



Request for Proposal
for the
Municipality of Huron East

Huron East Community Brand

The Municipality of Huron East
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Closing Date and Time: June 21, 2024 at 12:00p.m.

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1. Background

Huron East is a municipality in southwestern Ontario with a population of approximately 9,000 people. The Municipality of Huron East formed in 2001 through the amalgamation of the Town of Seaforth, Townships of Tuckersmith, McKillop, Grey and the Village of Brussels. Huron East is composed of two beautiful historic downtown districts, several quaint hamlets and bountiful rolling farmland. The primary employment sectors are: Agriculture, forestry, fishing and hunting; Manufacturing; Health care and social assistance; Construction; and Retail trade.

The rural communities in Huron East have so much to offer residents, businesses and visitors. Residents enjoy a small town lifestyle with access to a wide range of recreational opportunities, natural settings, services and products. Residents and business owners take great pride in their historic towns and it would be difficult to find a community more supportive and spirited than Huron East. Huron East has a very innovative business climate, with a large number of manufactures and unique shops and experiences, both home or farm based, and in our towns and hamlets. The Municipality hopes that visitors are drawn to our friendly communities and unique attractions and make plans to return year after year.

A logo was developed for Huron East when it formed in 2001. At the time it was created, brand messaging and guidelines, or the standards to maintain brand consistency across channels, were not provided. Since then, several variations of the logo, colours and fonts, have been used across applications over the years.

Goal 4 of the Huron East Strategic Plan (2024) is “Working Together” to foster a positive and respectful environment so we can deliver exceptional services to our community. One objective listed to address this goal is “enhancing communications with our residents”. To achieve this, it is recommended that Huron East “engage an external company to work with staff to complete a branding project to establish a consistent Huron East brand across all programs, projects, and facilities”.

2. Intent

The Municipality of Huron East is issuing the Request for Proposals (“RFP”) to identify professional services for community brand development. The Municipality is requesting proposals from experienced individuals, organizations or teams to act as the design team for this project.

The Municipality of Huron East is looking for a brand that will redefine the Municipality's image, showcase the Municipality's unique identity, and provide an opportunity to enhance community unity and citizen pride. The Huron East Community Brand should represent our values and beliefs and increase our potential to attract residents, visitors, businesses and investment. The brand will represent the entire Municipality and should

be developed in a way that ensures a complimentary theme within the three communities of Brussels, Seaforth and Vanastra. The goal is to create an overall Huron East Community Brand, promoting harmony throughout the Municipality while preserving the individuality of each community.

3. Project Scope:

The purpose of this Request for Proposals is to solicit the best overall proposal for the development of a brand identity, including a logo and tagline for the Municipality of Huron East. Huron East currently has an outdated logo that does not reflect the municipality today.

Based on community feedback and the current branding of individual communities, develop an overall community brand identity for the Municipality of Huron East that includes:

- Designing and creating a concept that simply and uniquely brands the Municipality of Huron East.
- Designing and creating graphic images to be used for various publications and marketing pieces produced by the Municipality of Huron East (must include image for wayfinding signage headers).
- Designing and creating three (3) logo and tagline options for the Municipality of Huron East for consideration and public voting.
- Developing guidelines for logo use.
- Developing content and templates that could be easily updated and manipulated by Huron East staff across all departments as needed without the need for additional services.

4. Public Participation and Community Engagement:

Public input is a very important component of the branding project. The Municipality's three largest communities, Brussels, Seaforth and Vanastra already have relevant, individual brands; however, we wish to gather feedback from the public through social media and the Municipality's community engagement website to ensure that the new brand accurately reflects our community's identity and values.

Through participation, we hope that residents, business owners and other community stakeholders will develop a sense of ownership over the brand, fostering a stronger commitment to promoting and maintaining the brand. Staff will work with the successful vendor to develop outreach materials and coordinate engagement activities.

5. Schedule of Dates

The following outlines key miles and dates of significance for the project:

Issuance of RFP	June 7, 2024
Deadline for Questions	June 19, 2024 at 8:30a.m.
Deadline for Submissions	June 21, 2024
Final Vendor Selection Date	Week of July 1, 2024

The Municipality reserves the right to alter the dates listed at any time during the RFP process.

The project start date is expected to take place immediately following the Final Vendor Selection Date.

