



EXPLORE EDMONTON

3rd Floor, World Trade Centre
9990 Jasper Ave
Edmonton, Alberta
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REQUEST FOR PROPOSALS [“RFP”]

REIMAGINING EDMONTON’S

PLACE BRAND

RFP Issue Date: August 28, 2023

RFP Closing Date: September 25, 2023

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1.0 GENERAL

1.1 Land Acknowledgement

Explore Edmonton respectfully acknowledges that we are located within Treaty 6 territory, and Métis Nation of Alberta Region 4. We acknowledge this land as the traditional home for many Indigenous Peoples including the Cree, Blackfoot, Métis, Nakota Sioux, Dene, Saulteaux, Anishinaabe, Inuit and many others whose histories, languages, and cultures continue to influence our vibrant community.

1.2 Introduction

Edmonton is one of Canada's largest cities, a provincial capital, a leader in environmental stewardship, a destination of choice for people and home to over 34,000 business and nearly one million residents. Edmonton's visitor economy, prior to the pandemic, was over 6 million visitors and generated \$1.8 billion in tourism expenditures.

Explore Edmonton, the Destination Management & Marketing Organization for the city, led the creation of Edmonton's first Tourism Master Plan (TMP), which is a 10-year framework providing a common vision for growth and investment for Edmonton's visitor economy.

The visitor economy has become an inherent and integral part of our city's growth and future prosperity, requiring a more integrated approach to our thinking and planning. The Tourism Master Plan provides a strategic approach to defining an overarching vision and competitive positioning for Edmonton.

The vision for Edmonton by 2030 is to be a vibrant urban centre, serving up the perfect blend of big city vibes and exhilarating outdoor adventure. The city is a destination of choice, beloved by travellers from near and far as well as for locals who live, work, and play here.

2.0 RFP PROCESS

2.1 RFP Terminology

Throughout the RFP, terminology is used as follows:

1. **"Additional Services"** means the Services, work, duties, functions and deliverables not otherwise included in the Contract.
2. **"Alberta Time"** means Mountain Standard Time or Daylight-Saving Time as provided for in the Daylight-Saving Time Act of Alberta.
3. **"Business Day"** means 08:15 to 16:30, Alberta Time, Monday to Friday, excluding holidays observed by the province.
4. **"Business Hours"** means 08:15 to 16:30 Alberta Time on Business Days.



5. **“Consultant”** means the legal entity that signs the Contract. Consultant is the term that is used to refer to the successful Proponent after the Contract is signed.
6. **“Contract”** means the written agreement between the successful Proponent and Explore Edmonton to provide the Services and Materials contemplated by the Request for Proposal (RFP)
7. **“Hourly Rate Fee”** means a definite and predetermined hourly rate.
8. **“Lump Sum”** means a definite and predetermined fee.
9. **“must”, “required”, “shall”** means a requirement that must be met in a substantially unaltered form in order for the Proposal to receive consideration.
10. **“optional”** means a requirement not considered essential, but for which preference may be given.
12. **“Respondent”** means a legal entity responding to the RFP with a Proposal.
13. **“Proposal”** means the respondent’s response to the RFP and includes all the proponent’s, attachments, and presentation materials.
14. **“Request for Proposal” or “RFP”** means the solicitation for the Services including appendices, if any.
15. **“Subconsultant”** means a person or firm with whom the Consultant enters into a contract to perform part of the Services.
16. **“Services”** means the materials, work, functions, duties, tasks and responsibilities to be provided by the Respondent as described in the Contract.
17. **“Unit Rate Fee”** means a definite and predetermined unit rate.
18. Headings are used for convenience only, and they do not affect the meaning or interpretation of the clauses.
19. Words in the singular include the plural and vice versa



2.2 RFP Schedule of Events - TBD

RFP Released	August 28
Submit expression of interest and questions by end of business day	September 6
Question responses provided by end of business day	September 13
Proposals due by end of business day	September 25
Written evaluation process	September 27-October 10
Short-listed presentations	October 16-20
Vendor selection by	October 27
Project kick-off week (Tentative)	November 6

3.0 PROJECT OVERVIEW

3.1 Background

One of the goals with the TMP is to “strengthen awareness and perception of Edmonton”. To achieve this, we are looking to develop a place brand strategy that will provide a shared and consistent narrative for the Edmonton region and will influence positive perceptions of the city locally, nationally and internationally.

