiations and begin negotiations with the next selected Proponent. This process will continue until a Contract has been executed or all Proponents have been rejected. No Proponent shall have any rights against the Town arising from negotiations.

1.7 Errors and Omission

It is understood and acknowledged that while the RFP includes specific requirements, a complete review is required. Minor items not herein specified but obviously required shall be provided as if specified. The Proponents shall satisfy themselves fully as to the extent of the work required and shall provide all services required to complete the intent of the project. Any misinterpretation of requirements within this RFP shall not relieve the bidder of the responsibility of providing the services.

The Proponent shall examine the Terms of Reference Documents as soon as possible. Any errors, omissions or conflicts discovered shall be reported to the Economic Development Officer (EDO) immediately.

Verbal instruction and/or communications will not be accepted. Refer to Section 1.3 *Inquiries and Addenda*.

1.8 Conflict Resolution

In the event of conflict between any of the provisions of the Contract Documents, the provision most favourable to the Town, in the Town's determination, shall prevail and apply.

1.9 Proposal Withdrawal and Award

Proponents may notify the EDO via email (dvalentyne@prescott.ca) if they wish to amend or withdraw their proposal prior to Closing. Request to amend or withdraw a proposal will be officially acknowledged via email by the EDO. The last proposal received shall invalidate all previous proposals received from the same Proponent.

No Contract will be awarded until after the proposal has been approved by Council. Council reserves the right to:

- (i) reject any recommendation;
- (ii) reject any or all Proposals;
- (iii) accept any Proposal deemed to be in the best interest of the Town;
- (iv) disqualify Proposals not submitted in strict accordance with the Terms of Reference documents.

Proponents are informed that it is a condition of the Terms of Reference Documents that each Proposal shall remain in force from the Closing Date of the Request for Proposal until sixty (60) calendar days thereafter unless the Proponent has been formally rejected.

Once the Contract has been awarded, only the Total Contract Price of the Proposals will be disclosed.

Official Notification will only be given to the Successful Proponent; however, anyone can obtain the Total Contract Price for all Proponents upon request. In addition, the Total Contract Price for all Proponents will be outlined in a Council Resolution.

A Proposal shall be irrevocable for a period of sixty (60) calendar days following the Closing date of the RFP.

1.10 Proponent's Cost

All costs and expenses incurred by a Proponent related to the preparation or presentation of its proposals shall be borne by the Proponent. The Town is not liable to pay such costs and expenses or to reimburse or to compensate a Proponent under any circumstances.

1.11 Delays

The Town shall not be responsible for any delays or costs to the Proponents associated with any reviews or the approval process.

1.12 Tax Management (HST)

As it is the responsibility of the Proponent to determine levy and collection of the Harmonized Sales Tax (HST), or any other Value Added Taxes, amounts bid shall show, separately, the HST or Value Added Taxes amount, or alternatively cite the basis of exemption in lieu thereof.

1.13 Billing Summaries / Payment

Payment shall be in accordance with the Contract, as agreed to by both parties.

The Proponent shall provide a breakdown, before its first invoice, detailing all work. The breakdown shall be approved by the Economic Development Officer. Every invoice shall include the current monthly amount, the actual to date, percent (%) complete, and the total amount to complete for each item in the breakdown. All extra work shall be indicated/invoiced separately.

Invoices shall be submitted monthly, and all payments will be net thirty (30) days.

Any work performed, as an extra, shall have received prior approval by the Contract Administrator in writing. A copy of the written approval shall accompany the invoice. The conditions for invoicing and payment shall be incorporated into any contract that may be prepared as part of the process. Each invoice shall reference the project number assigned to the project.

1.14 Ownership of Documents, Use of Designs, etc.

Digital Assets, drawings, plans, specifications, and other documents:

- (i) Provided by the Town to a Proponent shall remain the property of the Town and shall be returned by the Proponent to the Town upon demand by the Town; and/or,
- (ii) Prepared by the Proponent as part of its Proposal (including the full proposal submission), or under Contract, shall become the property of the Town and may be disposed of the Town as it considers fit.

1.15 Municipal Freedom of Information Protection and Privacy Act

The Town is governed by the Municipal Freedom of Information and Protection of Privacy Act; therefore, Proponents must accept that proposal contents can be made public as a condition of the Request for Proposal process. As a result, Proponents are advised to identify, in their Proposal, any scientific, technical, commercial, proprietary, or similar confidential information, the disclosure of which could cause them injury.

