

TOWN OF MARYSTOWN

Request for Proposals
Community Branding, Web Design and Marketing

August 2019

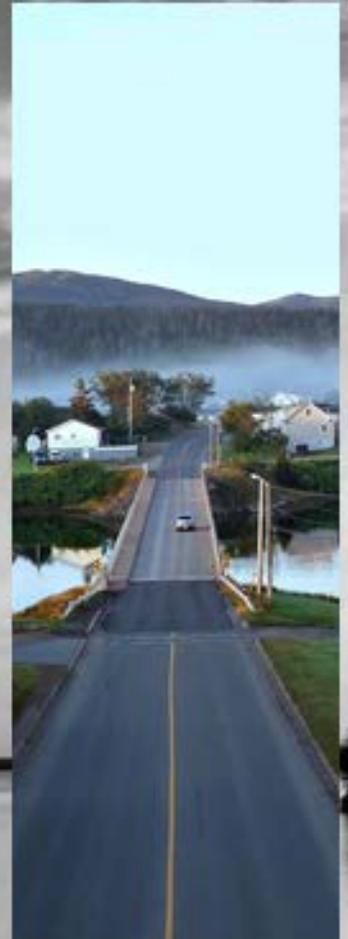


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1.0 INVITATION

The internet has drastically changed how businesses operate. Given what users demand from a website – customer service, branding, marketing, media relations and more - every business needs a strong website. An equally strong brand and marketing strategy are crucial in making a business and its competitive position stand out amongst others.

The Town of Marystown is issuing a Request for Proposals (RFP) to request submissions from interested parties for the development of an innovative branding strategy to support a new sustainable direction for the community, the design of a new website and the development of a marketing campaign that clearly reflects the Town's new branding.

2.0 BACKGROUND

Marystown was known as Mortier Bay until 1909. It is situated on a wide harbour in Mortier Bay, which is within Placentia Bay. Both bays are considered to be large, deep and ice-free which allows for year-round shipping in and out of the bays. Marystown was first settled because of its good harbour; nearness to and easy access of abundant fishing grounds, good farming land and its availability of adequate timber for shipbuilding and general construction.

The Town of Marystown has a population of 5,316 residents as per the 2016 Canada Census. Incorporated in 1951, Marystown is today the 15th largest municipality in the province and serves as the primary economic and commercial services centre for the Burin Peninsula. Steeped in a maritime history of fishing, shipbuilding and ship repair industries, Marystown currently boasts over 200 active local businesses including marine fabrication for the offshore oil industry, heavy industry, manufacturing, fishing, regional commercial shopping anchors and a government services centre.

Since the collapse of the fisheries, opportunities in the offshore petroleum sector and petroleum related services have held the highest potential for economic development in

Marystown and on the Burin Peninsula. While the Town embraces petroleum related opportunities, the nature of this resource sector is cyclical. As a result, there is a recognized need for a more diversified and sustainable economic base and for more stable and ongoing sources of local employment. As the Town works to shift from its traditional economic focus to alternative local engines of growth, a community objective is to plan for and take advantage of an array of opportunities presented in the industrial marine sector, varied private business initiatives, tourism related services and small business growth.

A further economic development opportunity is evident with the emerging potential for aquaculture. Over the past decade, the province has seen significant growth in this industry. The proposed construction of a new salmon hatchery/nursery in Marystown's Marine Industrial Park and the marine-based farms in Placentia Bay will position Marystown as a major global player in the operation of the largest hatchery/nursery in Canada and one of the largest in the world utilizing the latest technology. The challenge will be to pursue aquaculture growth in an environmentally rigorous and sustainable fashion.

The Town requires a new branding strategy for the community that will closely align its new sustainable direction with new efforts to achieve economic prosperity, an enhanced sense of place and governance support for the municipality. Creation of the branding strategy will be one of the critical steps of involvement with local residents, the business/industrial sector and community organizations in preparing a comprehensive new sustainable template for the community. The message to be delivered by the new branding will be to support the Town's vision in making decisions that will help build a stronger, more inclusive and more sustainable community.

The Town also requires a new website that conforms to the new brand and serves as a communication and marketing tool that clearly conveys the Town's vision. The website will attractively present the Town's new brand identity and build public recognition and awareness of the Town and its services.

