



Request for Proposals

Community, Tourism and Business Marketing Assets

Issue Date:

Monday, January 30, 2023

Closing Date:

Monday, February 13, 2023 4 pm CST

Contact:

Monique Chenier
Economic Development & Tourism Manager
Sunrise Corner Economic Development
Mobile: (204) 905-2763
Email: monique@sunrisecornermb.ca

1.0 Organization Information

Sunrise Corner Economic Development is the partnership of the Rural Municipalities of Piney and Stuartburn promoting the southeast corner of Manitoba, Canada as an incredible place to live, work, play, visit, invest and explore. The Piney Stuartburn Economic Development District board, comprised of two councillors from each of the two RMs, is the guiding force behind Sunrise Corner.

All of Sunrise Corner's activities are focused on providing value to all stakeholders within the RMs of Piney and Stuartburn. Sunrise Corner's mission is to deliver forward-thinking economic development services and opportunities in the region so that: businesses receive the support they need to thrive; employees have satisfying work to provide for their families; consumers find the quality products and services they need; visitors appreciate and share their experiences; and residents live well, proud of their communities.

For more information, visit www.sunrisecornermb.ca.

2.0 Project Objectives

Sunrise Corner's 2020 strategic plan identified five priorities: business development, housing, tourism, marketing our region, and governance. To assist with furthering our business development, tourism and housing priorities, Sunrise Corner is now undertaking an Investment Readiness Assessment & Business Attraction Strategy Project to determine our region's strengths and capacity to be "investment ready" and develop a strategy to explore, attract, respond and successfully secure business investment best suited to our location. The project goal is ultimately to attract business investment to sustainably develop our region while maintaining our exceptional rural quality of life.

To support this major initiative, Sunrise Corner (the client) requires high-quality digital photography and video assets from both ground-level and aerial perspectives. These assets must cover all corners of our 3,600 sq km region in all four seasons to effectively tell our story and market the region. Since we are branded "Sunrise Corner", the consultant must capture incredible sunrise shots and video.

3.0 Scope of Work/Deliverables

The following components shall be completed by the successful proponent in consultation with client and in accordance with Section 5 Project Schedule of this RFP.

3.1 Design, coordinate and produce two primary marketing videos (~3 minutes each, max file size 512 MB). Allow for two rounds of revisions and inputs from client on video products.

a) Invest in Sunrise Corner, based on the following four sector opportunities, which will include footage obtained from 2-3 companies in each sector, including visuals of their location, business operations and target market. The shot list will be managed by Sunrise Corner in consultation with the successful proponent on a per-visit basis throughout the nine months of the contract.

- Sustainable Agriculture, Food & Beverage
- Forestry & Wood Products
- Start Ups & Small Businesses
- Other TBD

b) Visit/Live in Sunrise Corner, based on the following two sector opportunities, which will include footage of community volunteers and facilities, parks and open spaces, events and festivals. The shot list will be managed by Sunrise Corner in consultation with the successful proponent on a per-visit basis throughout the nine months of the contract.

- Outdoor Recreation & Tourism
- Community-focused Residential Development

3.2 Produce and provide a photo inventory of a minimum 300 high-resolution digital images including aerial drone and ground-level perspectives of agreed upon business locations, community facilities, nature-based activities and events within Sunrise Corner.

3.3 Submit a minimum of six (6) short social media videos that will briefly showcase each individual sector profile in 30 seconds or less.

3.4 Submit all raw digital assets to Sunrise Corner.

4.0 RFP Vendor Response

Sunrise Corner is pleased to invite qualified vendors to provide a proposal for delivering Community, Tourism and Business Marketing Assets i.e. photography and video assets both from a ground-level perspective and aerial via drone. Vendors are requested to create their proposal based on the following outline. Additional materials may be provided in appendices to the proposal.

4.1 Vendor Company Overview

Provide a brief overview of your company.

4.2 Team Expertise

List the team members who would be directly involved in this project and their capabilities.

4.3 Relevant Experience & References

Discuss your company's experience with similar projects. Please provide descriptions of at least two (2) projects your firm has completed that are similar to this project including contact information of at least two (2) clients we may call for a reference.

4.4 Proposed Approach

Define the work process you would follow to produce the deliverables in the scope of work detailed in section 3 above. Detail what you would require from Sunrise Corner personnel and other stakeholders to facilitate your process. Of particular interest will be the approach to coordinating site visits to capture the region in all four seasons.

4.5 Pricing and Costs

Based on the consultant's process and deliverables the client is proposing for this project, please provide an overall project quote, breaking it down by the four items in section 3 scope of work and for the site visits required to obtain the necessary footage. Please outline any per diem, travel or other expenses necessary for the successful execution of this project, keeping in mind

our geographic location and the necessity to capture sunrise photos. Also include hourly rates for additional work that may be requested outside the scope of this project.

4.6 Timeline

Please provide a timeline with major milestones to complete the project by January 15, 2024.

5.0 Project Schedule

Sunrise Corner has determined the following milestones for the project. After project award, Sunrise Corner reserves the right to adjust timeline in consultation with successful proponent.

January 30, 2023	Issue RFP
February 13, 2023	Proposal submission deadline 4 pm CST
Week of February 13, 2023	Selection committee to review proposals
Week of February 20, 2023	Project award notification
Week of February 20, 2023	Finalize statement of work for successful vendor
Feb 27, 2023 – Nov 1, 2023	Project implementation – site visit dates TBD
June-July 2023	Interim submission of digital photo assets
November 15, 2023	Draft video submission – edit 1
December 13, 2023	Draft video submission – edit 2
January 15, 2024	Submission of all deliverables

Monthly meetings and bi-weekly progress updates are expected and should be incorporated into the proponent’s overall workplan. To accommodate for seasonal challenges (particularly autumn), it is strongly recommended that the proponent considered assigned personnel, estimated hours and a contingency strategy in the event of poor weather conditions and unforeseen constraints.

6.0 Terms & Conditions

Sunrise Corner reserves the right to:

- Assess proposals as it sees fit, with no obligation to select the proposal offering the lowest price;
- Require clarification after the dates and times set out above from any one or more of the proponents in respect of proposals submitted;
- Communicate with, meet with, request presentation, or negotiate with any one or more of the proponents respecting their proposals or any aspect of the proposal request;
- Reject any or all proposals with or without cause.

Please note that all work products resulting from this project become the property of Sunrise Corner Economic Development.

7.0 Submission Contact Information

If you have any questions prior to the submission deadline, please email the contact below. Allow one full business day for response.

Deadline for submissions is 4:00 pm Central Standard Time on Monday, February 13, 2023. Please submit your proposal via email in PDF format to:

Monique Chenier
Economic Development & Tourism Manager
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