Any information in the Proponents' submissions that is not specifically identified as confidential will be treated as public information. The Town will use its best efforts not to disclose any information so

marked but shall not be liable in any manner to a Proponent or any other person where information is disclosed by virtue of the Privacy Commissioner, a court of competent jurisdiction or otherwise as required by Law. The Town further makes no representations or warranties that the identification of a document as confidential will prevent its release under the provisions of MFIPPA or otherwise under Law. Complete proposals are not to be identified as Confidential.

NOTE: Materials supplied in response to the RFP become a record of the Town and are subject to the Municipal Freedom of Information and Protection of Privacy Act. The Town takes the position that such materials are not supplied in confidence and form part of the records made generally available upon request to the public. If you have any questions with regard to this policy, please contact the CAO/Clerk.

1.16 Conflict of Interest Statement

In their Proposals, the Proponents shall disclose to the Town any potential Conflict of Interest that might compromise the performance of the work. If such a Conflict of Interest does exist, the Town may, at its discretion, refuse to consider the Proposal.

Prior to the award of the Contract, no Proponent shall contact any elected official of the Town or member of the Municipal staff or independent Consultant retained by the Town with respect to its Proposal, the RFP, or the proposed Contract.

Except with the prior express written consent of the Town, no Proponent shall act on behalf of the Town with respect to any matter, issue or in connection with any property in which the Proponent or any director, officer, employee, or Sub-contractor of the Proponent has a direct or indirect pecuniary interest, including any contingent interest.

Proponents are cautioned that the acceptance of their Proposal may preclude them from participating as a Proponent in subsequent projects where a Conflict of Interest may arise. The Proponent for this project may participate in subsequent/other Town projects provided the Proponent has satisfied pre-qualification requirements of the Town, if any, and in the opinion of the Town, no Conflict of Interest would adversely affect the performance and successful completion of a Contract by the Proponent.

1.17 Non-Collusion

A Proponent shall not discuss or communicate, directly or indirectly, with any other Proponent or their agent or representative about the preparation of the Proposals. Each Proponent shall attest that its participation in the RFP process is conducted without any collusion or fraud. If the Town discovers there has been a breach of this requirement at any time, the Town reserves the right to disqualify the Proposal or terminate any ensuing Contract.

1.18 Insurance and Indemnification

The Successful Proponent shall not commence work until such time that evidence of insurance has been filed with, and approved by, the EDO. The Successful Proponent shall further ensure that evidence of the continuance of said insurance is filed at each policy renewal date for the duration of the Contract.

The Successful Proponent shall indemnify the Town, its Councillors, and its employees from damages and liabilities which may arise, directly as a result of the negligent, or wrongful acts, or omissions, of the Successful Proponent (if any), its employees and/or agents in the performance of any of its obligations under the Contract, whether or not such claims are initiated by third parties or arise between the parties.

1.19 Workplace Safety & Insurance Board

Workplace Safety and Insurance Board (WSIB) Registration and coverage shall be in accordance with the applicable regulatory requirements for the Successful Proponent and any worker that may be dispatched to undertake work on Town property, appropriate to the type and quantity of work proposed to be provided.

The Successful Proponent shall furnish a valid WSIB Clearance Certificate from the Workplace Safety and Insurance Board prior to commencement of Contract. The successful Proponent further agrees to maintain a good standing with the WSIB throughout the term of the Contract. The Successful Proponent may be required to produce a valid Certificate of Clearance from time to time during the Contract.

1.20 Failure to Provide

If the Successful Proponent, for any reason, defaults or fails to provide valid proof of insurance and/or WSIB, the Town reserves the right to accept any other Proposal, cancel this RFP and issue a new RFP, or carry out the work in any way as the Town may, at its sole discretion, deem best.

1.21 Safety

The Successful Proponent shall comply with Provincial and local statutes; in particular, the Occupational Health & Safety Act and Regulations. The Successful Proponent shall use a regular system of safety inspections to detect and correct hazardous conditions, safety violations, and unsafe work practices, if applicable.

1.22 Contract for Work

The Successful Proponent shall, no later than 10 Business Days after the Town has sent the Notice of Award to the Successful Proponent, or such later date as may be specified in the written notice given by the Town:

- (i) enter into and execute the formal Contract for Work;
- (ii) submit to the Town, a certificate of insurance which,
 - a. references the Contract by name;
 - b. confirms that the requirements set out in the Contract have been met;
 - c. sets out any pertinent exclusions contained in the policy or policies; and,
 - d. is otherwise acceptable to Town;
- (iii) agree to the Accessibility for Ontarians with Disabilities Act (AODA) statement specified in the Form of Proposal;
- (iv) submit to the Town, a Workplace Safety and Insurance Board clearance certificate;
- (v) submit any other documents required by the Contract.

