

# REQUEST FOR PROPOSAL



# CALGARY ECONOMIC DEVELOPMENT MEDIA AGENCY OF RECORD

Reference Number: 2410-001

**Issued: October 17, 2024**

**Responses Due: November 7, 2024**

**Calgary Economic Development Ltd**  
Suite 2600, 237, 4th Ave. SW  
Calgary, Alberta, T2P 4K3  
Phone: (403) 221-7831 or 1-888-222-5855

# REQUEST FOR PROPOSAL



## Table of Contents

- 1. INTRODUCTION ..... 3
- 2. TIMELINES ..... 3
- 3. DEFINITIONS..... 3
- 4. STANDARD FORM CONTRACT ..... 3
- 5. VENDORS QUESTIONS..... 4
- 6. CONFLICT OF INTEREST ..... 4
- 7. VENDOR EXPENSES..... 4
- 8. CONFIDENTIALITY ..... 4
- 9. BACKGROUND..... 4
- 10. PURPOSE OF THE PROJECT ..... 5
- 11. OBJECTIVE OF THE PROJECT ..... 5
- 12. DELIVERABLES ..... 5
- 13. FEES AND PAYMENT TERMS ..... 6
- 14. CONTRACTING MANAGER ..... 6
- 15. PROPOSAL EVALUATION CRITERIA ..... 6
- 16. SUBMISSION INFORMATION..... 6
- 17. CED RESERVATION OF RIGHTS ..... 7
- 18. INTELLECTUAL PROPERTY ..... 7
- 19. NO FURTHER CONTRACT OR LIABILITY ARISING FROM RFP PROCESS ..... 8
- APPENDIX A – EVALUATION CRITERIA ..... 9

# REQUEST FOR PROPOSAL



## 1. Introduction

Calgary Economic Development Ltd (CED) invites qualified firms with a Calgary office to submit a proposal for the above titled Request for Proposal (RFP). A proposal, in electronic form, together with six hard copies must be submitted no later than 16:00 MST, November 7, 2024. The electronic copy should be sent to the attention of the contracting manager by email as noted in item 14. The hard copy proposals must be submitted in a sealed package labeled <Calgary Economic Development Media Agency of Record and 2410-001> before the closing date with the Vendor's name on the outside of the envelope. Late proposals will not be accepted.

## 2. Timelines

<b>RFP Release</b>	October 17, 2024
<b>Deadline for Questions</b>	October 24, 2024
<b>Proposal Submission Date</b>	November 7, 2024
<b>Shortlisted Vendors Notified</b>	November 21, 2024
<b>Meetings with Shortlisted Vendors</b>	Week of December 2, 2024
<b>Successful Vendor Notified</b>	December 10, 2024
<b>Project Kick-off</b>	December 11, 2024

## 3. Definitions

"CED" means Calgary Economic Development Ltd.

"Request for Proposal (RFP)" means this document including attached appendices.

"Contracting Manager" means the person identified in clause 14 of this RFP.

"Vendor" means an organization responding to this RFP.

"Proposal" means a Vendor's response to this RFP and includes all of the Vendor's attachments and presentation materials.

"Services" means the duties, tasks, and responsibilities as described in this RFP.

## 4. Standard Form Contract

By submitting a Proposal, a Vendor acknowledges it agrees that the terms and conditions of this RFP are incorporated by reference into its Proposal. If a Vendor's Proposal is accepted by CED, the Vendor will be expected to execute CED's standard contractor

# REQUEST FOR PROPOSAL



agreement. Vendors who are unwilling to abide by these standard terms and conditions should not submit a Proposal.

## 5. Vendors Questions

All questions regarding this RFP must be directed in writing to the Contracting Manager. Questions will be answered at the discretion of CED and those responses will be shared with all Vendors who submit a proposal.

The Vendor must immediately notify the Contracting Manager in writing of any ambiguity, divergence, error, omission, oversight, or contradiction in this RFP discovered by the Vendor and request whatever clarification is required to prepare the Vendor's Proposal.

In order for CED to deal effectively with Vendor questions or concerns about any terms, conditions or requirements of this RFP, including the standard terms and conditions, such questions or concerns must be communicated in writing to the Contracting Manager in accordance with the Timeline indicated in item (1) above. Questions received after this time will be answered if, in the opinion of CED, time permits.

## 6. Conflict of Interest

Vendors must fully disclose, in writing, to the Contracting Manager on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Vendor contracted with CED under this RFP. CED may reject any Proposal where, in the opinion of CED, the Vendor is or could be perceived to be in a conflict of interest.

## 7. Vendor Expenses

The Vendor is responsible for all costs of preparing and presenting its Proposal.