6. Deliverables

6.1 Project deliverables:

- I. Huron East logo and slogan
- II. Huron East brand guidelines
- III. Huron East brand toolkit

6.2 The successful proposal will include:

- a) Information about the company/individual
 - Identify the key contact for the project and all personnel, if applicable, who will be assigned to work on this project.
 - Describe the areas of expertise of current permanent staff whether a sole proprietor or individuals on a team and the scope of services that can be provided by the proposer without the services of contractors.
 - Identify any portion of the scope of work that will be subcontracted. Include business qualifications and key personnel, telephone number and contact person for all subcontractors. The Municipality reserves the right to approve or reject all consultants or internal staff performing consulting services, proposed by the consultant during or after the consultant review and selection process.

- b) Previous experience and quality of prior work
 - Provide a minimum of six examples of work
- c) Proposed timeline for deliverables
- d) Provide a minimum three references from previous clients
- e) Financial proposal including total costs for finished products

7. Proposed Project Schedule

An overview of the proposed phased approach is provided below:

Phase One (Early July 2024) – Background Research & Public Engagement:

- Prepare a draft Work Plan for review and approval by Huron East staff
- Conduct a detailed review of pertinent Huron East documents
- Work with staff to create social media and community engagement website outreach materials and review feedback

Phase Two (Late July/Early August 2024) – Logo/Tagline Options:

- Based on the feedback from Phase One, prepare three Municipality of Huron East logo and tagline options for consideration and public voting.
- Options will be reviewed and accepted by municipal staff prior to the public vote commencing.

Phase Three (Late August/Early September 2024) – Public Voting & Draft Brand Guidelines and Toolkit:

- The contractor will work with staff to organize and prepare an online and paper ballot voting system where the logo/tagline options developed in Phase Two are voted on by the public.
- Drafts of the Huron East Community Brand, Guidelines and Toolkit will be provided to Huron East staff for review.

Phase Four (End of September 2024) – Branding Presentation:

- Based on the feedback obtained during Phase Three, the contractor will refine the draft Huron East Community Brand & Logo, Guidelines and Toolkit and prepare a final draft for consideration by Council.

8. Specific Conditions and Requirements

Skills/Qualifications:

- The contractor shall provide a minimum of six examples of similar prior work that best exemplifies the contractor's artistic excellence
- Must have advanced knowledge of graphic design software

The Work:

- The work being requested is branding and creation of tools to promote the brand:

a) Brand development:

- Create a brand for Huron East that complements our community brands
- Create a brand that evokes a look and feel consistent with community input

b) Tools to promote the brand:

- Create three logo and slogan options that reinforce the brand
- Provide final logo in various formats including ai, jpeg and png, in both full colour and black and white
- All file formats produced must in an acceptable size and quality for use across multiple forms of media (digital, mobile, web, print etc.)
- Provide guidelines on how to use the logo properly (colour codes, font names, etc.)
- Provide examples of how to use the logo and slogan in various applications, such as clothing, vehicle decals, wayfinding signage, letterhead, social media posts and website pages
- Provide examples of how the slogan could potentially be changed depending on the department delivering the message

c) Equipment

- It is expected that the contractor will provide all of their own equipment

A copyright release granting full ownership of all materials produced is required. All photography/design elements shall be provided in a digital format. All materials, photography and design elements shall be designed and produced to be adaptable across multiple platforms and size specifications.

All written documents and design elements must be compliant with the Accessibility for Ontarians with Disabilities Act (AODA).

Cost:

Cost shall be quoted by Deliverable. This cost shall include:

- All sub-consultants and their fees must be identified and costs included in the upset limit. Unless specified in the submission, the professional fee schedule shall include any costs associated with complying with the Municipality's insurance requirements.

9. Evaluation Criteria

Proposals received will be evaluated on the following selection criteria:

- Qualifications and quality of previous work;
- Approach to the project and vision;
- References; and
- Proposed budget and ability to complete work within stated timelines

All qualifying submissions become the property of the Municipality of Huron East on the closing date and will not be returned. Final decision will be made by Huron East staff.

10. Submission Process

The Respondent must deliver their submission using the following process:

- One (1) copy of the Submission must be received by: **June 21, 2024 by 12:00 p.m.**
- **The Respondent's Covenant (Schedule A) must be signed and dated and enclosed with the Submission.**
- Respondents must also ensure that all Submissions are clearly marked **"RFP Huron East Community Brand"**
- Email delivery is preferred. Please e-mail to edo@huroneast.com.

The Municipality of Huron East will not accept proposals received after the deadline.