If the Successful Proponent fails, or refuses, to enter into the Contract or execute a Contract for Work and to provide all security, insurance and other ancillary documents required under the RFP and the Contract Documents, then the Town reserves the absolute right as it sees fit, in addition to all other rights and remedies that the Town has under the Request for Proposals, to take one or more of the following actions:

- (i) terminate discussions with the Successful Proponent;
- (ii) select another Proponent as the Successful Proponent and enter into Contract discussions to finalize and execute the Contract for Work;
- (iii) revise and reissue the RFP or cancel the RFP; and
- (iv) pursue any other rights or remedies available under the RFP, or otherwise at law or in equity.

1.23 Accommodations for Proponents with Disabilities

In accordance with the Ontario Human Rights Code, *Ontarians with Disabilities Act, 2001* (ODA) and *Accessibility for Ontarians with Disabilities Act, 2005* (AODA), the Town of Prescott will accommodate for a disability, ensuring full and equitable participation throughout the bid process.

If a Proponent requires this Request for Proposals in a different format to accommodate a disability, the Proponent must contact the Town as soon as possible and, no later than 10 working days prior to the Closing Date. The Request for Proposals and any Addenda will only be issued in the alternative format to the requesting Proponent.

2 Proposal Submission and Content Requirements

2.1 Project Schedule of Events

It is intended that the Consultant retained will enter into a Contract with the Town of Prescott for the provision of Design services. The Consultant will work with the Town in establishing priorities.

The following dates could be subject to change at the Town’s sole and absolute discretion.

Event	Date and Local Time
Issue Date of RFP	October 21, 2024
Deadline to Submit Questions	November 1, 2024
Last Day for Issuance of Addenda	November 6, 2024
RFP Closing Date	November 15, 2024 at 2:00 P.M. EST
Anticipated Contract Award	December 3, 2024
Contract Approval & Initial Meeting with Consultant	December 9, 2024
Anticipated Project Completion Date	June 30, 2025

2.2 Closing Date & Time

Proposals must be received no later than:

November 15, 2024 at 4:00 P.M. EST

The time of receipt of emailed proposals will be confirmed by the Town’s email. Any submissions received after this time shall be deemed ineligible and remain unopened.

Proponents are advised that the timing of their proposal submission is based on when the Proposal is **RECEIVED**, not when a Proposal is submitted by a Proponent, as proposal transmission can be delayed in an “internet traffic jam” due to file transfer size, transmission speed, etc.

Proponents shall allow sufficient time for delivery of their Proposal submission, including any attachments. Late Proposal submissions shall not be accepted.

2.3 Submission Requirements

Time is of the essence with respect to the submission of a Proposal. It is the **sole** responsibility of each Proponent to ensure that its Proposal is received on or before the closing date and time stated in the Request for Proposals document.

2.3.1 Digital Submission – Mandatory

Proposals shall be submitted by email to dvalentyne@prescott.ca. All terms and conditions outlined in the Terms of Reference apply. The Town assumes no responsibility whatsoever for proper receipt of such email transmittals.

Email transmittals should include “**Rebranding and Marketing RFP No. ED.2024.10.01**” in the subject line of the email.

2.4 Content Requirements

The Consultant shall submit their proposals to the Town of Prescott. Copies of all materials must be provided to the Town. The proposals shall be evaluated on merit in accordance with the evaluation criteria.

Every Proposal **shall**:

- (i) be submitted in accordance with the **Required Information** listed in this RFP;
- (ii) be legible;
- (iii) be completed in English;
- (iv) be presented in a professional format, including page numbering and a table of contents;
- (v) ensure that all words and phrases forming part of the Proposal are written out in full, avoiding abbreviations;
- (vi) include all material, goods, services, equipment, and labour, required to complete the Work; and,
- (vii) state all prices in Canadian funds, exclusive of HST.

2.4.1 Respondent Contact

Every proposal shall identify one senior individual, by name, address, and telephone number who will act as the Proponent’s primary contact with the Town with regard to this RFP and any subsequent Contract and has the authority to bind the Proponent.

2.4.2 Cover Letter

The proposal must include a letter of transmittal attesting to its accuracy. The cover letter must provide the name, physical address, telephone, and e-mail addresses of the Proponent.

2.4.3 Required Information

The proposal submission should be clear, concise, and should include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The submission should not simply rephrase or restate the requirement, but rather should provide convincing rationale to address how the respondent intends to meet the stated requirements. Respondents shall assume that the evaluation team has no prior knowledge of their facilities and experience and will base its evaluation on the information presented in the submission.

The Proposal shall include, but need not be limited to, the items listed in **Rated Requirements**.