The key to success will be to create a platform that inspires our stakeholders to own and foster the brand story and promise. We want the brand to be embraced and used in storytelling by all stakeholders. Only by working in a consistent and coordinated manner will we be able to build a reputation that gives added value to all residents of the city and positions our city as a desirable place to live, work, visit, learn, and invest.

Increasingly, reputation, quality of place and the perceived brand of a city is determining where talent, capital and tourism flow. Effective place brands bring diverse stakeholders together, building local community and external awareness. A well-articulated place branding strategy strengthens a community’s sense of place, because it creates alignment between the language and messages created for and by business, community, and visitors. The brand should support the attraction of new investment, residents, events, visitors and businesses.

3.2 Project Objectives

- Make Edmonton a “must visit” destination renowned for its vibrancy, culture and unique experiences.
- Articulate the Edmonton region’s unique sense of place through a common storytelling strategy for the city.
- Go beyond traditional place branding strategies that focus on a logo and slogan. Instead, focus on telling the story of what makes us distinct; what can only happen in the Edmonton region.
- Integrate the river valley into Edmonton’s brand identity.
- Reflect the ongoing contributions of our Indigenous peoples, culture, and history in Edmonton.



- Reflect the distinct communities in the region that contribute to Edmonton's brand story.
- Partners and stakeholders implement the Edmonton brand strategy.
- Attract new business, investment, event development, conventions, post-secondary students and residents through our positioning of the Edmonton region on the national and global stages.

3.3 Project Scope

Work with the Edmonton Place Brand Advisory Committee and collaborate with community stakeholders to create a place brand strategy and common storytelling platform for the Edmonton region. The project advisory committee is co-chaired by Explore Edmonton and the City of Edmonton, and includes partners from Edmonton Global, Edmonton Unlimited, Edmonton Screen Industries, Health Cities, the Edmonton Arts Council, University of Alberta and Indigenous Tourism Alberta.

The scope of work includes:

- Brand Research: gathering information and insights from key audience's thorough interviews, surveys and focus groups.
- Creating the brand architecture; personality, promise, positioning, values, target audiences, brand identity.
- Brand Strategy: Develop the plan for positioning Edmonton, differentiating it from the competition, and shaping how it's perceived. Identify key performance indicators for sentiment tracking.
- Create an implementation plan that actions the strategy and identifies role and responsibilities. Identify required resources.
- Storytelling Playbook: create a guide to enable community stakeholders to bring the brand to life through their communication plans. The playbook should outline best practices, tools and tips to create authentic and memorable content across all channels, including examples.
- Brand Standards: develop a guide outlining the visual and written standards. The approach must take into account civic partners who will share the brand identity.
- Presentation of the draft strategy and up to three in-person presentations of the final strategy.

3.4 Budget

Proposals with an all-inclusive budget up to a maximum of \$200,000 (CDN) will be considered.

4.0 PROPOSAL CONTENT REQUIREMENTS

Please include the following within the proposal submission and abide by the Terms and Conditions, Conflict of Interest, and Confidentiality statements listed below.

4.1 Vendor Profile

- Corporate overview, mission statement, vision and values



- Identify primary project team members and their qualifications
- Minimum \$2 million general liability insurance required
- Provide information on corporate FOIP policy
- Provide information about your organizations sustainability policy and practices
- Provide information about your organizations equity, diversity and inclusion policy and practices

4.2 Financial

- The proposals should include a full breakdown of the vendor's fees to complete services in CND funds. Please include the following breakdown costs:
 - Consulting fee;
 - Travel expenses, if required;
 - Stakeholder engagement costs;
 - Total project cost.
- List of additional costs that may not be included in the scope of work.
- Provide the required payment schedule.

4.3 Experience and References

- Years of experience providing tourism strategy development services
- A sample list of current project related clients
- Three references, including contact names and telephone numbers

4.4 Project Delivery

- Provide clear articulation of the proposed project, work plan to achieve the Scope of Work and timeline availability.
- Methodology for developing the strategy, including recommendations on engagement.
- List any subcontractors that may be engaged in delivering services and their qualifications.
- Schedule of milestones in Gantt chart format.
- Draft strategy document for review and input.
- Completed strategy document delivered by **April 30, 2023**.
- Supporting presentations for engagement activities, steering committee, Explore Edmonton and the City of Edmonton.