10.1 Communication/Authorizing Officer:

The Respondent must identify an individual who will be responsible for all

communications with the Municipality of Huron East respecting the Submission. The Respondent must also indicate the individual(s) that are authorized to negotiate, sign and enter into a purchase order/contract on behalf of the Respondent with respect to the Submission. (See attached Respondent's Covenant).

10.2 Inquiries:

The Huron East contact for the purposes of this RFP shall be:

Taralyn Cronin, Economic Development Officer
Huron East Economic Development Department
72 Main St. Seaforth, Ontario, N7A 1K3
519-527-0160 ext. 36
edo@huroneast.com

Responses to questions raised by potential Respondents will be promptly communicated via telephone or e-mail.

Should revisions become necessary to any part of this RFP, the revisions will be provided to all potential Respondents. The Respondents must acknowledge receipt of such revisions promptly and in writing via e-mail. If revisions are necessary after the closing date, Respondents will then have an opportunity to make relevant modifications to the Submission. The Municipality of Huron East assumes no responsibility or liability arising from information obtained in a manner other than as prescribed in this RFP.

11. Indemnification, Hold Harmless and Insurance Requirements

In addition to other standard contractual terms, the Municipality will require the selected vendor to comply with indemnification, hold harmless and insurance requirements as outlined below:

The vendor shall indemnify and hold the Municipality, its officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including solicitor's fees, arising out of or resulting from the acts, errors, or omissions of the Vendor in performance of this contract, except for injuries and damages caused by the sole negligence of the Municipality.

The vendor shall procure and maintain, for the duration of this contract, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his/her agents, representatives, employees or subcontractors. The cost of such insurance shall be paid by the Contractor. Insurance shall meet or exceed the following unless otherwise approved by the Municipality.

11.1 Insurance Requirements

- I. Worker's Compensation coverage as required by the Province of Ontario.
- II. Comprehensive or Commercial General Liability: \$2,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage.
- III. Automobile Liability: \$2,000,000 combined single limit per accident for bodily injury and property damage.

12. Equal Opportunity

The Municipality is an equal opportunity employer and requires all Proposers to comply with policies and regulations concerning equal opportunity. The Proposer, in the performance of this contract, agrees not to discriminate in its employment due to an employee's or applicant's race, religion, national origin, ancestry, gender, sexual preference, age, physical handicap or any other characteristic protected by law.

13. Accessibility

The Municipality is committed to and working toward ensuring municipal services are accessible to all. We strive to meet or exceed the standards set by the *Accessibility for Ontarians with Disabilities Act* ("AODA") which are rules established by the Province to help businesses and organizations identify, remove and prevent barriers to accessibility. The AODA requires accessibility of goods, services, facilities, accommodations, employment as well as information and communication.

14. Accept or Reject Proposal

The Municipality reserves the right to accept or reject any or all proposals and recommendations and may waive minor errors or omissions in any proposal. The Municipality reserves the right to select a Vendor, who in the Municipality's opinion, and upon the Economic Development Committee's approval provides the most advantageous solution and demonstrates their ability to provide the expected outcomes of the proposals that will best serve the interests of the Municipality. The Municipality is not obligated to award the contract based on the lowest price or any other particular factor.

The Municipality will not be liable or reimburse any firm for the costs they incur to prepare their proposals. The Municipality also reserves the right to substitute components where the Municipality considers that an alternative may be more suitable and the right to modify any and all requirements stated in the RFP at any time prior to the possible awarding of the contract.

15. Termination of Contract

Either the Vendor or Municipality may terminate the contract, once awarded, at any time upon giving notice in writing at least thirty days prior to the date of termination without penalty or recourse. In the event of such termination, the Vendor will be paid for services up to and including the date of termination.

Thank you for your interest in the Municipality of Huron East Community Branding project!

Schedule A: Respondent's Covenant

I hereby verify that the information and bid(s) contained within this Proposal/Submission are accurate and complete; and, that the below noted company (and/or disclosed subcontractor(s)) shall meet all contract specifications and requirements.

The Respondent covenants and agrees that this Proposal/Submission (and Bids) is valid until time of final product delivery in 2024 (as per timeline stated in the enclosed RFP document).

SUBMITTED BY (Company Name): _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____

SIGNED BY (Authorized Official):

Signature

Print Name

WITNESS:

Signature

Print Name

DATE: _____

Corporation of the Municipality of Huron East

RFP Huron East Community Brand

Closing: Before 12:00 p.m., June 21, 2024