



REQUEST FOR PROPOSALS  
DISTRICT OF SEHEL'T  
Re-Branding Initiative

## 1.0 PURPOSE

The District of Sechelt is seeking a firm with a strong track record in municipality branding that can work with Council and the Senior Management Team and community stakeholders to develop a comprehensive branding plan.

Sechelt has been primarily identified by its coat of arms and a logo developed in the mid-1980's. Council has authorized development of a new visual identity and brand strategy in keeping with its Vision Statement of Sechelt as "a strong, vibrant community where people want to live, work and play" to residents, the business community, visitors, tourists and potential investors.

The brand plan should utilize research to define an easily identifiable and reproducible visual identity (logo) and a 'tag line' to communicate and support the identity message. The plan should also recommend a strategy and offer guidance on how the brand identity can be supported and delivered on by District staff in their work with the public.

## 2.0 PROJECT DESCRIPTION

To complete this project will require:

- A review of current District marketing and identification practices
- Research on current perceptions of Sechelt and the adjustments required to support the vision of Sechelt as "a strong, vibrant community where people want to live, work and play"
- Provide background and "best practices" from other municipalities' branding experiences
- Determine a strong singular message and develop complimentary visual identity mark, as well as provide background to the recommendations in a presentation to Council
- Develop an implementation plan including estimated costs for priority brand support activities and items
- Create visual identity guidelines

The Branding Plan should harmonize with other plans recently developed by Sechelt including:

- The Strategic Plan
- Economic Development Plan
- Official Community Plan (OCP)

The successful firm will have the following skills:

- (a) Experience in collaborative place branding and gaining “buy in” from diverse community groups and residents;
- (b) Ability to make recommendations regarding implementation of a branding plan;
- (c) Creative and dynamic approach to the branding process
- (d) Familiarity with local government on the Sunshine Coast

### **3.0 PROJECT SCHEDULE**

Call for proposals open for one month (Jan 15- Feb 15, 2010)

One week to review proposals received (to Feb 25, 2010)

Award contract Mar 15, 2010 request completion by June 30, 2010

### **4.0 SUBMISSION REQUIREMENTS**

**Proposal must include the following:**

- **Cover letter introducing the consultant/firm, clearly identifying contact information, and reviewing the background and qualifications of the consultant/firm**
- **An explanation of the methodology proposed to undertake the project**
- **A workplan and budget for the development of at least two brand/identity options, a branding implementation plan and visual identity guidelines**
- **Two samples of similar work done for other clients and/or letters of reference**
- **A listing of expectations (i.e. information, meeting scheduling, access to Council) of District staff for project completion.**

### **5.0 PROPOSAL EVALUATION PROCESS AND SELECTION CRITERIA**

Qualifications and relevant experience 25%

Methodology and Deliverables 40%

Project Time Frame 10%

Project Cost 15%

References from other similar projects 10%

## **General**

The Terms of Reference and the request for proposals are not intended to rule out innovation on the part of the contractor. If contractors believe a more desirable end result can be achieved by deviating from specific details, this should be outlined in the proposal. This will be reviewed with the contractors and finalized prior to starting the project.

Formal lines of communication and reporting schedules shall be established to maintain a sufficient level of information exchange for decision making.

Evaluation of proposals received will be carried out by District staff and a recommendation on selection of a contractor will be made to Council.

The lowest or any proposal price will not necessary be accepted. If the proposal price exceed the available budget, the District may request the contractor to phase the project over a number of budget cycles.

**Please submit two copies of proposals in a sealed envelope marked “District of Sechelt Re-branding”, which must be received by the District office by 3pm, Monday, February 15, 2010, addressed to:**

**Mr. Rob Bremner**  
**Administrator**  
**District of Sechelt**  
**PO Box 129 Sechelt BC V0N 3A0 (postal address)**  
**Second Floor, 5797 Cowrie Street Sechelt, BC (street address)**  
**(604) 885-7591 (fax)**  
**[rbremner@sechelt.ca](mailto:rbremner@sechelt.ca) (email)**

**Direct inquiries to:**

**Connie Jordison**  
**Coordinator of Council and Community Relations**  
**District of Sechelt**  
**[cjordison@sechelt.ca](mailto:cjordison@sechelt.ca) (email)**  
**(other contact detail as above)**