



CITY OF PORT ALBERNI

REQUEST FOR PROPOSALS

'THE NEW FACE OF PORT ALBERNI'

RFP #11- 01 EDM

1.0 Introduction

1.1 In 2007, the City of Port Alberni approved investment in an economic development function to address business attraction, business retention and economic diversification issues and opportunities.

1.2 The City's Economic Development Manager (EDM) has determined that a negative image of the community is having an effect on the aforementioned activity. In some instances the negative image seems to be rooted in past impressions; however more recent media has also had an impact (i.e. Money Sense Magazine rankings of Best Places to Live in Canada which has put Port Alberni at or near the bottom of the list for 3 years).

1.3 Council for the City of Port Alberni has approved a \$50,000 investment in a campaign to create a new image of and for the community. The campaign is currently entitled 'The New Face of Port Alberni' and is meant to convey the following, among others:

- Port Alberni is friendly to business
- Unions, management and business owners are working together to resolve issues
- Port Alberni's economy is diversifying
- An increasing number of successful people are moving here for a variety of reasons
- Young people live here and like the amenities the community offers
- Port Alberni is a waterfront community
- Outdoor adventure opportunities are attracting young families to live and play here

The goals of the campaign are to create a new image of Port Alberni, attract new residents, businesses & visitors and retain or increase investment in the community.

We propose to have a number of people who live here, filmed for short ads that would air at a variety of times. We envision the citizens saying something like

"Hi my name is _____.

I am a _____ (*they will state occupation or declare what they have done that caught our attention; i.e. "I am a union member and I worked with the management team at the Paper Mill to come up with a new product"*).

I have lived in Port Alberni for ___ months or years.

I moved here because _____.

I love this about Port Alberni _____."

The messages from these citizens will be the impressions we are trying to convey in the first paragraph in this section. This approach may be amended if feedback convinces us to do so.

2.0 Project Overview

2.1 The City of Port Alberni requires the services of a company or companies (hereinafter called the contractor) to film the 'New Faces' and then run the ads on television.

3.0 Scope of Work

- 3.1 The contractor will be required to provide the following:
- i. Demographics of your viewers
 - ii. A statement as to why your channel or network is better for this campaign than any other
 - iii. Your perspective on Port Alberni's image
 - iv. Evidence of your coverage of or work in the Alberni Valley over the last 18 months
 - v. Evidence that your market demographic is a good fit for our efforts to attract new residents and businesses
 - vi. Information about the 'reach' and 'impact' of your ads
 - vii. An opinion about the proposed 'New Face' campaign and, if there are concerns, provide an alternative approach to the \$50,000 investment
 - viii. An opinion about the messages being delivered in the campaign
 - ix. Suggestions for enhancing the campaign
 - x. Ideal number of 'new faces' for campaign (in your view)
 - xi. Length of ads you recommend and rationale

- 3.2 The contractor will be required to do the following:
- i. Film the 'New Faces'
 - ii. Identify the number of ads you propose to run along with an advertising schedule inclusive of the names of the programs that ads will run during and justification for the time slots picked
 - iii. Enter into a contract for the airing of those ads
 - iv. Agree that the ads will be owned by the City of Port Alberni and made available to the City in a format suitable for Internet use

3.3 If you are a videographer or film company responding to this RFP with the intention of doing the filming only, you must partner with one or more television stations or networks to get the ads on air and identify why this is the best approach to the project.

3.4 The City will identify the "new faces" and obtain the appropriate releases. We are proposing that the filming be done outdoors in public places throughout the community. If weather or noise levels interfere with filming outdoors, we propose to have the filming done in public buildings indoors. We may ask that some filming be done in or outside private homes.

4.0 Proposal Requirements

Contractors who wish to undertake this work must submit a proposal containing the following:

- A full response to all items in 3.1 and 3.2 above
- A description of the relevant company and personnel experience and qualifications including description of work of a similar nature and related references.

Request For Proposals: Terms of Reference

- A proposed budget for each component of the project (filming and advertising) including a schedule of fees, hourly rates, any taxes, level of effort (number of hours/days) and maximum cost.
- If you are a television station or network, a declared willingness to have a 3rd party film 'New Faces' to your specifications if we believe we can get this done at a lower cost
- A timetable for completion of the filming and the ad campaign.
- The Proposal must be received by the City of Port Alberni on or before 10 AM Tuesday August 2nd, 2011 and addressed to the attention of Pat Deakin, Economic Development Manager at City Hall at:

4850 Argyle Street, Port Alberni, BC V9Y 1V8

4.0 General Terms, Instructions and Conditions

- 5.1 The City of Port Alberni reserves the right to select the proposal that, in the opinion of City Council, best addresses the needs of the City. The lowest priced proposal will not necessarily be selected.
- 5.3 The City of Port Alberni reserves the right to enter into negotiations with one or more Proponents in order to best serve the needs of the City.
- 5.4 The Consultant will be authorized to proceed only upon approval of Council for the City of Port Alberni and issuance of a Purchase Order.
- 5.6 Monthly invoices will be required before the City of Port Alberni will make payments. Each invoice must be accompanied by a brief progress report. Each invoice must include a breakdown of hours, rate and expenses, and reference the Purchase Order number.

5.0 Enquiries

- 6.1 Enquires during the first half of the proposal period (July 6 to 15, 2011) should be directed to:

Pat Deakin, Economic Development Manager
City of Port Alberni
4850 Argyle Street, Port Alberni, BC, V9Y 1V8
Tel: (250) 720-2527
e-mail: patrick_deakin@portalberni.ca

Enquires during the second half of the proposal period (July 16 to 29, 2011) should be directed to:

Ken Watson, City Manager
City of Port Alberni
4850 Argyle Street, Port Alberni, BC, V9Y 1V8
Tel: (250) 720-2824
e-mail: ken_watson@portalberni.ca