The following forms shall be attached to the proposal:

Appendix 1 – Form of Proposal

Appendix 2 – Schedule of Prices

Appendix 3 – Resumes of Key Personnel

2.4.4 Rated Requirements

The following scoring matrix will be utilized by the evaluation team. The evaluation team will consist of staff from the Municipality’s Senior Management Team.

Following an initial evaluation, the Town may invite the top-ranked Proponents to present their concept to the Evaluation Team in a formal interview session.

Overall Impression – Quality and depth of proposal	5%
Project Understanding	10%
(i) Clearly demonstrate an understanding of the scope of work and project objectives.	
Team and Key Personnel Qualifications	20%
(i) Provide a brief introduction of the proposed consultants team, key personnel to be assigned to this project, including their role, responsibility, qualifications, and relevant project experience.	
(ii) Provide an organizational chart showing all key personnel to be assigned to the project, including any sub-consultants.	
(iii) Resumes for key personnel should be included as an appendix to the proposal.	
Relevant Project Experience	15%
(i) Provide three (3) project examples to demonstrate successful provision of similar services on a project of similar scope and complexity. Projects must be substantially completed in the last ten (10) years.	
(ii) Each project example must include a client reference (name, title, company, phone, email). The Town of Prescott reserves the right to contact any/all of the references listed as part of their evaluations.	
Proposed Approach – Evaluation based on proposed approach, work plan, timelines, and deliverables.	30%
(i) Provide a broad description of how the project will be approached. Demonstrate the level of commitment and ability to provide all services as outlined in the RFP. Provide an overview of the Project Management	

philosophy and methods that will be utilized for this project. (ii) Provide a work plan itemizing the tasks and deliverables required to satisfy the project scope including staff, hourly rates and total costs that reflect the price breakdown in Appendix 2. Provide a detailed project schedule in Gantt format, including estimated date of completion.	
Cost (i) Using the form provided in Appendix 2 – Schedule of Prices (ii) All taxes are to be excluded and listed separately When preparing fees, include the consideration of economies of scale, proper procurement procedures, and potential cost savings to the Town	20%

3 Project Description

3.1 Project Summary

The Town of Prescott is seeking proposals for comprehensive Rebranding and Marketing Strategy services. This effort will utilize extensive community engagement to develop a comprehensive brand update for the Town of Prescott. This new brand will represent the Town's unique strengths, assets, and vision statement, be transferrable across Town departments, operations, and economic development efforts, and be effective in multiple media applications.

The Town of Prescott is seeking a consultant, firm, or partnership to work collaboratively with the Town, its residents, and business community, to pinpoint the community's most identifiable attributes and develop an effective, professional brand that gives the Town a stronger, viable, and relatable image and unified message. The project will incorporate the development of complementary branding materials for Town portfolios including Economic Development (Invest), Tourism (Explore), Community Services (Join In), Prescott Museum and the Downtown Prescott BIA (RiverWalk District). The Town's current brand consists of its logo, Coat of Arms/Crest and tagline "The Fort Town". The current tagline lacks a compelling call to action to encourage investment and visitation. The Crest & tagline were adopted in the 1980's, while the logo was adopted in the early 2000's. Neither effectively capture the Town's vision, competitive advantages, and assets. The Town recognizes there is importance in retaining the use of the Crest for formal functions and materials and is looking for direction on the use of these materials as part of the rebranding & marketing strategy. Dedicated brand materials and supporting assets including social media pages have also been developed for above noted Town portfolios, which lack consistency with each other and overall Town branding. See Appendix 1 for an outline of current brand materials. An assessment of current assets and practices, complemented by recommendations for new approaches, that align with current staffing capacities, is a critical project deliverable.

Accordingly, the Town of Prescott is soliciting proposals from qualified Proponents for the provision of design services for the **Rebranding and Marketing** project. Design services under this project shall include:

- Project Coordination and Management
- Research, Brand asset assessment & Brand evaluation
- Creative Brand development
- Creation of Branding & Marketing Strategy
- Creation of an Implementation Plan

While the Town of Prescott has taken every effort to ensure the accuracy and completeness of the

scope of this RFP, it is provided solely as a guideline for Proponents. The Town of Prescott accepts no responsibility or liability for any information, errors, or omissions that may be contained in the RFP. Proponents are responsible for forming their own opinions and conclusions concerning all matters associated with the RFP.