3.0 PROJECT OVERVIEW - BRANDING

3.1 Objectives

The last iteration of the Town of Marystown Community Branding was the development of a Coat of Arms completed in 2001. The Town recently updated its Municipal Integrated Community Sustainability Plan (MICSP) and is now seeking the services of a community brand expert to evolve and enhance the existing identity of the Town to properly reflect the Town's vision as articulated in the new MICSP.

Brand positioning:

- Recognize that Marystown is a safe, growing community where the environment is respected and all citizens have an equal opportunity to participate in the economic, social, cultural and recreational activities available in the community
- Recognize and promote the world class marine resources, including aquaculture, in Marystown that support strong economic growth
- Recognize Marystown's position as a service centre for the Burin Peninsula

The objectives are to:

- Design a new brand identity for the Town that reflects a new vision
- Through consultation with Council, citizens, business and industry, identify core community values and use them to articulate a "creative brief" that informs the future brand positioning and identity
- Identify strategic markets that the brand will be positioned to attract
- Propose a new logo(s), tagline and imagery, including a new graphic look, for the Town's website
- Integrate the new branding into the Town's Crest and/or Coat of Arms

3.2 Tasks and Deliverables

Working closely with the Town of Marystown, the Vendor will provide a comprehensive branding package to enhance the Town's identity.

- The Vendor will use interviews, Council and senior staff workshops and online media to engage with the public, residents and business.
- Target groups for consultation include the local community at large and key stakeholders such as the cultural, multicultural, academic and business communities.
- Based on client feedback, engagement, values and the findings of the MICSP, the Vendor will prepare a Creative Brief used to inform the brand imagery.
- Following approval of the Brief, the Vendor will develop three logo options for presentation to Council. The imagery will include a logo and tagline and demonstrate its use in a variety of media, signage and swag.
- Once the logo and tagline are approved, develop a Graphic Standards Manual to communicate the appropriate use of the brand imagery in a variety of media and contexts and secure intellectual property rights, including patent, copyright, trademark and design, for any product developed.
- With the Town, organize a Brand Launch event for the new Marystown brand to celebrate with residents and business.
- Make future recommendations for the use of the Brand as a tool to support continuous community engagement, including: a Social Media Strategy, a Marketing and Promotion Plan and Signage and Wayfinding System.

4.0 PROJECT OVERVIEW - WEBSITE

4.1 Current Town Website

The last major redesign of the Town's website took place in 2009 with the introduction of an Immigration Portal followed by a redesign of the overall site. Since then, the level of expectation for the Town's website has immensely changed.

The current website is not meeting the needs of the Town as an information and marketing tool and because of this, it isn't being accessed by users to the level it should be. Some of the major issues are:

- Majority of website has become stagnant where it should be dynamic and changing
- Website administrator does not have as much control over the website as would like
- Created as a WYSIWYG website but it is not as user-friendly
- Some administrative functions lost within certain browsers
- Not a Web Responsive Design
- Minor loss of graphic design with conversion to a CMS design
- Website uses dated technology ie., flash

4.2 New Town Website

In order to properly communicate information to users and market the Town's new branding, the Town of Marystown requires the design of a new website including the implementation of an infrastructure that allows individual departments to maintain their specific information within a common framework.

An opportunity exists to design the Town's website to make it easier for users to navigate and more efficient for Town staff to manage while providing more information to the residents and businesses/industry of the Town of Marystown as well as visitors/tourists to the area. The Vendor will provide the Town with an information-ready, turn-key website that Town staff, with proper training, can immediately begin to use and maintain.

The goals of the Town's new website will be to:

- enhance the user experience, simplify content management and provide better information to businesses/industries, residents and visitors/tourists while meeting high standards for design quality and visual appeal

- provide dynamic content that keeps users engaged and informed - content sought by users must be easily found with user-friendly navigation
- build brand identity, awareness and interest in the Town and the services it provides

4.2.1 Aquaculture Sector

The Town is positioning itself to host one of the largest salmon hatcheries in Canada and the world. Grieg NL Nurseries Ltd. and Grieg NL Seafarms Ltd. are planning to construct and operate a world-class aquaculture project consisting of a land-based Recirculation Aquaculture System (RAS) Hatchery for Atlantic salmon in the Marystown Marine Industrial Park and marine-based farms in Placentia Bay. Other support and supply services will be required to support the hatchery, which will result in additional businesses/industries setting up in Marystown. The first exposure to Marystown that many of these businesses/industries will have is through the Town's website. The Town needs to have a digital presence that will not only introduce the Town to potential businesses/industries but will act as a powerful marketing tool and keep users engaged.

