



REQUEST FOR PROPOSAL

For

INVEST OLDS DIGITAL MARKETING SERVICES

Issued: **September 6, 2022**

Closing: **September 28, 2022 at 14:00:00 MST**

RFP Contact: **Terri Sperle**

Telephone: **403-507-4805**

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1.0 General

1.1 Invitation to Submit a Proposal

Proponents are invited to submit Proposals for the Invest Olds Digital Marketing Services.

RFP Title:	Invest Olds Digital Marketing Services
RFP Issued:	September 6, 2022
RFP Inquiries received up to:	September 20, 2022 at 16:00 hrs MST
RFP Closing Date and Time:	September 28, 2022 at 14:00:00 hrs MST
Shortlist Finalized:	October 3, 2022
Interviews:	October 6, 2022 (if required)
Proposal Selection and Award:	Beginning of October 2022 (Work to begin October 17, 2022)
All Project Targets and KPI's completed:	April 2023

This RFP will be conducted with the objective of maximizing benefits for the Town of Olds while offering Proponents a fair and equitable opportunity to participate.

Proponents are advised to pay careful attention to the specifications laid out in this RFP. Failure to satisfy any term or condition in this RFP may result in the proposal being deemed unacceptable. The Town of Olds reserves the right to accept or reject any and all proposals and to waive irregularities and informalities at its discretion. The Town of Olds reserves the right to accept a proposal other than the lowest price proposal without stating reasons.

This RFP does not commit the Town of Olds to award a contract or pay any costs incurred in the preparation of a proposal, or attendance at meetings with Town staff.

There will not be a bidders' meeting associated with this procurement.

1.2 Inquiries, Errors or Omissions

All inquiries must be directed to the RFP Contact in writing by **September 20, 2022 at 16:00 hrs MST**. Inquiries and responses will be recorded and may, in the municipality's discretion, be distributed to all Proponents.

Proponents should notify the RFP Contact in writing of any ambiguity, divergence, error, omission, oversight or contradiction in this RFP.

Verbal responses to inquiries are not binding on any party.

1.3 RFP Amendments

The Town of Olds reserves the right to amend the RFP documents and addenda up to 48 hours prior to the RFP Closing Date and Time. Any changes to this document will be communicated to all involved proponents, in writing, as an addendum.

1.4 Submitting of Proposals

Proponents are requested to submit their submission in the form prescribed herein by the Submission Deadline to the Town of Olds Contact identified below.

Proponents should submit one electronic copy (in PDF or Word format) by email to:

Terri Sperle, Grant and Procurement Administrator
Email: Tsperle@olds.ca

Proposals are to be prominently marked with the RFP title (see RFP Cover) in the email subject line, with the full legal name and return address of the proponent, and with the Submission Deadline in the email.

Any proposals received after the closing date and time will be considered disqualified.

Proponents are responsible for verifying that their submissions have been received at the correct location.

1.5 Freedom of Information and Protection of Privacy (FOIP)

All proposals submitted become the property of the Town, and as such are subject to the provisions of Alberta's Freedom of Information and Protection of Privacy Act.

Respondents who wish to ensure particular parts of their proposal are protected from disclosure under the Act should specifically identify any information or records provided with their proposal that constitute trade secrets, and that are supplied in confidence, and the release of which could significantly harm their competitive position. Information that does not meet all three of the foregoing categories may be subject to disclosure to third parties. Please refer to the Freedom of Information and Protection of Privacy Act for further information.

1.6 Cost to Submit

The Town of Olds will not be liable for any costs incurred by any proponent in the preparation and submission of a proposal, in the facilitation of a presentation to support the proposal, or any other activities related to the creation of their proposal.

1.7 Termination of Negotiations and/or RFP Process

The Town of Olds reserves the right to terminate contract negotiations with any proponent and to enter into contract negotiations with any other proponent if, in the opinion of the Town of Olds, at any time, the contract negotiations with the initially selected proponent will not be satisfactorily concluded in the best interests of the Town of Olds.

1.8 Period of Commitment

Proposals shall be final and binding for 90 days from this RFP's closing date and time and may not be altered by subsequent offerings, discussions, or commitments unless the Proponent is requested to do so by the Evaluation Team.

1.9 Cost

All costs must be quoted in Canadian dollars and exclusive of GST.

1.10 Irrevocability of Proposals

Proponents may amend or withdraw their Proposal prior to this RFP's closing date and time by submitting a clear and detailed written notice to the RFP Contact. All Proposals become irrevocable after this RFP's closing date and time.