3.2 Background

The Town of Prescott is home to over 4,000 residents with an additional 15,000 local stakeholders regularly visiting the Town. Our local economy is well balanced, featuring a mix of industrial, commercial, tourism and institutional sectors. Prescott offers an affordable location, a robust stock of heritage and modern properties, new locations for development, a diverse, stable and affordable workforce, and array of business/funding programs and organizations to assist new and expanding businesses. It's prime location in Southeastern Ontario along the picturesque St. Lawrence River, in the centre of the GTA-Montreal-Ottawa triangle, with access to multi-modal distribution networks, presents a remarkable opportunity for continued growth and transformation.

Prescott's Port of Call welcomes private yachts and cruise ships like the St. Lawrence Cruise Lines' Canadian Empress, while new and experienced scuba divers fill the waterfront to explore our dive park. The Town features a stunning waterfront, from Centennial Park with its splash pad and Kelly's Bay beach at the west end to RiverWalk Park, the Sandra S. Lawn Harbour and the Heritage Trail in the east, it offers nearly uninterrupted public access.

The Town is home to an abundance of attractions and amenities such as Fort Wellington National Historical Site, featuring an interpretive centre and a 19th century military barracks. Prescott boasts a busy year-round calendar of events and festivals like the flagship St. Lawrence Shakespeare Festival production at the Kinsmen Amphitheatre, overlooking the majestic St. Lawrence River. Prescott's rich natural features, green spaces, amenities and infrastructure, presents unlimited opportunities for outdoor sports, leisure, and recreation. The state-of-the-art Alaine Chartrand Community Centre features an NHL arena, walking track, and event facilities, and will soon be complemented by the Seymour Recreation Complex; an outdoor recreation complex that will include soccer fields, tennis/pickle ball courts, skateboard park and dog park to name a few.

The Town's historic downtown and modern uptown business districts are comprised of unique shops, services, experiences, and dining options. The Economic Development & Tourism Department also manages two key business development programs including the Farmers' & Crafters' Market and the Prescott Pop-Ups which features seasonal artisans, seasonal retail shops, food trucks, and lighthouse tours offering scenic views of Prescott and the river. With free two-hour transient docking at the Sandra S. Lawn Harbour & Marina, our 250 ft. deep water port of call, free on-street parking for vehicles, cycling amenities that make us an Ontario by Bike Bike-Friendly Business Area, and accommodation options from historic B&Bs to modern hotels, Prescott is the perfect place to spend an afternoon, a weekend, or a lifetime.

The Town of Prescott recognizes that its current brand identity falls short of resonating with its residents and communicating its abundant competitive advantages. To ensure a vibrant future, it is essential to strike a delicate balance between honouring our unique history and core assets, while embracing emerging opportunities. Industry, retail, hospitality, and tourism play a pivotal role, injecting billions of dollars into the Canadian economy and contributing to the overall vitality of Prescott.

Prescott's new brand and marketing strategy should embrace the following distinguishing qualities:

- A small-town feel that exudes authenticity, character, history, progress, safety, and tranquility.
- A diverse, close-knit, caring, and inclusive community that fosters strong neighbouring

connections and support.

- A magnificent location, balanced between natural assets and urban amenities with unfettered public access.
- Affordability that ensures opportunities for everyone.
- The unique distinction of Prescott's geographic position along the St. Lawrence River, at the hub of multi-modal distribution networks, markets and visitor corridors.
- A promising landscape for growth and change, catalyzed by new developments within Prescott and the surrounding region.

The resulting strategy should support the ultimate realization of the Town's vision of being recognized as a welcoming, progressive, and exceptional riverside community of choice; through supporting the achievement of strategic priorities and actions, identified in the [Corporate Strategic Plan](#) and [Economic Development & Tourism Strategy](#).

Prescott's new brand & marketing strategy should build on existing Explore & Invest Prescott branding & marketing efforts, while encapsulating the essence of our community, and striking a harmonious accord between our authentic local features and the significance of attracting investors, businesses, residents, and visitors in a fiercely competitive market. By embracing our distinct qualities, we will pave the way for a prosperous future, ensuring the sustainable growth and vitality of our diverse community.

3.2.1 Project Location

Town of Prescott, Ontario, Canada, K0E 1T0

4 Scope of Work – “Work”

4.1 General

In general, the objectives are to provide project management, project administration, and creation and development for the rebranding, positioning, and destination marketing initiative as approved by the Town of Prescott. These services will be broken down into five (5) defined areas.

- (i) Project Coordination and Management
- (ii) Research, Brand asset assessment & Brand evaluation
- (iii) Creative Brand development
- (iv) Creation of Branding & Marketing Strategy
- (v) Creation of an Implementation Plan

4.2 Description of Services

The qualified Consultant will be responsible for the coordination of a fully completed brand and position development, including a recommended plan for destination marketing/investment attraction under the Economic Development & Tourism brands. This work is to include project development, research, strategic planning, brand creative development, and an implementation plan.

