



REQUEST FOR PROPOSAL (RFP)

TOURISM BRANDING STRATEGY

CURVE LAKE FIRST NATION
22 WINOOKEEDAA ROAD
CURVE LAKE, ONTARIO K0L 1R0

Issued: July 9th, 2021
Request for Proposal: Tourism Branding Strategy

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1. SUMMARY AND BACKGROUND

Curve Lake First Nation is currently accepting proposals for a consultant to develop and coordinate a Tourism Branding Strategy. This will include community engagement sessions, development of vision and value statements, messaging, logo design, imagery, brochures, packaging, partnership identification and guidelines.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various individuals or organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the knowledge and experience needed to complete the task.

Curve Lake First Nation is located on a peninsula situated between Buckhorn Lake, Harrington Narrows, and Chemong Lake. It is affiliated with the Union of Ontario Indians and is one of seven Williams Treaty First Nations.

Curve Lake First Nation's total registered population is 2260, where 777 members live on reserve, while 1483 live off the reserve.

The Council is comprised of one (1) Chief and eight (8) Councilors.

First Nation operations are currently organized into five departments. These are Finance and Administration, Health and Family Services, Education, Economic Development and Public Works. Curve Lake First Nation employs approximately 80 full-time employees and 25 short-term contracts and sub-staff.

Several Council committees have been established to assist the operating departments. These include Finance, Health & Family Services, Education, Economic Development, Public Works, Housing, Lands and employee Health and Safety. Additional Council Committees include Gaming Revenue Fund, Claims, Petroglyphs, Pow Wow, Rights and Resources, Consultation and Culture and Youth Committee.

Curve Lake First Nation delivers several essential and non-essential programs and services to both member and non-member residents of the community.

2. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 12 pm (noon) Friday November 19th, 2021. Any submissions received after this date and time will be returned to the sender.

If the individual or organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the contracted organizations.

All costs must be itemized to include an explanation of all fees and expenses.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions may be subject to review by Curve Lake First Nation's legal department. They will include scope, budget, schedule, and other necessary items pertaining to the project.

Proposal Inquiries

All questions, requests for information, instructions, or clarifications regarding any part of this proposal document must be set out in writing and directed to:

Katie Young-Haddlesey
22 Winookeedaa Street
Curve Lake First Nation, ON, K0L 1R0
705-657-8045
KatieYH@curvelake.ca

All questions related to this Request for Proposal (RFP) or any clarification with respect to this RFP must be made no later than 3 Business Days prior to the closing date of this RFP in order that staff may have sufficient time to respond. Curve Lake reserves the right to extend the deadline for questions, if required, regarding this RFP.

Written answers or clarifications to issues of substance shall be shared with all Proponents and shall be issued as part of the RFP in the form of an Addendum. This proposal document and all addendum(s), if any, shall also be posted on the First Nation's website.

Proposal Submissions and Closing Date

The **closing date for proposals is set for Friday November 19th, 2021, at noon.** Only proposals that are mailed or emailed will be accepted. If packages are mailed, please send three copies of the proposal. Packages should be clearly marked Proposal for Tourism Branding Strategy.

Proposals should be submitted to the attention of:

Katie Young-Haddlesey
Economic Development Department
22 Winookeedaa Street
Curve Lake First Nation, ON, K0L 1R0
705-657-8045
KatieYH@curvelake.ca

3. PROJECT PURPOSE AND DESCRIPTION

The purpose of this project is as follows:

This proposal aims to retain a consultant to research and design a branding strategy for Curve Lake First Nation Tourism. This strategy will create a vision/story that will support Leadership, Economic Development and Tourism department, local businesses, and the community. This strategy will provide a clear purpose and brand that will make Curve Lake more recognizable and communicate "our own story" to customers and tourists.

Project Description:

The Curve Lake Economic Development Department requires a branding strategy that will provide a tourism vision/guideline for Curve Lake First Nation. The successful candidate will develop messaging, a logo, colour palette, slogan/tagline, and coordinate community input. The finished product will provide the Economic Development department and Committee, Council and Community with a strategic brand for what Curve Lake stands for and its identity.

The final direction needs to be clear and concise to assist the First Nation in moving forward with developing a tourism economy. A presentation to Council on the completed recommendations will be mandatory as Council will have questions and points that may need clarification.

