

Request for Expressions of Interest – Marketing Strategy

Questions and Answers

This document lists all the questions received, both in writing and during the Question and Answer session held on 12 December 2019. The questions are grouped into main themes, and duplicate/related questions are listed together.

1. Questions about the project:

1. Is there an anticipated budget for this project? Does the budget include production costs and media purchases of top of creative materials design and copy? Can we expect a proper scope with budget or is the mandatory Q&A session an opportunity to gather this information?

No. There is no agreed budget for this project at this stage.

This stage is a Request for Expression of Interest. The purpose is to identify interested parties and gather information about their services. The next stage of our process will be a Request for Proposal, which will have further detail about the scope, budget, and timeline.

As part of the RFP stage, vendors will develop an initial proposal of what they see as necessary for a community of 4,100 residents to achieve the objectives.

The successful vendor will develop a more detailed implementation plan, which should be scalable and could project out over multiple years with mechanisms to measure effectiveness.

2. Does the municipality have a timeline of when it would like the following to be completed: Strategy, Implementation Plan, Creative Materials?

No, we do not have a timeline right now. We will move on to the RFP process early in the New Year, which will provide more clarity.

3. Will the successful vendor have access to the Town's relevant documents, reports, policies, strategies and marketing channels to help our team's research before we develop the strategy?

Yes. The Town believes in open governance, and therefore the Town's website contains all available materials. The Town will cooperate as much as possible during the project with additional detail as is required and available.

4. Will the town require the successful vendor to be part of the implementation of the marketing plan? Are you looking for someone to stay on and help implement the plan?

The implementation of the marketing plan is considered part of this project, and the vendor may assist with the initial implementation activities.

5. Does the town have a preferred type of resident that we want to attract?

Council identified an initial list as part of its strategic planning, including families, active retirees, remote and gig workers, and workers who are major employers. We recognize that this is quite a broad list. As part of the project, this list can be added to or reduced to specific groups.

Deep River has a good lifestyle, and therefore we would like to promote it as such.

6. Has the Town done any initiatives in the past to address population growth, and if so, are there any materials that can be accessed?

The Town has not performed any initiatives specifically for increasing population. There have been some marketing initiatives done in the past by community organizations, but these are fairly outdated.

7. What level of increase in population is the town targeting?

In the past, Deep River had a population of about 7000 (compared to the current 4100)

A gradual increase over time to between 5000 and 6000 residents would be ideal.

8. Are there expectations around mandatory in-person meetings through the duration of the project?

We recognize that vendors choosing to visit the community to gather intelligence may be better positioned to develop their solutions.

As part of the actual project, the successful vendor may identify and recommend in-person meetings and the costs required to facilitate this option (for example, to gather intelligence about/from the community). However, video and teleconferencing facilities are available, and these are the preferred method of communication.

2. Questions about the Town's strategic plan

1. What do you mean by "engage community as appropriate to help develop promotional material," as mentioned in your outcome (pg 8 of the strategic plan)?

The town has created a community-based Marketing Task Force, which will be the primary point of contact for the successful vendor.

2. Do you mean throughout the process or at initial market research phases?

The successful vendor will engage with the Marketing Task Force throughout the project as required. The vendor can also use any additional mechanisms for gathering intelligence.

3. Is the consultant responsible or included in the ongoing review of recreational programming and other offerings (pg7 of the Strategic Plan)? We see greater results when programming and marketing are developed simultaneously.

The successful vendor will not be responsible for this ongoing review. However, the vendor is free to make recommendations through the Marketing Task Force.

4. Can you clarify high-speed internet options? Is this an investigation into Fiber?

High-speed internet performance is changing rapidly in Deep River. This is not an investigation into fiber.

5. Would the Town be open to identifying additional elements to the strategic plan that may result from the marketing work?

The creation of the marketing task force, strategy and plan are part of the larger strategic plan. The successful vendor can raise additional recommendations during the project, but this project is not a review of the strategic plan itself.

3. Questions about the format of the submissions:

1. In addition to the Strategic Plan, does the municipality have other documents and studies that are available to vendors in preparation of the Expression of Interest due 15 January 2020?

The primary purpose of the Expression of Interest submission is to receive information about your services.

As mentioned before, the Town website contains all available information.

2. Section 5.2 – Partnerships/Consortiums. If we are not engaging in a partnership/consortium, do we ignore this question or answer with an NA?

If you are not engaging as a partnership or consortium, then indicate as Not Applicable.

If you are engaging as a group of companies, then we would like to know who the various companies are. Please provide details of each company for the following sections.

3. Section 5.5 – Description of Work. Are you looking for a list of vendors like commercial printers, for example, who we would outsource to? Or is this, once again, in reference to Section 5.2

If you are submitting an expression of interest as a group of companies, then we would like to see examples of each of the companies' work. Our preference is for examples of work where the partnership has collaborated before but will accept independent work as well.