



Request for Expression of Interest (RFEOI)

MARKETING/ADVERTISING CONSULTING SERVICES

Issued by: The Corporation of the Town of Deep River Ontario

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Deadline for Submission: January 15, 2020 - 16:00 EST

1. Project Goal

The Town of Deep River requires the development and execution of a **detailed marketing strategy, implementation plan, and creative materials** for the Town of Deep River, specifically aimed at **increasing the town's residential population**. Following this RFEOI process and a subsequent, planned, Request for Proposals (RFP), the successful vendor will work alongside the Town of Deep River Council, staff and the community Marketing Task Force (MTF) to execute this project.

2 Project Overview

2.1 Background

Deep River, ON, is a rural town located approximately 200km northwest of Ottawa along the Trans-Canada Highway 17. It is known internationally as the research home of Atomic Energy of Canada Ltd, and Canadian Nuclear Laboratories, Inc. There are also several other high technology businesses in the area, and it is a neighbouring community to Canadian Forces Base Petawawa. It has a beautiful waterfront setting on the Ottawa River, with a wide variety of amenities and recreational facilities, and features an active, safe and affordable lifestyle.

However, over the last 25 years, Deep River has struggled to attract new residents and retain existing ones. Over this time period, its population has decreased by 10%, and the median age has increased from 39.9 to 47.6 years old.

Earlier this year, the Town of Deep River Council developed a Strategic Plan, identifying six Desired Outcomes, associated Strategic Focus Areas, and action plans to achieve these ([strategic plan can be found here](#)).

Desired Outcomes:

- Increased Population
- Engaged population enjoying diverse recreational and cultural opportunities
- Quality, reliable and sustainable infrastructure
- Vibrant and increased business and commercial sector
- Strong collaboration with community, businesses, and neighbours
- Transparent, fair and effective governance

Increased population is a key driver of many of the other outcomes. The development and implementation of a targeted marketing strategy to promote the town and grow its population is a critical activity in this theme.

3 Purpose of the RFEOI

The purpose of this RFEOI is to:

- Stimulate and assess interest from marketing, advertising, and/or creative consultants and/or professionals who may be interested in this project,
- Gather further information and initial details from interested parties on their experience and the expertise they can provide to accomplish this project, and
- Identify interested and qualified service providers who may be invited to participate in a follow-up Request for Proposal (RFP) related to this project.

This RFEOI is intended for service providers with experience and skill in developing and implementing marketing strategies for municipalities, ideally small rural communities in Canada.

4 Expression of Interest Process and Vendor Submission Requirements

4.1 Summary of Key Dates

Request for Expression of Interest issued:	November 25, 2019
Final date for notification of Intent to Submit and submission of questions:	December 6, 2019 16:00 EST
Mandatory question/answer session:	December 12, 2019 (time to be confirmed)
Written response to all questions	January 7, 2020
Deadline for submission of Expression of Interest:	January 15, 2020 - 16:00 EST

4.2 Intent to Submit

Interested vendors must notify the Town of Deep River by **December 6, 2019 16:00 EST** that they intend to submit a response. This notification must be sent **via email** as follows:

- CONTACT:** Jessy Pace
- ADDRESSED TO:** jpace@deeperiver.ca
- SUBJECT:** RFEOI Marketing/Advertising Consulting services - **Intent to Submit**
- CONTENTS:**
- Name of vendor's designated project contact for the purposes of this proposal
 - Contact information (Phone number, email)
 - A statement indicating their Intent to Submit an Expression of Interest
 - Whether a representative will attend the mandatory Q/A session in person, or via telephone conference

4.3 Questions about the EXPRESSION OF INTEREST or PROJECT

Vendors with questions about the Expression of Interest or project should forward them **via email** to the Town of Deep River by **December 6, 2019 16:00 EST**. All identifying marks will be removed from the questions and all questions will be consolidated. Where possible, the Town of Deep River will provide verbal answers to questions during the Question and Answer session. A written response to all questions and answers will be sent on **7 January 2020** to vendors who have registered an Intent to Submit. The Town of Deep River will not respond to questions by telephone or in person.

