



# **Town of Prescott Request for Proposal (RFP)**

## **Addendum 1**

### **Rebranding and Marketing Strategy**

**RFP No. ED.2024.10.01**

**RFP Coordinator:**

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**RFP Issued: October 21, 2024**

**RFP Questions Deadline: November 1, 2024**

**Addendum #1 Issued: November 6, 2024**

**Submission Deadline: November 15, 2024 at 4:00 PM (EST)**

This Addendum #1 is hereby issued to supplement the Town of Prescott Rebranding & Marketing Strategy Request for Proposals with answers to questions received prior to the deadline.

Furthermore, this addendum serves to notify all bidders of the following changes to the solicitation documents:

- It was brought to the attention of the Town of Prescott that the RFP contained varying deadline submission times. Please note the RFP submission deadline is November 15, 2024 at **4:00 P.M. EST.**

**Questions and Answers:**

1. Is there a ballpark budget associated with this project that can be shared? Having an understanding of a budget or budget range is helpful in determining what is needed for resourcing and planning to complete this project.

Answer: We've established a budget of \$50k however there is some flexibility.

2. What is driving the timeline (end of June completion) and how firm is the deadline? Is it expected that all final assets are delivered by this date?

Answer: We're hoping to soft launch the new brand assets in line with our 2025 peak visitor season. That being said, there is some flexibility in regard to the project timeline if warranted.

3. Could you please provide any insights regarding the budget range or any specific financial considerations we should be aware of?

Answer: Yes, please see answer to Question 1.

4. Is it the intention to have distinct logos for the Town, Economic Development, Tourism, Community Services, Museum and Downtown BIA? So a total of 6 logos? Or are you looking for one "master" brand logo with extensions?

Answer: Our intention is to develop one master logo with extensions, in order to adopt consistent branding across all sectors.

5. Is the bid solicitation open to the public or invite-only?

Answer: We have posted the RFP on public bidding sites and sent dedicated invites to firms we felt might be a good fit, based on previous work/clients.

6. Can you confirm that you are hoping to see 3x options for visual brand elements (ie., new logos) for each of the Municipal sectors listed in section 4.3 (tourism, EcDev, community services, museum, BIA)?

Answer: See answer to question 4

7. It seems as though the RFP is meant to link to the EcDev and Tourism Strategy on pg. 13, but the link isn't working for me. Can you confirm this is the document it is referring to?

Answer: See links to relevant documents below.

[Economic Development & Tourism Strategy](#)

[Corporate Strategic Plan](#)

[Downtown Design Guidelines](#)

8. I would like to understand if the Town of Prescott accepts foreign vendors for this project.

Answer: We aren't restricting the opportunity to Canadian based vendors, however our preference is for some aspects of the work to be completed in person e.g. the stakeholder consultation aspect.

9. Current Brand Insights: Has Prescott gathered any brand perception or community feedback in recent years? Existing insights would deepen our approach to brand discovery.

Answer: The Fort Town aspect of our branding evokes a lot of opinions either for or against. The general consensus is that Prescott's identity is too wrapped up in the Fort identity and we have many other assets that showcase Prescott's unique identity.

10. Success Metrics: Are there specific metrics Prescott considers essential in evaluating the success of this rebranding effort, short-and long-term?

Answer: Short term - local buy in and adoption will be a critical success factor

Long term - enhanced community and brand recognition translating into new visitors and investment

11. Community and Stakeholder Engagement: Are there particular community groups you see as crucial in the engagement process to ensure the brand resonates across diverse audiences?

Answer: Council, tourism operators, local businesses, diverse cross section of residents

12. Clarification on Section 4.3: In your request for three concepts for Prescott and three for other municipal sectors, do you envision these sectors as distinct brands under the larger Prescott brand system, or as standalone brands? Our approach would be to develop them as unique identities within a cohesive Prescott brand family, ensuring unity and flexibility - however, we wanted to clarify your expectations there.

Answer: We prefer the approach of developing them as unique identities within a cohesive Prescott brand family to achieve overall unity and flexibility

13. Asset Priorities: Beyond standard brand assets, are there unique materials you envision as essential—such as signage, wayfinding, or digital elements?

Answer: Digital elements will be the most critical piece in regards to material development.

14. Section 4.3, point #4: Are the "three (3) distinct Branding options" to be final versions of the logo/brand or concepts that will be further developed once a final choice is selected?

Answer: We'd like to see some initial concepts to select from for the development of the final logo family.