1. **Project Coordination and Management** – The consultant will lead all aspects of the Town's branding, positioning, and destination marketing initiative, including but not limited to the

following:

- a. Host a project startup meeting - Consultant will meet with the Town of Prescott's Project Team to review project details, establish priorities, and collect and analyze background.
 - b. Coordinate with Town staff regarding schedule, deliverables, and scope of work.
 - c. Facilitate two (2) or more community meeting/focus groups with Town staff, Council, businesses, stakeholders and residents to determine existing attitudes, perceptions, strengths, and assets.
 - d. Provide Bi-Weekly Progress Reports and prepare monthly progress claims.
 - e. Conduct community engagement & presentations with:
 - i. Community Focus Groups – Up to two (2) reports to community and focus groups.
 - ii. Town Council –
 1. A brief report of the brand and the development process to Town Council upon completion of draft brand; consultant shall be prepared to answer questions and provide clarifications.
 2. A final report of the brand and the development process to Town Council upon completion of project; consultant shall be prepared to answer questions and provide clarifications.
2. **Research, Brand Asset Assessment & Brand Evaluation** – the basis for development of a brand concept, creative elements, messaging/positioning, and overall brand initiatives.
- a. Create and implement a brand research plan.
 - b. Utilize qualitative and quantitative research and community engagement to identify the key elements of Prescott.
 - c. Analyze competitor/regional branding/marketing strategies.
 - d. Identify performance measures that can be used to determine if the branding efforts are successful.
3. **Creative Brand Development**
- Goals/Objectives – The primary goals/objectives to be achieved by the brand development include but are not limited to:
- Consistency – the brand should convey a consistent message and image to the audiences both within and outside the Town, and will market Prescott locally, provincially, and nationally.
 - Community Identity/Pride – the current brand may resonate with Prescott residents; but the new brand should identify and promote what makes the Town of Prescott distinct and appeal in a competitive market for investors, businesses, visitors, and residents.
 - Community and Economic Development – the new brand should promote a healthy economy, and support the Town with tourism promotion, business recruitment, retention, and expansion.
 - Flexibility – the brand must be flexible and adaptable to meet the needs of a variety of departments and municipal functions, as well as groups and business within the Town.
 - Endorsement – the brand must be authentic and original and resonate with residents and community members.
- a. **Branding Strategic Planning** – Develop strategic objectives that will help better inform the Town of Prescott on implementation, management, and ongoing promotion of the brand, including but not limited to:
 - i. Promotion of the use of the brand among Town departments;
 - ii. Maintenance and consistency of the brand image and messaging, while providing

suitable flexibility for the target audiences; and,

- iii. Recommendations of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.

- b. **Brand Values** –Town’s Vision Statement: *being recognized as a welcoming, progressive, and exceptional riverside community of choice*. The Vision statement will help guide all Town operational decisions, such as budget prioritization, strategic planning, and comprehensive planning.

- i. Develop a brand values statement that translates the Town’s Vision Statement into our new brand.

- c. **Brand Implementation** – Develop creative elements that include tagline, logo, typeface, colour palettes, complementary graphics, voice/tone, marketing positioning, personality, and other deliverables to support overall brand initiative. A minimum of three (3) distinct options must be delivered for each sector identified below (section 4.3); final option, as selected by the Town, to be delivered with a style manual and guidelines for use in the following:

- i. Print and digital advertising
 - ii. Website
 - iii. Social media (recommended Town platforms and templates)
 - iv. Media Placement (TV/radio/outdoor/print/digital)
 - v. Public relations
 - vi. Events/Trade Show materials
 - vii. Collateral (Letterhead, business cards, memos, email signatures, etc.)
* Required for Town & BIA branding only
 - viii. Signage (building, street, wayfinding, welcome, vehicles, etc.)
* In compliance with [Downtown Sign Design Guidelines](#)

4. **Creation of Destination Marketing Strategy**

- a. Develop a destination marketing plan, including specific strategies and marketing channels to attract visitors, businesses, investment and residents.

5. **Creation of a Branding & Marketing Implementation Action Plan** - Develop a Branding and Marketing implementation Action plan to aid Town staff to implement new Branding and Marketing Plan. The Implementation Action Plan should include, but not be limited to the following:

- a. Estimated costs/budget associated with the implementation process.
 - b. Proposed timelines.
 - c. Recommended brand guidelines (internal and external use).
 - d. Implementation plans for brand identity applications and brand identity maintenance plan.
 - e. Evaluation Plan – The consultant will develop a plan & performance measures for ongoing evaluation of the brand’s effectiveness.





