



Marketing Strategy and Implementation

Joint Request for Proposal

Township of Whitewater Region
Township of Greater Madawaska

September 2023
REQUEST FOR PROPOSAL #EDC-2023-01

RFP Coordinator:

The Township of Greater Madawaska
Renée Mask, CAO
cao@greatermadawaska.com
(613) 752-2261

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1. Submission Timeline

The RFP Coordinator for this project is:

Township of Greater Madawaska
Renée Mask, CAO
cao@greatermadawaska.com
(613) 752-2261

The **deadline for sending questions** to the RFP Coordinator is Wednesday, October 11, 2023, at 12:00 pm noon EST. All inquiries should be submitted for a reply in advance of the deadline. Additional information about this RFP, such as updates or amendments to it, and answers to questions submitted by proponents, will be added to the Township's website.

Deadline for submissions is Friday, October 13, 2023, at 12:00 pm noon EST.

All proposals, whether delivered in person, sent by mail, or sent by courier, should be directed to:

Township of Greater Madawaska
19 Parnell, St.
Calabogie, ON, K0J 1H0
Attention: Renée Mask
RFP No. EDC-2023-01 – Joint Marketing Strategy and
Implementation

Proponents must submit one (1) electronic copy (in PDF or Word format) by email to the RFP Coordinator. Proposals are to be prominently marked with the RFP title and number, in the e-mail subject line. The body of the e-mail should contain the full legal name and return address of the proponent.

2. Background

The Township of Whitewater Region and the Township of Greater Madawaska are situated within the scenic Ottawa Valley.

The Township of Whitewater Region is bordered by the Ottawa River, encompassing 538 km² in Renfrew County. The Township consists of seven villages, vast acres of farmland, and is home to world-renowned whitewater rafting and kayaking facilities. According to the 2021 census, the permanent

population is 7,225 (a 3.1% increase since 2016), with 3,470 dwellings.

The Township of Greater Madawaska is situated along the Madawaska River, encompassing 1018 km² in Renfrew County, and is known for its recreational opportunities. With many lakes and rivers, a ski hill resort, trails, and a racetrack, Greater Madawaska Township is a four-season destination. According to the 2021 census, the permanent population is 2,864 (a 13.7% increase since 2016), with 2,251 dwellings.

Both Townships recently completed a Growth Readiness Action Plan. A shared priority from each strategy is the development and enhancement of marketing and promotional activities with the goals of boosting pride amongst our residents, increasing investment into local businesses and property, and attracting/retaining residents and workers.

3. Purpose & Objectives

The purpose of this RFP is to solicit the best overall proposal for the provision of consulting services for a marketing strategy and marketing campaign, consisting of two components:

3.1 Part 1

Development of a marketing strategy for each municipality, which reflects our community and our respective local governments as a corporation. We are looking for a process that helps us identify our local assets; evaluate the areas where we are strong and where we can improve; determine our target audience(s); and recommend actions to reach those audiences.

The strategy should embrace the following:

- **Community Identity and Pride:** The strategy should help us identify and promote what makes each Township distinct and appealing. It should celebrate and harness each Township's local assets and people, identify opportunities to build a place of pride, and encourage citizens and businesses to act as brand ambassadors.
- **Community and Economic Development Promotion:** An approach that reflects the unique built, natural, and cultural assets of each Township to attract and encourage development, redevelopment, and investment.
- **Authenticity:** Messaging and materials must be authentic and accurately tell our story - therefore it must represent and resonate

with citizens, businesses, and community groups within each Township. Embracing the messaging by local stakeholders is extremely important to us.

3.2 Part 2

Implementation of a marketing campaign and/or collateral based on recommended approaches from strategy.

4. Scope of Work

4.1. Project Initiation and Background Research (Part 1)

- Establish project readiness to guide the scope of the strategy.
- Establish Leadership Group
- Review existing corporate templates and branding, including our Township websites, marketing, and promotional materials, as well as strategic planning documents, CIP (Whitewater Region), BR+E Strategy (Whitewater Region) and results from recent engagement initiatives.