15. Would providing an estimated cost range based for the deliverables outlined in this RFP be acceptable?

Answer: Yes

16. In Section 4.2, Subsection C Brand Implementation: for the brand guides or manuals, would visual examples for each subcategory, ie. a sample of 1 page of a website, print ad, social media post, etc be sufficient?

Answer: Yes, visual examples would be sufficient for the subcategories

17. In the creation of the Branding & Marketing Implementation Action Plan, would there be a benefit to including the timing & cost estimates of an asset library (ie. original photography, or creative assets) to be leveraged by the multiple departments?

Answer: We have an asset library that we continue to build on, especially as new marketing materials warrant and see benefit in a component to top up/add new assets to the library as required.

18. With reference to 4.2 Description of services / Project Management:
- c. Facilitate two (2) or more community meeting/focus groups... to determine existing attitudes...
  - e. Conduct community engagement & presentations with: Community Focus Groups - up to two (2) reports to community and focus groups
- Can you confirm how many total community consultations/focus groups are expected? I.e. Two total that involve both a presentation and discussion component, or 4 total sessions?

Answer: We anticipate 2 initial consultation sessions (one public, one council/staff) then likely only the one public follow up session and one council session.

19. Will the Proponent be responsible for identifying / recruiting participants for these community focus groups, or will the client manage this aspect?

Answer: Prescott has existing lists/communication networks where focus group members can be recruited from and will work with the chosen partner to facilitate this process.

20. Regarding the Focus group(s) and other community meetings -

- a. Are these to be conducted in person or virtually?

Answer: Either option along with a hybrid approach would work for this project.

- b. Does Prescott have an existing list, cohort or social media group which directly addresses what represents the communities' members need for input, or will this "focus group" need to be developed by your chosen partner through this process?

Answer: Prescott has existing lists/communication networks where focus group members can be recruited from and will work with the chosen partner to facilitate this process.

- c. Have these community meetings/focus groups been conducted by the municipality before?

Answer: Most recently, focus groups have been conducted as part of municipal strategic & ec dev/tourism strategic planning activities, along with the official plan amendment process.

21. Regarding the minimum of three (3) distinct Branding options to be selected from for the following Municipal sectors:

- a. Economic Development (Invest)
- b. Tourism (Explore)
- c. Community Services (Join In)
- d. Prescott Museum
- e. Downtown Prescott BIA (RiverWalk District)

Are each of these 5 departments/ABC's managed by different decision makers, or will the creative process, feedback and decision-making be consolidated along with the main Town of Prescott's rebranding exercise?

Answer: This process will be consolidated along with main branding through the project management team.

22. Is 7 months a requirement to complete this exercise? In our experience, completing a branding project of this scope typically takes 2-3 months, with our estimated time of delivery in March 2025. Can the project be delivered earlier than June 30th or can you share your timeline and your thinking on this delivery date?

Answer: We have no concerns with the work being completed within an earlier time frame. We selected that time frame based on the industry average noted in example RFP's referenced.

23. Fee Breakdown Preference: Should each project phase be itemized with associated costs for specific deliverables (e.g., research reports, branding assets, rollout plans), or would a high-level cost per phase be sufficient?

Answer: High level cost per phase is sufficient

24. Optional Services: Is it acceptable to include additional costs for optional or supplementary services within the same schedule, or would Prescott prefer those listed separately?

Answer: We'd prefer optional/supplementary services be provided separately

25. We're curious to understand what led you to pursue this project now?

Answer: Our focus has been on strategy and product development over the past 5 years and we're in a position to move forward with marketing community assets now.

26. What is the greatest challenge the Town is currently facing?

Answer: Lack of awareness

27. Who are your most significant competitors (top 3)?

Answer: Brockville, Gananoque, Merrickville

28. Could you please let me know if you accept proposals internationally?

Answer: See question 8

29. In respect to destination marketing, resident attraction and investment, are you able to share any examples of high-level marketing activities that the Town is or has deployed in the past 12 - 24 months? I'm just looking for a high level idea, including marketing, events, advertising, lead generation strategies, etc.

Answer: Our focus has been on strategy and product development over the past 5 years and we're in a position to move forward with marketing community assets now. We purchased consumer analytics licensing to obtain significant consumer profile data to facilitate the subsequent marketing strategy and utilize data in future marketing/investment attraction activities. Our typical marketing is digital vs print focused and investment attraction has been more targeted to-date vs widely marketed. Event and sports tourism is a significant focus as our annual roster of events, facilities and accommodation partners continues to grow. Advertising has been focused on local/regional markets to-date.