1.11 Proposal Rejection

The evaluation team may reject any or all Proposals.

2.0 INFORMATION

2.1 Background

Invest Olds is a new and uniquely branded, key component of the Town's new investment attraction strategy to facilitate economic vitality and community vibrancy. Through a comprehensive and multi-faceted approach to economic development, marketing, and communications, Invest Olds serves to promote a community of choice and instill confidence in both residents and investors.

By capitalizing on the Town's "investment ready" reputation, Invest Olds strives to contribute to a healthy economic environment and facilitate conversion of opportunities into actual investment in the community.

Investment attraction will be delivered through the development and execution of an investment attraction strategy and supported by an investment readiness system for streamlining regulatory processes and removing barriers to investment. Attracting investment from within and beyond cannot occur without implementing an extensive communications and marketing plan. Essentially, the Town of Olds is in the process of presenting itself as a new product going to market. This involves a number of steps such as market research; product design; understanding customer needs; nature of our products selling environment; selection of a distribution plan; and etc. Ongoing promotions, in print and digital, will be needed to profile the community and areas assets such as: available lands and properties, investment opportunities, competitive and locational advantages for investing, new businesses who are investing, new entrepreneurs and their products and services; capital available to support business growth; and etc. Numerous investments are happening in our community all the time. Raising awareness of those who are investing builds confidence in the marketplace and encourages others to invest. Invest Olds must illustrate and promote that we are a community and region that is open-for-business.

Initial steps have been taken to promote Invest Olds starting with a preview of Invest Olds on the Town of Olds website at <https://www.olds.ca/EcDev/invest-olds-preview>. New tools are now also available to:

- promote local businesses on the Business Directory;
- promote the sale of available land, property or new business opportunities on the [Business Locator and Development Map](#)
- promote quality of life and socio-economic data through our [Community Publications](#) or [Socio Economic Dashboard](#) (to be expanded to include other data and potentially a regional scope).

Invest Olds has also recently setup social media platforms on Facebook and LinkedIn.

An independent website must be designed specifically for Invest Olds with digital media expanded which includes supporting strategies that will speak to the needs of business and attract potential investors.

2.2 Scope of Work

Please see Schedule "A"

3.0 EVALUATION CRITERIA

The Town of Olds reserves the right to accept or reject any and all proposals. The Town reserves the right to accept a submission other than the lowest price submission without stating reasons. By the act of submitting a response to this RFP, the proponent waives any rights to contest in any legal proceeding or against the right of the Town of Olds to award the work to any proponent in its sole discretion.

The first stage will consist of a review of all submissions to ensure that each submission was received on time, that the certification is properly completed and signed, and the submission is sufficiently responsive to the RFP.

Following the initial evaluation of the proposals, the second stage will consist of a comprehensive evaluation of the RFP based on the criteria listed below. The proponent may be contacted at that time to provide further information or address any questions or issues that may have arisen while evaluating the proponent's proposal.

Evaluation Category	Weighting
Corporate Profile, Experience and References	10
Project Team Qualifications and Relevant Project Experience	25
Project Understanding and Proposed Methodology, Concepts and References	25
Work Plan and Project Schedule	10
Value Added Services	10
Pricing	20
TOTAL	100

Proposals will be evaluated and ranked according to the outline below. Evaluations will be based on a scale of 0 to 10. The score of each criterion will be determined by multiplying the criteria weight by the rating. The sum of all scores will be the total score. The Town reserves the right to reject any proposal that receives a rating of four (4) or less on any criterion.

Rating	Description
10	Exceeds expectations; Proponent clearly understands the requirement, excellent probability of success.
8	Somewhat exceeds expectations; Proponent has a very good understanding of the requirement, very good probability of success.
6	Meets expectations; Proponent has a good understanding of the requirements, good probability of success.

4	Somewhat meets expectations; minor weakness or deficiencies, Proponent understands the requirement, fair probability of success.
2	Does not meet expectations or demonstrate understanding of the requirements, low probability of success.
0	Lack of response or complete misunderstanding of the requirements, no probability of success.