6. **Ongoing Services** – An estimate for ongoing/on-call services to support implementation should be a part of the response, and it will be at the Town’s discretion whether to include in the final contract.

4.3 Project Deliverables

KEY DELIVERABLES

1. An executive summary report with findings.
2. A detailed report, with separated sections addressing headings in Description of Services (section 4.2) above.
3. Focus group(s) and other community meetings as mutually deemed necessary.
4. A minimum of three (3) distinct Branding options to be selected from, for the Town of Prescott.
 - A minimum of three (3) distinct Branding options to be selected from, for the following Municipal sectors:
 - Economic Development (Invest)
 - Tourism (Explore)
 - Community Services (Join In)
 - Prescott Museum
 - Downtown Prescott BIA (RiverWalk District).
5. A style manual and guidelines for the final Brand options, as selected by the Town.
6. Presentation(s) to Mayor, Council and Community members.
7. Branding & Marketing Strategy with Implementation plan.

Appendix 1 – Current Brand Materials Overview

Town of Prescott	Town of Prescott
 <p><i>Crest</i></p>	 <p><i>Logo</i></p>
Explore Prescott (Tourism Dept)	Invest Prescott (Economic Development Dept)
	
Gateway/Wayfinding Signage Graphic	
	
Prescott Museum	Join In Prescott (Community Services Dept)
	
Prescott BIA (Downtown Prescott RiverWalk District)	Prescott BIA (Downtown Prescott RiverWalk District)
 <p><i>Crest</i></p>	 <p><i>Logo</i></p>

Appendix 2 – Form of Proposal

The Proponent hereby acknowledges and agrees:

1. The undersigned Proponent, having carefully examined the RFP Documents, hereby proposes, and offers:

- to render all services and provide all things necessary to perform same;
- to furnish all labour, service, goods and materials, equipment, and all incidentals;
- to pay all HST and any other applicable Value Added Taxes and all other charges as specified; and,
- to fully, properly, diligently and in good faith, undertake, perform, and complete all of the Proponent's (and upon any award of the Contract, those of the Successful Proponent's) duties, obligations, and responsibilities under the Contract Documents.

Receipt of the RFP Documents from the Town of Prescott is hereby acknowledged.

The Total Contract Price is submitted in the Schedule of Prices. The Total Contract Price is in Canadian dollars and excludes Harmonized Sales Tax; however, the HST is listed in a separate column in the Schedule for the account of the Town. It is understood that HST is in addition to the Total Contract Price.

2. Addenda

I/We have made any necessary inquiries with respect to Addenda issued by the Town and have ensured that we have received, examined, and provided for all Addenda to the Request for Proposal in the Proposal.

3. Commencement and Completion

If awarded the Contract, I/We, the Proponent, agree to commence and complete work as per the Contract documents. I/We undertake that:

- I/We will provide all necessary documents required as set forth prior to the commencement of this project; and,
- Completion of the Project will be achieved within the timeframe allowed as prescribed in the Terms of Reference.

4. Contract

It is understood and agreed to by Me/Us that a binding Contract shall come into being upon acceptance of this Proposal by the Town. The subsequent execution of any Contract for works, if any, is a formality and not a condition precedent to the existence of a binding Contract. The Contract Documents for the RFP shall constitute the Contract, including and Addenda issued, subject to such modifications as may be agreed to in writing between the parties.

5. Execution

If this Proposal is accepted by the Town and the Town proceeds with internal approvals for the award of the Contract, then I/We shall provide required proof of insurance, WSIB clearance certificate as required by the Contract Documents, and any other document identified in the award letter as being required by the Town prior to commencement, and to execute the Contract for Works if applicable, in quadruplicate, all within 10 Business Days after the Town has issued its award letter or within such longer time period as the Town may specify.

6. Additional Work

I/We also agree that if this Proposal is accepted, I/We shall execute whatever additional or extra work that may be required, in accordance with the RFP Documents.

7. Time Open for Acceptance

This offer is irrevocable and is to continue open to acceptance by the Town for the time period specified in the Request for Proposals after the date and time set for Closing (submission) of Proposals. The Town may, at any time within the Open for Acceptance Period, accept this Proposal whether or not any other Proposal has been previously been accepted, upon notice of acceptance in writing to Me/Us personally delivered or mailed to Me/Us by ordinary prepaid mail to the address provided in this Proposal submission and any notice so mailed shall be deemed to have been received on the date of mailing thereof and any notice so delivered shall be deemed to have been received on the date the notice is so delivered.