30. Just to be clear, is the Town seeking to develop a unified brand identity system that will provide a logo and look/feel for visual brand materials for not only the Town, but for Economic Development (Invest), Tourism (Explore), Community Services (Join In), Prescott Museum and the Downtown Prescott BIA (RiverWalk District)? This means they'd each have a logo version to represent their department/organization, in addition to a visual branding style for marketing and communication materials?

Answer: Correct, we'd like to develop a master logo so to speak, with complementary logos for each sector noted. Brand guidelines would be required for the main corporate logo, ec dev & tourism divisions. The remainder would take guidance from branding styles developed for corporate/ec dev/tourism.

31. Brand Vision and Priorities:

Are there specific historical or cultural elements of Prescott that should be strongly emphasized in the brand narrative?

Answer: Refer to RFP section 3.2 & 4.2

How involved would the Town like to be in the creative process? Are there particular points where you'd like our team to present options or get feedback?

Answer: Refer to RFP section 4.2

Will a formal brief be provided?

Answer: A project debriefing will be provided during the initial meeting with the selected proponent.

Is there a refresh of the entire website included in the scope of work?

Answer: No

32. Community Engagement Expectations:

Are there particular community groups or key demographics you would like prioritized in our engagement activities?

Answer: Refer to RFP section 4.2-1. Clarification will be provided to selected proponent.

How will Town representatives participate in or support community engagement activities, such as focus groups or feedback sessions?

Answer: Prescott has existing lists/communication networks where focus group members can be recruited from and will work with the chosen partner to facilitate this process.

33. Project Schedule and Milestones:

What are the specific decision-making points for approving project deliverables? Are there set timelines for feedback or review?

Answer: Refer to RFP sections 2.4 & 4.2-1

34. Budget and Financials:

Would the Town like options for scaling the scope of work up or down depending on budget allowances?

Answer: That would be acceptable.

Are there other budget constraints or in-kind resources available that may influence the approach to deliverables?

Answer: To be defined with selected proponent.

35. Evaluation Metrics for Project Success:

Beyond quantitative metrics, are there qualitative indicators of success that the Town would like to see from the rebranding and marketing campaign?

Answer: To be defined with selected proponent.

Will there be a regular process to review and refine the brand or marketing strategy after launch?

Answer: Refer to RFP section 4.2

36. Post-Implementation Support:

Would the Town prefer that the selected consultant provide ongoing support post-implementation, or is the intent for the Town to manage the brand and strategy independently?

Answer: Refer to RFP section 4.2

If additional support is desired, are there specific services the Town anticipates needing after the initial launch (e.g., campaign updates, staff training, social media management)?

Answer: Refer to RFP section 4.2

37. Formatting and Optional Elements:

Are there any preferred templates or formats for presenting additional information, such as case studies or sample designs?

Answer: Refer to RFP section 2.4

Can optional materials, such as samples of previous work or mock-ups, be included, and will these be considered in the scoring?

Answer: Refer to RFP section 2.4.4

38. Presentation or Interview Stage:

If presentations are part of the evaluation, how much time should be allocated, and are there specific topics or details the Town would like emphasized during this stage?

Answer: To be defined with selected proponents.

Will additional scoring criteria apply to the presentation or interview, or will it serve as a clarification of the written submission?

Answer: Will serve as clarification of written submission.

39. Proposal Adjustments or Addendums:

If an addendum significantly changes the scope or timeline, will additional time be granted to adjust proposals?

Answer: Not applicable

40. Selection and Post-Evaluation Process:

Will feedback be available for non-selected proposals, and is there an opportunity for a debrief on proposal strengths and weaknesses?

Answer: Rudimentary feedback will be provided as part of the response. Debriefing requests will be considered individually.

If selected, would there be a negotiation stage for adjusting the scope, budget, or other project details before finalizing the contract?

Answer: Refer to RFP section 1.6

41. Digital Submission Specifics:

Are there file size restrictions for email submissions, and should attachments be in a specific format (e.g., PDF only)?

Answer: No size restrictions, PDF is the preferred format.

Should each document or appendix be sent as a separate attachment, or should all components be compiled into a single PDF?

Answer: Refer to RFP section 2.4

42. References and Past Work Verification:

How would you prefer references be included? Should they be detailed within the main proposal, or would a separate appendix be appropriate?

Answer: Either format is acceptable.

Are there any particular aspects of past work or experience that you would like references to confirm?

Answer: Refer to RFP section 2.4