4.5 Other Services

- Explore Edmonton is willing to consider ancillary services outside the specified scope of services should the respondent wish to suggest additional and alternate services, along with the outline of remuneration.

4.6 Submission Information

- Please submit an expression of interest and any questions regarding this RFP to Shelley Grollmuss (sgrollmuss@exploreedmonton.com) by the end of business day on **September 6, 2023**. All inquiries and responses



will be shared with vendors that have expressed interest in the project by **September 13, 2023**.

- Proposals must be received by email before the end of the business day on **September 25, 2023**. Please send the proposal to:
Shelley Grollmuss, Project Manager
Explore Edmonton
sgrollmuss@exploreedmonton.com

5.0 VENDOR REQUIREMENTS

5.1 Terms and Conditions

Contract - The winning respondent will be invited to participate in contract negotiations, starting with the RFP submission. If a contract agreement cannot be successfully reached, then Explore Edmonton reserves the right to cease discussions with the winning respondent then either choose another respondent or pursue another avenue to fulfill the requirements. No Further Contract or Liability Arising from the RFP Process - By submitting a proposal, the respondent agrees and acknowledges that:

- Nothing in this RFP, nor the submission of the proposal, nor the review and consideration of the proposal by Explore Edmonton, nor any communication between the parties in relation to the RFP, obligate any party to enter into any further business relationship with the other party and, in particular, if Explore Edmonton decides to engage the respondent in connection with the subject matter of the RFP then such engagement may only occur pursuant to a written agreement, Explore Edmonton will have no further liability or obligation to the respondent in connection with the subject matter of this RFP;
- The respondent is participating in this RFP process at its sole risk expense, and Explore Edmonton will not be liable to the respondent for any costs, expenses or liabilities incurred by the respondent in any way arising in connection with the respondent's participation;
- Explore Edmonton has made no representations other than those expressly stated in the RFP.
- Explore Edmonton has the right to cancel this RFP at any time and to reissue it for any reason whatsoever or decide not to reissue it for any reason, without incurring any liability, and no vendor will have any claim against Explore Edmonton as a consequence. The proposal and any accompanying documentation submitted by the respondent will become the property of Explore Edmonton and will not be returned.



5.3 Conflict of Interest

- Respondents must fully disclose, in writing, to the person noted as the receiver of the proposal, Shelley Grollmuss, on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a potential conflict of interest between the vendor and Explore Edmonton. Explore Edmonton may reject any proposal where, in the opinion of Explore Edmonton, the vendor is or could be perceived to be a conflict of interest.

5.4 Confidentiality

- Respondents are to be prepared to sign a non-disclosure agreement if selected to be Explore Edmonton's service provider.
- It is asked that each party (the "Recipient") agrees to protect the Confidential Information of the other party (the "Disclosing Party") in a manner consistent with the treatment that Recipient accords its own Confidential Information of a similar nature, but in any event with no less than a commercially reasonable degree of care, and the Recipient agrees to use and reproduce Confidential Information only to perform its obligations under this Request for Proposal (RFP), for the discussion and/or evaluation of potential transactions, or for its internal collection and analysis.

6. EVALUATION CRITERIA

Written Submission

Evaluation Criteria	Points Awarded
Corporate Presentation Completeness and creativity of the proposal.	5
Financial Costs for the services to be performed, broken-down by activities within the scope of work. Inclusive of all planned stakeholder engagement activities.	20
Project Management, Methodology and Approach Ability to meet the project timeline, inclusive approach, and well-articulated methodology for management of the project including milestones.	40
Qualifications and Experience A proven track record that demonstrates the required abilities, including crucial personnel. Knowledge and experience in branding and stakeholder	30



engagement, preferably with a destination organization. Excellent corporate writing, presentation and facilitation skills.	
References Strength of references from who the consultant has provided similar services.	5
Total	100%

Presentation

Shortlisted candidates will be asked to provide a presentation at which time instructions and criteria will be shared.

Proposals should include the following signed certification:

“The statements made in this proposal are correct and truthful representations. If selected, I / we shall negotiate in good faith with Explore Edmonton”

Company Name & Representative’s Full Name:

Date (DD/MM/YYYY):