Further goals for the Town's new website will be to:

- provide a portal that creates networking opportunities by connecting businesses/industries that are interested in providing support and supply services to the aquaculture industry with other industry, businesses, municipalities, organizations and governments and their agencies via the portal
- create links from the portal back to the main website that provide new businesses/industries with necessary information on living, working and operating in Marystown

4.3 Development Guidelines

To be effective, the Town's new website must meet the minimum criteria as follows:

- Public/administrative access to all of the features on the website is not dependent on a specific browser.
- The website must utilize a Web Responsive Design.
- The website must be a proprietary Content Management System (CMS) website capable of being organized into multiple departments or divisions within departments. The Town's website administrator will have the ability to maintain the entire website and add new departments/divisions.
- The website must be a decentralized CMS website that has flexibility within portions of the site assigned to departments or divisions to allow designated staff to easily add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.
- The website should be visually appealing and each section of the website should have a common look and feel with the Town's logo prominently displayed on every page as a common header. The use of photographs, fonts and layouts should be consistent throughout the website.
- Information must be grouped and organized in a logical manner. Much of the existing web content will be used and new content identified. Staff will assist in identifying what content needs to exist on the website.
- The website must be capable of incorporating animation and video/picture streaming.
- The website must be quick to load and provide easy navigation between pages – it must be optimized for low bandwidth users.
- The website must have links to the Town's social media accounts.
- The website must have strong security features.

4.4 Demonstration of Products

At the option of the Town, and as a condition prior to selection, Vendors may be required to demonstrate the functionality of the proposed CMS website. The demonstration must be conducted with the products proposed and must be able to demonstrate functionality as it would be implemented for the Town.

Failure to agree to a demonstration will disqualify the Vendor. A minimum expectation of Vendors to this RFP will be web/conference call presentations to Town staff. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the Vendors.

4.5 Tasks and Deliverables

A face-to-face meeting will be held at the Town office within seven (7) calendar days of the contract award to discuss requirements and milestones. The Vendor will provide a detailed development plan which will specify the various stages of development. Associated timelines and deadlines (delivery timetables) will be established at the meeting, with reasonable consideration given to review periods and staff workload. Deliverables will include:

- description of methodology to be utilized (ie., proposed phases, timelines, regular updates, design, implementation, quality assurance and testing, etc.)
- information architecture
- content consultation & copywriting
- creative design consulting & presentation
- options for training staff in creating and maintaining website content

The Town will ensure that project decisions are made on a timely basis to preclude negative impact on the project schedule. The Town will review deliverables and acknowledge approval within a timely manner. If there are issues to be resolved, both the Vendor and the Town will attempt to resolve them within three (3) business days. Delays to this approval time may impact the deliverable dates and cost of the project.

5.0 PROJECT OVERVIEW – MARKETING

5.1 Objectives

In addition to a new website, the Town needs to:

- develop a marketing campaign aimed at new support and supply service industries that highlights the attributes and benefits of the Town, the Marine Industrial Park and other industrial lands with new up-to-date promotional materials (ie., brochures, Town maps, trade show banners, etc.)
- develop a marketing campaign aimed at new commercial businesses that highlights the attributes and benefits of the commercial sector of the Town
- develop a marketing campaign aimed at the tourism industry highlighting the heritage and culture of Marystown as well as other amenities

All marketing campaigns will be developed in accordance with the new branding strategy.

The objectives of the marketing campaign will be to:

- increase the Town's presence in the business, industrial, support and supply services and tourism sectors
- build and strengthen the Town's image and reputation
- engage users and increase traffic on the Town's website that will develop into communications that will lead to economic development opportunities

5.2 Tasks and Deliverables

The Vendor will provide a comprehensive marketing and communication positioning strategy to increase the Town's profile/brand awareness and promote the Town as a service centre.