3.1 EVALUATION OF PRICING

Each proponent will receive a percentage of the total possible points allocated to price it has bid on by dividing that proponent's price into the lowest bid price. For example, if a proponent bids \$120.00 and that is the lowest bid price, that proponent receives 100% of the possible points (120/120 x 100 = 100%). A proponent who bids \$150.00 receives 80% of the possible points (120/150 x 100 = 80%), and a proponent who bids \$240.00 receives 50% of the possible points (120/240 x 100 = 50%).

$$\frac{\text{Lowest rate}}{\text{Second-lowest rate}} \times \text{Total available points} = \text{Score for proposal with second-lowest rate}$$

$$\frac{\text{Lowest rate}}{\text{Third-lowest rate}} \times \text{Total available points} = \text{Score for proposal with third-lowest rate}$$

And so on, for each proposal.

Upon completion of stage two, a short list of proponents will be invited to participate in the third stage if the Town of Olds decides to proceed beyond the RFP stage, if required.

The third stage of the evaluation will consist of oral/digital presentations to Town of Olds staff. Proponents invited to participate in the third stage are to ensure that the individual identified as the project leader in their RFP submission will be available during the interview portion of the evaluation in addition to any other key personnel that the proponent wishes to include.

4.0 PROPOSAL CONTENT

Proposals should be organized in the following format using the section titles and sequence listed below, to facilitate evaluation and to ensure each proposal receives full consideration.

4.1 Proposal Submission Letter or covering letter

Must be dated and signed by an official authorized to negotiate, make commitments, and provide any clarifications on behalf of the Proponent.

4.2 Executive Summary touching on pertinent points in the proposal you wish to highlight, including an overview of the project schedule and costs.

4.3 Proponent Profile

The Proposal must include:

- A **brief** introduction of the Proponent, identifying the members of the project team and project lead (if applicable);
- Project team members identified are to remain on the project until completion. Any changes in project team members will be subject to Town of Olds approval, and

the Consultant shall ensure such changes do not negatively impact the quality of the deliverables and project timelines;

- A contact for any questions or clarifications arising from the Proposal. Contact information should include name, title, address, email, and phone number;
- Contact information for the Proponent's head offices and applicable service centres; and
- Details of any subcontracting arrangements proposed by the Proponent.

4.4 Project Understanding, Concept and Proposed Methodology

This section should specifically address the proponent's understanding of the Town's needs and provide details of the proponent's methodology to the scope of work including all items listed in Schedule "A". The proponent should outline their project vision, processes and systems used for planning, scheduling, and budgeting to meet the obligations and requirements under this schedule are also met. The proponent will provide a concept plan of the website design they think will achieve the results we need, as detailed in Schedule "A".

This section must address the work, effort and team member participation role in delivering the work including items such as research, editing, photography, etc. The proposed methodology should also identify any potential options, or changes to the outlined approach that could be advantageous to the Town. Any such optional work should be identified specifically or outlined in a separate section.

4.5 Project Work Plan

A work plan and project schedule for completing the scope of work for this RFP in accordance with the timelines identified in Schedule "A".

4.6 Related Experience and References

The proponent shall include work examples and references of three (3) recent and relevant projects (within the last three years) with their RFP package. Each of the references shall include a contact person complete with title, and phone number. The references will reflect similar work that has been provided. Preference will be given to companies with experience working with municipalities with similar demographics and requirements to the Town of Olds.

4.7 Alberta Worker's Compensation Board (WCB)

A current Alberta WCB Clearance Letter should be included in the proposal as evidence of such coverage and confirmation that the proponent's account is in good standing. If the proponent does not have such coverage in place, the proponent will be required to obtain it within 10 days upon receiving notice of the intent to award.

4.8 Proof of Insurability

Proponents shall provide proof of general comprehensive liability insurability, from a licensed insurer, in the amount of a minimum of \$2,000,000 with the municipality as an additional named insured.

4.9 Costs

Provide a schedule of total fees proposed per the work plan key tasks. The total should include all fees, costs and disbursements (including travel costs), sub-consultant fees, and any other expenses (research, photography, etc.) as required under the Scope of Work.

Itemize separately any additional services being recommended to the Town of Olds in addition to the project scope.

5.0 Awarding of Contract

This RFP should not be construed as a contract to purchase goods and services. Only written notice, to the proponent of acceptance of the proposal by the Town of Olds, and the subsequent full execution of a written agreement, shall constitute a contract for the provision of Invest Olds Digital Marketing Services.

The Town of Olds reserves the right to accept or reject, in whole or in part, all proposals received. The lowest or any proposal will not necessarily be accepted, as various criteria are used in the evaluation process.

No act of the Town of Olds, other than a notice in writing signed by the Chief Administrative Officer, or his designate, shall constitute an acceptance of a proposal.

