



Request for Proposal  
For  
Professional Creative Services

September 2019

## 1. Invitation to Submit

This request for proposal (“RFP”) is an invitation by the Burlington Economic Development Corporation (“BEDC”) to prospective proponents to submit proposals for the provision of **Professional Creative Services**.

## 2. Introduction

Burlington Economic Development is an agency of the City of Burlington that exists to promote economic growth in our city. Just recently, Burlington was named by Maclean’s magazine as the number one community in Canada. We’re very proud of this, and although we’ve known it for years, we’re thrilled to see Burlington recognized in this way.

What we do at Burlington Economic Development can be summed up in three key areas: attracting companies to locate here, supporting companies to expand here, and encouraging the start-up and growth of new companies. We work closely with local stakeholders to grow and sustain Burlington’s competitive and prosperous community. We work with all levels of government, and act as a liaison with the private sector to advocate and support the growth of our economy.

In 2017, we launched TechPlace, a one stop destination for new and growing technology companies. Featuring almost 10,000 square feet of modern collaboration space, TechPlace is where tech companies, investors, and partners collide to nurture and grow innovation and entrepreneurship in Burlington and across the region. It is also where we house our soft-landing program.

BEDC is responsible for championing the attraction and retention of business in Burlington, as well as coordinating marketing efforts that appeal to investors and talent. Over the next year and a half, BEDC will lead the design, launch and activation of a new comprehensive, city-wide brand for the City of Burlington. This RFP is exclusive of any brand strategy or marketing materials under the new city-wide brand project and another RFP will be issued at a later date for those services. The Services outlined in this RFP will be solely focused on investment attraction and talent development. For this project, BEDC is seeking Professional Creative Services, which includes:

- Creating marketing collateral, including print ready files and web ready files
- Full website development, including hosting and formulating content that appeals to all identified target markets

The successful proponent will need to be available for meetings within Burlington. The successful proponent must have all required experience, facilities, equipment, and trained personnel or contractors necessary to perform the work specified in this RFP. Finally, the successful proponent must have a minimum of five (5) years of experience performing the services requested in this RFP.

### 3. The Project:

- 1) Build and design a new website for BEDC in Wordpress ([www.bedc.ca](http://www.bedc.ca)) and migrate to new URL ([www.investburlington.ca](http://www.investburlington.ca)).
- 2) Build and design marketing collateral, providing print ready and digital PDF:
  - a. 1 x Welcome to Burlington package for companies that are new to Burlington
  - b. 6 x Full sector specific profile – up to 4 pages each
  - c. 8 x 1 pager / fact sheets - 6 sector specific, 1 general, 1 soft landing
  - d. 2 x PowerPoint presentations – 1 explanatory, 1 template
  - e. 1 x Corporate letterhead
  - f. 1 x Report template
  - g. 1 x Business card design
  - h. 1 x Pop-up banner

### 4. The Project Timeline:

Estimated Start Date: October 1, 2019

Estimated completion dates:

- 1) Website: November 25
- 2) Marketing Collateral: December 13

### 5. Project Budget:

At this time, the budget for the Project is **\$75,000 CDN**, exclusive of taxes.

This budget includes: planning, concept generation and presentation, digital marketing collateral, website development, building content, copy writing, digital creative services, support, and training.

Ongoing website hosting and maintenance services should be scoped outside of this budget.

### 6. Vendor Details:

Please include the following details as part of your application:

**Introduction:** Brief introductory remarks. Outline your background, experience, unique capabilities or differentiator, management, staffing, related experience, financial stability, etc.

**Scope of work:** Describe the general conceptual approach you will take to the services and any other information you believe is relevant. Tell us about the experience of working with you. What will the creative process be?

**Work Plan:** Please include a detailed work plan indicating the timing of each phase of project work, the timing of key deliverables included, the costs associated with each phase, and the date

of the final submission to BEDC. Vendors must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission.

**Project Team:** Identify who will be involved on your project team, including bios, roles, relevant experience and credentials. Please identify who our main contact will be.

**Sub-Contractors:** Provide a list of sub-contractors(s) that will be used for the Services, if any, and describe the general type of work each of them will perform.

**Experience and Examples of Work:** Please provide a listing of at least six (6) past and/or existing clients that can highlight your experiences and ability to perform the Services requested.

**References:** Please provide contact details for three (3) previous clients that can attest to the ability of your company's experience and ability to perform the Services requested in this RFP.

#### 7. Proposal Submission:

- Proposals must be submitted electronically to [bedc@burlington.ca](mailto:bedc@burlington.ca) by **9:00AM** on **September 23, 2019**.
- Please use subject line: ATTN: C. Green, Creative Digital Services RFP Submission [COMPANY NAME]
- Submission must be downloadable .PDF document.

#### 8. Bid Review and Evaluation:

- a. All proposals received on or before the deadline will be reviewed. Bids not meeting any of the mandatory requirements included in this RFP will be disqualified. We may contact you to clarify your submission.
- b. BEDC will review your submission based on the following criteria:
  - i. STEP 1: PROPOSAL
    1. Project comprehension and clarity of proposal (/10)
    2. Capacity to provide services (/10)
    3. Related experience, staffing and results (/20)
    4. Ability to deliver on scope and work (/20)
    5. Total Cost (/25)
  - ii. STEP 2: INTERVIEW
    1. Overall presentation (/5)
    2. Ability to deliver on RFP requirements (/10)
- c. We will only be conducting interviews with the top three proponents. We will only be contacting those who are selected for an interview.
- d. BEDC will follow the below table to score proposals. Interviews will also be scored in this way:

SCORE	RATING	EVALUATION MEASUREMENT
0	Unacceptable	Proposal did not address the requirements
1 to 2	Unsatisfactory	Proposal is missing key requirements and is unable to demonstrate the required experience or abilities
3 to 4	Below average	Meets a limited or marginal level of the requirements. Proposal provides a limited amount of information but does not clearly demonstrate the experience and abilities
5 to 6	Average	Meets most of the requirements. Proposal provides all information requested and demonstrates an ordinary level of experience and abilities
7 to 8	Good	Meets most or all requirements. Proposal provides all information requested and demonstrates proficiency in relation to experience and abilities
9 to 10	Excellent	Exceeds most or all the requirements. Proposal provides all information requested in a clear and concise manner and demonstrates superior experience and abilities

\* Proposals scoring less than 3 in any criteria (except Price) will be disqualified. Bids scoring less than 5 in more than one criterion (except Price) may be disqualified.

9. Contact:

Claire Green

Manager, Marketing and Attraction

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