4.2. Development of Marketing Strategy (Part 1)

- Engage the community to collect success stories and understand existing attitudes, perceptions, and opportunities. This could include interviews and/or focus groups of key audiences and external partners to determine strengths and weaknesses, and/or innovative engagement approaches targeted to key demographic or business groups.
- Identify our local assets (cultural, built, natural, institutional, etc.), and what makes each of our communities unique
- Define key messages, core values, audience perceptions, and competitive position as determined through the research and engagement process.
- Define audiences and objectives for strategy.
- Develop messaging and marketing approach to reach key audience(s), which may include:
 - Print and electronic advertising

- Website updates/design
- Story Maps
- Asset and/or destination maps
- Story telling campaign
- Social media campaign
- Media placement
- Public relations and conference attendance
- Event production
- Place making
- Outdoor signage or other physical asset production
- Develop implementation recommendations (actions, timelines, costs, marketing channels)
- Identify opportunities to integrate the brand into the municipal operating model (serve as a filter and decision lens for community decisions and managing growth)
- Develop recommendations on how to maintain momentum and continuously improve effectiveness, including key performance indicators (KPI) for ongoing evaluation and reporting to the Townships' Administration.
- Present this Marketing Strategy to Council.

4.3. Development and Implementation of Marketing Strategy/Collateral (Part 2)

Based on results from Part 1, work with each Township to implement a minimum of one (1) action from Marketing Strategy:

- Print and electronic advertising
- Website updates/design
- Story Maps
- Asset and/or destination maps
- Story-telling campaign
- Social media campaign
- Media placement
- Public relations and conference attendance

- Event production
- Place making
- Outdoor signage or other physical asset production

5. Eligibility

The consultant should specialize in project management, research, place marketing and creative design as it relates to the development of community branding. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with community branding initiatives. Priority will be given to those firms that have experience with local governments.

6. Budget Details

The Townships have been successful recipients of grant funding by the Province of Ontario through the Rural Economic Development (RED) program, with 50% of the project funded through the grant.

7. Project Timeline

Part 1 is to be completed by January 31, 2024

Part 2 would be advanced once the Marketing Strategy is reviewed and decided upon; additional budget may be given consideration in Part 2 to complete more than one (1) initiative. Completion date is before June 30, 2024.

8. Proposal Details

The Townships will consider proposals based on the overall approach, the experience of the team, sample work, references, budget, and other criteria. The proposal must be guaranteed for a minimum of 90 days from the closing date of the RFP.

8.1. Cost of Proposal Separated into Parts 1 and 2

Submission of a response to this RFP does not bind the Townships to engage the firm to provide the requested services. This RFP does not commit the Townships to pay any costs incurred by any respondents in the submission of a proposal or in making studies or designs for the preparation, or for procuring or contracting for the

services to be furnished under the RFP.

8.2. Rejection of Proposals

The Townships do not guarantee that any proposal will be accepted and reserves the right to reject any or all responses to the RFP without incurring any liability. Submissions received after the due date will be automatically rejected. Incomplete proposals will not be considered.

8.3. Proposal Format

Proposals should include all information outlined below in the following order:

- A cover letter containing the name and signature of a duly authorized officer of the company submitting the proposal.
- Title page identifying the project, the company submitting the RFP, and direct contact information for the person responsible for the submitted proposal.
- Table of contents clearly setting out Parts 1 and 2.
- Company name and profile, including experience providing similar services to municipalities and/or government bodies or entities.
- Project Manager and team member names and resumes with relevant work samples and in what capacity they will be involved with the project.
- Describe the project process, methodology, and anticipated timelines including important milestones during the project.
- References from three past projects of a similar size and scope.
- Estimated cost for the project separated into Part 1 and Part 2.

9. Proposal Evaluation

The Townships are seeking a comprehensive proposal from qualified companies to fulfill these objectives. Applicants are expected to show a demonstrated capacity to complete this type of work. The Townships will

evaluate proposals as follows:

- Executive Summary (10%)
 - Company Introduction
 - Appropriate References
- Understanding the purpose and objectives (10%)
- Qualifications (35%)
 - Considerable direct expertise with similar projects
 - Appropriate staffing resources
 - Demonstrated ability to perform stated project at the highest level and within the timeline.
- Overall Approach (30%)
 - Specific plans or methodology proposed for this project.
 - Proposed method of stakeholder engagement
 - Experience with successful and creative engagement strategies
 - Experience with place branding/marketing
- Project Cost and Timeline (15%)
 - Cost of services with details as to the method, basis and schedule of compensation
 - Breakdown of overall cost

10. Additional Information

Additional information about this RFP, such as updates or amendments to it, and answers to questions submitted by proponents, will be added to the RFP page on the Township's websites.