The Town of Olds reserves the right to reject any or all proposals. Without limiting the generality of the foregoing, The Town of Olds may reject any proposal which:

- Is incomplete, obscure, irregular, or unrealistic;
- Has non-authorized (not initialed) erasures or corrections in their proposal offer or any schedule thereto;
- Omits or fails to include any or more items in the proposal offer for which a price is required by the RFP;
- Fails to complete the information required by the RFP to be furnished with the proposal or fails to complete the information required whether the same purports to be completed or not;
- Fails to be submitted before the deadline.

Further, a proposal may be rejected on the basis of:

- The proponent's past performance, if applicable, with the Town of Olds;
- Financial constraints;
- Unreasonable or unacceptable completion schedules; and
- Failure to comply with federal, provincial and municipal legislation.

The Town of Olds has the right, in the interest of the Town, to waive any informality, insufficiency or irregularity in any proposal responses received, and to accept the proposal that is deemed most favourable to the interests of the Town of Olds.

SCHEDULE “A”

THE DELIVERABLES

The Town of Olds - Invest Olds is seeking qualified agencies to provide digital marketing services for the purpose of:

- developing a brand identity for retaining, expanding, attracting and creating business / investment;
- expanding our audience both locally and globally; and
- positioning Olds and region as a key competitor against competing jurisdictions.

The target audience of Invest Olds is very simply, business. Priority industry targets will be identified by a future economic strategy but for now, the focus is on developing a marketing and communications plan that will ultimately support an overall investment attraction strategy. From a utility perspective, the business of site selectors, commercial realtors and property developers will find Invest Olds as *the* place for finding key information for deciding where to invest.

PROJECT TARGETS & KPI'S

GOALS	DELIVERABLES	KEY PERFORMANCE INDICATORS
Digital Identity	Communications Plan – create detailed content strategy for all digital platforms for the purpose of sales/lead conversions. SEO and SEM recommended strategies should be included.	Delivery date: - October 24 (draft) - October 31 (final)
	Design and manage (maintain and update as needed) Invest Olds Website with sales funnel and CMS – Beta release	Start date November 15, 2022
	Design and manage (as needed) Invest Olds Website with CMS – Live release	Start date November 25, 2022
	Social media management (ownership of daily inquires) and content generation for Facebook, LinkedIn and Instagram. (minimum of 2 posts/week)	Start date October 21, 2022
	Weekly business stories / blogs (with video where possible) (1/week)	Start date October 28, 2022
	Develop and distribute email marketing campaigns to boost brand visibility and generate leads locally and globally. Manager CRM lists (1 email /week)	Start date October 28, 2022
Digital analytics	Analyzing metrics, identifying trends to optimizing performance of digital platforms and tools. Lead tracking and evaluation by way of all digital channels to optimize campaign performance and maximize lead conversions.	Reports delivery dates: – November 22 nd – December 17 th – January 17 th – February 19 th – March 14 th - April 11 th

	Provide results of analytics with insights and recommendations at monthly Storyboard Meetings	
Digital & Print Promotional Tools	Design quarterly newsletter including compilation of key Social Media content (2 newsletters) and manage email distribution.	Delivery dates (December and March)
	Design Invest Olds Advantage - investor attraction publication	Delivery date December 21, 2022
	Design Invest Olds pop-up banners, business cards, folio, and letterhead.	Delivery date November 7, 2022
	Provide creative design (layouts, graphics, photography, video, mock-ups for digital/print communicate / ads /promotions as may be required (content will be provided) for public and or government relations / media communications (press releases, briefings and communicate, ads, etc.)	As required from October 17, 2022 to April 30, 2023
Meetings	Communications Plan Implementation Meetings: Participate in weekly whiteboard meetings (1 hour) to identify needs for roll-out of communications plan.	Meetings proposed for: #1 – October 18 th #2 – October 25 th #3 – November 1 st #4 – November 15 th (beta web review)
	Monthly 1-2-1 Storyboard and Status Update Meetings. Discuss potential story ideas / themes and general posts. Review monthly analytics and recommendations for optimizing marketing performance.	Meetings proposed for: #5 – November 22 th (live website review) #6 – December 19 th #7 – January 17 th #8 – February 14 th #9 – March 14 th #10 – April 11 th

CURRENT PERFORMANCE BENCHMARKS

Currently, Invest Olds has temporary pages within the Town of Olds website under the Economic Development section located at: <https://www.olds.ca/EcDev>. Invest Olds will require an independent site where performance can be tracked, analyzed and optimized for maximizing lead generation and investment attraction. The site should be integrated with social media and marketing channels to effectively track, monitor, target and serve investment leads.