## 8. Confidentiality

All information provided by or obtained from CED in any form in connection with this RFP either before or after the issuance of this RFP, including any confidential information is the sole property of CED, and must be treated as confidential; is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract; must not be disclosed without prior written authorization from CED; and must be returned by the Vendor to CED, or destroyed if held in electronic format, immediately upon the request of CED.

## 9. Background

Calgary Economic Development (CED) collaborates with industry and government to position Calgary for long term economic success through the expansion, retention and acquisition of companies, capital and talent. Our work is guided by Calgary's economic strategy: Uplook, which sets out to achieve the bold vision for Calgary as a place where bright minds and big ideas come together with an unmatched spirit to help solve global challenges.

# REQUEST FOR PROPOSAL



As a storyteller for the city of Calgary and a thought leader in the economic development landscape, CED works to shift perceptions of Calgary locally, nationally and internationally, and to increase Calgary's and CED's share of voice. To that end, our key audiences are talent, business decision makers, all orders of government and media.

Paid media campaigns are a key part of CED's overarching marketing strategy, helping to increase awareness for Calgary and consideration among our target audiences for Calgary as a destination to live, work and play. Paid media also works in concert with our owned media, helping to amplify our organic storytelling here and abroad.

With the recent launch of the Blue Sky City brand, there is an opportunity for CED to collaborate with a media agency on bringing the brand to life for its key audiences locally, nationally and internationally.

## 10. Purpose of the Project

CED seeks to form a partnership with a strategic media agency for the next three years to collaborate in creating impactful media strategies and plans that align with our vision and help drive our business and marketing objectives. To that end, we are seeking a media agency to provide media strategy, media planning and media buying services to our organization.

## 11. Objective of the Project

The selected media agency of record will collaborate with CED to develop strategic and innovative campaigns that help drive our 2025 objectives, outlined below:

- Increase adoption of brand among Civic Partners.
- Increase awareness of Calgary's key sectors and *Uplook: An Action Plan for Our Economy*.
- Position CED as an economic thought leader and convener.
- Position OCIF as an important driver of economic diversification.
- Position Calgary as a destination of choice for talent.

## 12. Deliverables

Vendor submissions must answer why you're the ideal fit for CED and include the following outputs:

- Overview of your team and credentials – what sets you apart from other media firms
- Strategic approach to media planning and buying
- Approach to client relationship management and creative agency collaboration
- Use of technology: data and data insights
- Examples of current and past client work
- Results/Achievements

# REQUEST FOR PROPOSAL



CED will entertain other suggested deliverables by Vendors. If background resources are requested and shared, vendors will be required to sign a non-disclosure agreement.

## 13. Fees and Payment Terms

Proposals should include a full breakdown of the Vendor's fees and disbursements in completing the Services. Prices must be stated in actual dollars and cents expressed in Canadian funds and inclusive of all taxes except for GST, which should be itemized separately.

Please provide options for the project team to contribute to reduce project costs and be prepared to consider which aspects of the proposal might be optional.

The Vendor agrees to invoice CED monthly based on progressed completion of the Services as described in this contract. All pre-approved expenses and disbursements are to be invoiced as they are incurred together with the monthly progress billing.

## 14. Contracting Manager

For the purposes of the provisions of information surrounding this contract or the administration of the contract, the contracting manager is:

Calgary Economic Development Ltd.

**Attention:** Stephenie Motyka

Manager, Marketing

237 4 Ave SW Suite 2600

Calgary, Alberta T2P 4K3

Canada

Telephone: (403) 888-6748

Email: [smotyka@calgaryeconomicdevelopment.com](mailto:smotyka@calgaryeconomicdevelopment.com)

## 15. Proposal Evaluation Criteria

Vendors should be aware that certain mandatory requirements have been set out in the Evaluation form. Proposals that fail to provide these requirements may not be evaluated. See Appendix A for Report and Evaluation criteria.

## 16. Submission Information

Proposals must be received by email and hardcopy before 16:00 MDT, November 7, 2024.

Please send or deliver 6 printed hardcopies of the proposal to:

Calgary Economic Development

Suite 2600, 237, 4<sup>th</sup> Ave. SW

Calgary, Alberta, T2P 4K3

Canada

# REQUEST FOR PROPOSAL



**Attention: Stephenie Motyka, Manager, Marketing**  
smotyka@calgaryeconomicdevelopment.com

After the Proposal Submission Date, CED may post the identity and addresses of the Vendors.