8. Occupational Health and Safety

I/We understand and agree that the Work must be conducted in a safe manner. Accordingly, I/We confirm that I/We and all Sub-Consultants used on the Work for the Town of Prescott will comply with all applicable laws, regulations and by-laws of Canada, the Province of Ontario, and the Town of Prescott, including but not limited to the Occupational Health and Safety Act, and all applicable regulations thereunder.

9. No Collusion / Conflict of Interest

I/We hereby declare that no person, firm, or corporation other than Me/Us has any interest in this Proposal or in the proposed Contract(s) for which this Proposal is made. I/We further declare that this Proposal is made without any connection to, comparison of figures, arrangements with or knowledge of any other corporation, firm or persons making a Proposal for the same work and is in all respects fair and without fraud or collusion.

I/We declare that no member of the Town of Prescott, and no Officer, employee or agent of the Town of Prescott has, or will have, an interest, indirectly or directly, as a contracting party, partner, shareholder, surety or otherwise in the performance of the Contract(s), or in the supply, work or business to which they relate or in any portion of the profits thereof, or in any of the monies to be derived there from.

10. Interpretation

I/We confirm that I/We have received no oral communication, representation, information, instruction or advice (collectively referred to as "representation") from any Officer, employee, agent, or any other person acting on the behalf of, or at the direction of, the Town which in any way amends or modifies the content of this Request for Proposals, and Addenda thereto, or any performance of Services, works, obligations or responsibilities or the exercise of any rights thereunder or with respect thereto. I/We specifically release and waive any right and claim I/We may have to a claim for negligence, misrepresentation, misstatement or otherwise for any oral communication or representation whatsoever. I/We represent that I/We have not been induced by any oral communications or representation whatsoever to submit this offer and acknowledge that the Town is relying on the representations and waiver made by us herein. I/We further acknowledge that I/We have carefully reviewed, understand, and agree to the communication provisions of the Instructions to Proponents.

I/We acknowledge and agree that I/We have not assumed that any information concerning our operations, business or personnel or any other information required to be provided by Me/Us when submitting our Proposal is known to the Town, regardless of whether such information may be actually previously known to the Town or not. Further, I/We acknowledge and agree

that all information to be provided by Me/Us is to be complete and full and in such detail as required.

11. Accessibility for Ontarians with Disabilities Act, 2005

I/We confirm that I/We and all Sub-contractors used on the Work for the Town of Prescott will comply with all applicable accessibility laws, regulations and by-laws of Canada, the Province of Ontario and the Town of Prescott, including but not limited to the Ontarians with Disabilities Act, 2001 (ODA), the Accessibility for Ontarians with Disabilities Act, 2005 (AODA), Ontario Regulation 429/07 (Accessibility Standards for Customer Service) and Ontario Regulation 191/1 (Integrated Accessibility Standards), throughout the term of the Contract.

12. Compliance with the Town of Prescott By-Laws

I/We declare that I/We are in compliance with all municipal by-laws as they pertain to the Town of Prescott in respect of the operation of My/Our business and in respect of the Work described in the Request for Proposals. I/We understand and agree that if this statement is untrue or incorrect, the Town of Prescott shall be entitled at its sole discretion to reject this Proposal, or if such untruth or incorrectness comes to light after this Proposal is accepted, to terminate or refuse to enter into it, as applicable, any Contract and to pursue any other legal recourse the Town deems appropriate, and that such untruth or incorrectness shall be a default under the Contract.

13. Procurement By-Law

In submitting a Proposal in response to the RFP, I/We agree and acknowledge that I/We have read, and will be bound by, the Terms and Conditions of the Town’s Procurement By-Law. I/We understand that the Town’s Procurement By-Law 17-2017 can be viewed on the Town’s website.

I/WE agree to be bound by the terms and conditions and have authority to submit this Proposal on behalf of the Proponent.

Except with the prior express written consent of the Town, prior to submitting this Proposal, vendors are required to notify the Town in writing, of any potential Conflict of Interest that may arise prior to the award of any contract and fully disclose any details thereof. Failure on the part of a vendor to declare a Conflict of Interest to the Town and to obtain the Town’s prior express written consent to waive the conflict of interest shall result in the vendor being ineligible to submit and shall for a basis for rejection of a Proposal submitted to the Town.

Do you have a potential Conflict of Interest?

- Yes
- No

The Proponent acknowledges and agrees that the addendum/addenda listed below form part of the Proposal Document (please list Addenda or N/A if no addenda were issued):

Appendix 3 – Schedule of Prices

Item	Fee Description	Proposed Fee (Excluding HST)	HST
1		\$	\$
2		\$	\$
3		\$	\$
4		\$	\$
5		\$	\$
6		\$	\$
7		\$	\$
8		\$	\$
TOTAL			

Insurance Provider