4. PROJECT SCOPE

The scope of this project includes all research and development.

The selected bidder will be responsible for coordinating the following:

Identify and research Curve Lake's tourism values and objectives both as an organization and community.

Identify and research target tourists/customers.

Develop brand positioning.

Develop messaging.

Develop logo, slogan/tagline, colour palette, brochure design.

Community engagement – The consultant and the CLFN project team will arrange community engagements session where the project gets discussed and presented at length for further community support and buy-in. A survey/questionnaire will be conducted both on-line and in-person (pending pandemic situation).

5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than **12:00 pm (noon) EST Friday November 19th, 2021.**

Evaluation of proposals will be conducted from November 22nd-26th, 2021. If additional information or discussions are needed with any bidders during this one-week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than December 1st, 2021. Contract negotiations will be completed by December 7th, 2021.

Notifications to bidders who were not selected will be completed by December 7th, 2021.

Project Timeline:

The project must be completed within six (6) months of contract signature.

6. BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

Consultant work	NRC	MRC
Community Engagement sessions	NRC	MRC
Presentation to Committee and Council	NRC	MRC

NOTE: All costs and fees must be clearly described in each proposal.

7. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in engagement sessions, research and brand strategies
- List of how many full time, part-time, and contractor staff in your organization
- Examples of other brand strategies of similar scope, completed.
- Testimonials from past clients (2)
- Any work of a similar scope completed for First Nation clients
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of the project
- Project management methodology

8. PROPOSAL EVALUATION CRITERIA

Curve Lake First Nation will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Experience:
 - 100 points for one to three years' Experience in Marketing and Branding.
 - 200 points for four to six years' Experience in Marketing and Branding.
 - 300 points for seven+ years' Experience in Marketing and Branding.
- Experience working with FNs (in relation to other bidders):
 - 50 point for doing work with 3 different First Nations in the past 3 years
 - 75 points for doing work with 5 different First Nations in the past 3 years
 - 100 points for doing work with 7 different First Nations in the past 3 years
- Lowest cost receives maximum points, and all other bids are evaluated according to the formula below.
 - $$\frac{\text{Lowest cost}}{\text{Cost being evaluated}} \times 300 \text{ points} = \text{awarded points}$$
- Project Understanding and Proposed Methodology.
 - 20 points for proposed approach to research, develop and implement branding strategy.
 - 20 points for identification of risks and suggested mitigation
 - 20 points for provide deliverables.
 - 20 points for identification of proven methodologies or technique successfully employed on similar past projects.
 - Possible total 80 points
- Testimonials
 - 10 points provided from one relevant source (similar scope)
 - 30 points provided from 2 relevant sources (similar scope) and at least one First Nation.
 - 50 points provided from 3 relevant sources (similar scope) and at least 2 First Nations.
- Qualifications of Project Lead (Education specific to Marketing and Branding)
 - 20 points for relevant certificate
 - 40 points for relevant diploma
 - 60 points for relevant degree or above
- Work Plan and Project Schedule

100 points for proposed work plan and schedule identifying key tasks, milestones, and project deliverables.

50 points for allocation of tasks and resources in the proposed work plan.

Possible total 150 points

9. PREPARATION OF SOLICITATION

If a proposing company, individual, or subcontractor was involved in the preparation of the RFP solicitation, that proposal is disqualified.

10. PRIVILEGE CLAUSES

Curve Lake First Nation reserves its right:

1. Not to award the contract;
2. Not to award the contract necessarily to the lowest priced bidder, but rather to the best "value";
3. To conduct negotiations with one or more bidders in the event the negotiations with the first bidder are unsuccessful;
4. To conduct a survey of potential bidders to obtain clarification of their proposals as part of the evaluation process;
5. To cancel and reissue the RFP; and
6. To extend any deadlines and amend the proposal process.

11. EXCLUSIONARY CLAUSES

The proposal writer shall be liable for all costs associated with preparing and submitting the proposal up to the final award of the contract.

Curve Lake First Nation shall not be liable for any costs, expenses, loss, or damage incurred, sustained or suffered by any bidder prior, or subsequent to, or by reason of the acceptance or the non-acceptance by CLFN of any proposal, or by reason of any delay in acceptance of a proposal, except as provided in the tender documents.