CONTACT: Jessy Pace
ADDRESSED TO: jpace@deeperiver.ca
SUBJECT: RFEOI Marketing/Advertising Consulting services - **Questions**

4.4 Mandatory Question/Answer (Q/A) session

Interested vendors must attend the Q/A session, either in-person or via telephone conference, on **December 12, 2019**. Where possible, the Town of Deep River will provide verbal answers to the questions received, and time will be allowed for any follow up questions. Note that this Q/A session is mandatory, and only submissions from vendors that attend will be considered.

Final arrangements for this session will be sent to all vendors who have registered an intention to submit a response.

4.5 Submission of Expression of Interest documentation

Vendors must submit one electronic copy of their Expression of Interest **via email** to the Town of Deep River by **January 15, 2020 - 16:00 EST**.

An electronic copy is defined as an emailed version of the document in PDF file formats. Other file formats will not be accepted.

CONTACT: Jessy Pace
ADDRESSED TO: jpace@deeperiver.ca
SUBJECT: RFEOI Marketing/Advertising Consulting services – **Final Submission**

4.6 Next Steps

The submission of a compliant Expression of Interest is a mandatory prerequisite to qualify the Vendor to be invited to the Request for Proposal (RFP) stage of this project. Any person and/or entity that does not submit a compliant RFEOI shall be deemed to be disqualified from the RFP stage of this procurement process and any such submission shall be returned to the vendor, unopened. The information gained via qualified reference checks and information provided by the Vendor will be used by the Town of Deep River to finalize the requirements portion of the RFP.

5 Required Content in the Expression of Interest Submission

In order to ensure that there is some uniformity to the submissions and to facilitate the comparison between Vendors, all submissions **MUST** contain the following content, organized according to the headings in this section.

5.1 General

The Vendor's name must appear in the upper right-hand corner of each page and each page should be numbered consecutively.

5.2 Partnerships / consortiums

If a group of vendors is submitting a combined response to this RFEOI, the details of each vendor, as well as the partnership or consortium must be described, and the break down of services offered by each vendor must be shown.

5.3 Cover page

The cover page must contain the legal name, address and contact information for each Vendor.

5.4 Description of primary services offered

Please provide a description of the primary services each vendor offers as a matter of course, including a brief summary of the typical activities / deliverables that are completed as part of these services (maximum 1 page).

5.5 Description of previous work

Please provide a summary of 3 examples of completed work similar to that required for this project within the last five years. The summary should contain:

- Name and address of the client the work was performed for
- Name and contact details for primary contact / sponsor at the client
- The original project brief or requirements
- A description and examples of the services performed / activities completed / deliverables created by each vendor
- The outcomes / results / effectiveness of the project

Please limit the description of each project to 2 pages per project. Links to an online portfolio of creative materials can be provided in the description, if required.

Note: that the Town of Deep River, in its sole discretion, will confirm the vendor's experience and ability to provide the services required by checking the vendor's references. Provision of the references by the vendor as part of this submission is deemed to be consent to such confirmation

/ contact with the references.

5.6 Official signatures

Include a letter from the Vendor's signing authority approving the submission of the Expression of Interest and the content therein.

6 Claims

6.1 Ownership

Proposals and supporting materials will not be returned to Vendors, nor will the Town of Deep River consider any expenses that the Vendors may incur in preparing these proposals.

All submissions shall remain confidential during the procurement process until such time as a recommendation is made to the Town of Deep River Council and an award of a contract is made.

Vendors may identify any materials they wish to remain confidential in the submission and under which exemption the material would be compliant with Section 239 of the Municipal Act. Vendors must cite the specific subsection of Section 239 as the basis for preventing the material from being released to the public. The Town of Deep River retains sole discretion as to any materials that may or may not remain confidential. It is further understood that the Ontario Information and Privacy Commissioner retains the final determination as to any materials that may be released to the public.

6.2 Rights to Reject

The Town of Deep River reserves the right to reject any or all submissions received, to issue new RFEOI's related to this project, or to cancel the project.