Two URL’s have been secured, being investolds.ca and investolds.com and which currently redirect you to our preview page at <https://www.olds.ca/EcDev/invest-olds-preview>.

The interim site also launched the following new tools:

- promote local businesses on the Business Directory (content is still pending);
- promote the sale of available land, property or new business opportunities on the [Business Locator and Development Map](#) (content is slowly being uploaded)

- promote quality of life and socio-economic data through our [Community Publications](#) or [Socio Economic Dashboard](#) (to be expanded to include other data and potentially a regional scope)

Invest Olds has recently setup social media platforms on Facebook, and LinkedIn to begin acquiring a social media following. Other platforms may also be considered.

No other publications or promotional tools currently exist and will need to be designed.

BUDGET

An estimated budget of \$70,000 has been allocated to the commissioning of digital marketing services (including website) and for the delivery of the Project Targets and KPI's noted above.

AGENCY EXPECTATIONS

Invest Olds is seeking an agency that offers self-starter talent who can work independently, be creative and interpret data to help us gain and retain business and investor leads through digital marketing efforts. We are looking for an agency that has an eye on trends, a friendly sense of humour and a drive to promote our brand and help us sell our community and region as *the* place to invest.

Proficiency in graphics, video, photography, animations, web advertising and social media is a must. An agency keen on contributing to the successful growth of our brand, our businesses and our economy is the agency we are looking for.

Agencies will be targeted who can illustrate the following:

- genuinely team oriented;
- approachable and are great at solving problems;
- imaginative and highly creative;
- strong attention to detail with a high aptitude in grammar, spelling and formatting;
- effective and independent proofreading abilities;
- familiarity with new marketing and social media trends;
- strong sales sense and ability to communicate product attributes through digital experience;
- responsive;
- expertise in Facebook, LinkedIn, Instagram, Twitter social media management
- skills in digital marketing software / apps that can be easily integrated and adopted for use.
- experience in optimizing website, landing pages and user funnels
- experience with Adobe Creative Suite (Photoshop, InDesign and Illustrator)
- use of project management tools
- experience in HTML/CSS/JavaScript
- experience with Microsoft Suite (Excel, One-Note and Teams)
- website analytics tools for ad and campaign management (e.g. Google Analytics); and
- experience in promoting a brand globally.

Remote work is permitted but some local work is also required to cover story ideas, take pictures and video, and attend meetings.

Your agency will be working one-on-one with Sandra Blyth, Economic Development Officer. The Town of Olds also has a Communications team who you may also be required to work with, as needed.

CRITICAL REQUIREMENTS AND ROADBLOCKS

In addition to the requirements as listed, deliverables and key performance indicators, along with other critical requirements the agency will be expected include:

- Embedding of GIS Mapping tool used for [Business Locator and Development Map](#) and embedding of associated dashboards
- Embedding of [Socio Economic Dashboard](#) (to be expanded to include other data and potentially a regional scope)
- Ensure website also has mobility functionality
- Ensure website has full automation through integration of digital marketing channels and CRM to track leads and if possible, provide general auto responses.
- Work with internal staff to train in use of website and automated systems and digital marketing tools for designing graphic content for social media and email marketing.
- Provide full access and rights to all design files by way of accessible design software.
- Workflow management process with built-in approval processes for publishing information to digital platforms.

KPI’s may have some flexibility depending on the final Communications Plan.

FUTURE DEVELOPMENTS

The focus of this contract is to initiate the development of a Digital Identity, Digital Analytics and Digital & Print Promotional tools. Invest Olds will also require long-term digital services after April 30, 2023 when this contract is completed. Preparation for 2023 budgets begin in October 2022 and as a result, interested prospective agencies may also outline how they would continue to provide digital services in 2023 with proposed costs for services.

RESOURCE AVAILABILITY

The Town’s Communications team manage digital services for the services and operations provided to local residents. Invest Olds is marketing a product – Olds Alberta and its surrounding region. Each has a very different focus but at times they may be required to align efforts. As a result, the communications team will be required to have access to the tools and software that will be used for Invest Olds.

RESOURCES	GENERAL SERVICES
Website and Social Media Coordinator	Promotion of Town services, operations and regulations
Communications Coordinator	Promotion of Town services, operations and regulations
IT Support Specialists	Agency provides IT services to the Town and Invest Olds.