- Provide graphic design and content development for digital, print and collateral material, as requested
- Create coordinated advertising campaigns (print, broadcast, digital, online, email, etc.) that includes a written plan, including objectives; audience description; strategies; tactics and budgets
- Build messaging that can be used in various channels including media, social media and paid traditional media to geo-target key audiences through timely/relevant channels to drive awareness, create an emotional connection and educate on key actions and drive traffic to the website
- Create messaging to drive interaction and build excitement through sharing relevant content and providing opportunities to interact with the programs/services
- Develop a concrete social media strategy using tools like Facebook and Twitter

6.0 QUALIFICATIONS

Submissions shall identify proposed full account management, clearly highlighting their strengths and capabilities, in the following areas:

- brand development and execution
- delivering public sector/major issue facilitation and engagement with large groups and diverse audiences
- community relations and partnership development
- strategic marketing
- creative design and development
- modern web design and techniques
- social media planning and development, including measurement and monitoring
- video production
- search engine marketing/optimization
- publications
- online and digital capabilities – strategy and execution (when necessary)

- experience with municipalities is an asset

7.0 RFP GUIDELINES

All proposals should include:

- Acknowledgement of the Terms of the RFP process
- Vendor profile and background information
- Executive summary
- Team structure and qualifications
- References from past clients
- Estimated timelines for proposed work
- Fee structure and timelines for payment

8.0 PROPOSAL EVALUATION

Proposals will be evaluated based on previous experience, quality of previous work, time to completion and price.

Proposals should include a list of branding samples and associated websites and marketing strategies created in the last three years with the web address, a contact person and a project timeline. Proposals should also indicate any software products to be used in creating the Town's website.

Vendors are advised that the lowest priced proposal will not necessarily be awarded the contract as price is only one of the criteria to be evaluated.

No.	Activity	Score
1	Project Understanding/Approach	20
2	Qualifications and Experience	30
3	Budget and Cost Proposal	20
4	References	10
5	Presentation and Interview	10
6	Accessibility and proximity of the support team	10
Total		100

9.0 TIME SCHEDULE

The following timetable applies to this Request for Proposals but may change in accordance with the Town's needs or unforeseen circumstances:

No.	Action	Date
1	Issue Request for Proposals	August 2, 2019
2	Deadline for receipt of written inquiries	August 16, 2019
3	Deadline for responses to RFP	August 23, 2019
4	Selection and notification of Vendors to interview (evaluation period)	August 26 - September 6, 2019
5	Vendor interviews (online or phone) if needed	September 9-13, 2019
6	Anticipated contract award	September 17, 2019

10.0 VALIDITY PERIOD

The Vendor's proposal must remain valid for a period of 90 days after the date of closing noted above. The stated validity period may be extended for such other periods of time as may be agreed to in writing by the Vendor and the Town of Marystown.

11.0 TERMS OF PAYMENT

Payment will be made based on invoices submitted on a monthly basis. Along with the monthly invoices, the Vendor must also submit a monthly progress report outlining the work completed to date and since the last billing. The report must also include the stage that has been reached in the overall project.

Work must not be carried out which results in additional costs without prior approval from Council. The Vendor must ensure that the cost in the proposal is realistic and that the work can be completed in accordance with the terms of reference as captured within the RFP.

12.0 INTELLECTUAL PROPERTY RIGHTS

The Town of Marystown will be the exclusive owner of the intellectual property rights, including patent, copyright, trademark and design, for any product developed as a result of this Request for Proposals. Licensing and marketing rights to the developed product will not be granted in the contract. Under no circumstance will the Vendor place a copyright on any of the material or data that the Vendor develops, provides and receives payment for under contract. Neither shall the Vendor use any portion of any product developed in any manner without the consent of the Town.

13.0 ACCESS TO INFORMATION AND PROTECTION OF PRIVACY ACT

The Town is subject to the provisions of the Access to Information and Protection of Privacy Act. As a result, while Section 39 of the Act does offer some protection for third party business interests, the Town cannot guarantee that all information provided to the Town can be held in confidence.

14.0 CONTACT INFORMATION

For any questions regarding this Request for Proposals, please contact:

Alje Mitchell, A/Chief Administrative Officer

Tel: 709-279-1661, ext. 258

Fax: 709-279-2862

Email: amitchell@townofmarystown.ca

The proposal shall be sealed, marked as 'RFP – Community Branding, Web Design and Marketing' and addressed to:

Town of Marystown

P.O. Box 1118

Marystown, NL

A0E 2M0

Attention: Alje Mitchell, A/Chief Administrative Officer

Please place five (5) hard copies and one (1) digital copy (on USB) of your response to the Request for Proposals in a sealed envelope and clearly label it 'RFP – Community Branding, Web Design and Marketing'. This will be the only official response accepted. Do not fax or email as responses received by this method will not be accepted.

All responses must be received by August 23, 2019, at 3:00 p.m. NDT. Proposals received after this date and time will not be considered. All questions regarding the proposal should be submitted by August 16, 2019. It is the responsibility of the Vendor to ensure that all proponents of the proposal have been received.