CED may elect to not consider any proposal that:

- Is received after the exact time and date noted above.
- Does not indicate the request for proposal's title, closing date and Vendor's name on the proposal in response to the RFP;
- Is delivered to an address other than that provided above;
- Transmitted proposals will be accepted if the proposal is received before the submission deadline to the email address provided above.

## 17. CED Reservation of Rights

CED reserves the right:

- To not consider, or to reject, any or all proposals in whole or in part for any reason whatsoever in its sole and absolute discretion;
- To accept any proposal in whole or in part, even if it does not comply with the terms of this RFP;
- To short list vendors, and require a presentation by the vendors short-listed and/or the provision of additional information by such short-listed vendors;
- To, at any time, add, delete or modify this RFP and to have the vendors advise CED of the effect of such changes on their proposal and/or have the vendors resubmit their proposals in light of same;
- To negotiate at any time with any one or more of the vendors to the exclusion of the other vendors; and
- To not proceed, for any reason, with this RFP or the project contemplated in this RFP.

## 18. Intellectual Property

Unless otherwise agreed and confirmed in writing:

(a) All material, including but not limited to programs, reports, notes, maps, drawings, photographs, data, forms and other records prepared, created, written or recorded by ("IP"): (a) the Vendor, or (b) CED or (c) the Vendor and CED jointly, in connection with the Services under any agreement incorporating the terms and conditions of this RFP, a proposal, or as a deliverable under any agreement arising therefrom (an "Agreement"), will be the property of CED; accordingly, the Vendor hereby assigns to CED all rights, title and interest it may have from time to time in such material and all intellectual property rights therein will vest in CED.

(b) During the term of the relevant Agreement, the Vendor shall have a nonexclusive, non-transferable license to use such IP of CED is jointly created for the sole purpose of providing and completing the Services. Upon the termination or completion of a specific project or Agreement, the Vendor will promptly return such material to CED whether completed or

# REQUEST FOR PROPOSAL



not. Notwithstanding the preceding sentence, the Vendor may retain for archival purposes a single copy of each item of such material; and

(c) Every invention, discovery or improvement developed by the Vendor in the course of, or in connection with, performing the Services under an Agreement where the invention, discovery or improvement has been initiated or directed or specifically requested by CED, will be the property of CED and, accordingly, the Vendor hereby assigns any intellectual property right to any such invention, discovery or improvement developed to CED. The Vendor will cooperate fully in the establishment and maintenance of all intellectual property rights accruing hereunder to CED. This provision will survive the termination of any Agreement and to the extent necessary or desirable, the Vendor will take such actions as are reasonably requested by CED after termination of an Agreement with respect to intellectual property rights created during the term of the Agreement. The parties acknowledge and confirm that any intellectual property that was developed prior to the relevant Agreement, or that was developed by the Vendor independently from such Agreement with CED or that was developed at the sole initiative of the Vendor without any prior initiation or direction or request from CED will be outside the scope of this clause 16. If the Vendor needs access to data of CED in order to carry out Services under an Agreement incorporating the terms and conditions of this RFP, CED will grant a nonexclusive, non-assignable license to have access to and to use that data.

## 19. No Further Contract or Liability Arising from RFP Process

By submitting a Proposal, the Vendor agrees and acknowledges that:

- Nothing in this RFP nor the submission of the Proposal nor the review and consideration of the Proposal by CED nor will any communication between the parties in relation to the RFP or the Proposal operate to obligate any party to enter into any further business relationship with the other party and, in particular, if CED decides to engage the Vendor in connection with the subject matter of the RFP then such engagement may only occur pursuant to a written agreement that has been signed by both parties and, absent such written agreement, CED will have no further liability or obligation to the Vendor in connection with the subject matter of the RFP;
- The Vendor is participating in this RFP process at its sole risk and expense, and CED will not be liable to the Vendor for any costs, expenses or liabilities incurred by the Vendor in any way arising in connection with the Vendor's participation;
- CED has made no representations other than those expressly stated in this RFP;
- CED has the right to cancel this request for proposals at any time and to reissue it for any reason whatsoever or decide not to reissue it for any reason, without incurring any liability and no vendor will have any claim against CED as a consequence; and
- The Proposal and any accompanying documentation submitted by the Vendor will become the property of CED and will not be returned.



# REQUEST FOR PROPOSAL



## APPENDIX A – EVALUATION CRITERIA

### Calgary Economic Development Media Agency: RFP Evaluation

Proposal Criteria	Possible Points Awarded	Mark	Comments
Strategic thought/innovative media ideas	20		
Team bench strength	20		
Innovation (technology, data and data insights)	15		
Client relationship management and creative agency collaboration	15		
Business and economic development acumen	15		
Fees have been clearly outlined and are competitive	15		
<b>Total</b>	100		