



REQUEST FOR PROPOSALS

Two-Year Service Agreement for Social Media Content

Lac La Biche County

RFP Number:

EC-64-2021-01

Proposal Closing Date and Time:

Proposals must be received by Friday,
February 26, 2021 at 16:00 (MST) at
ecdev@lACLAbichecounty.com.



Lac La Biche County
welcoming by nature.

A. GENERAL INFORMATION

1. Definitions

“Contractor” means the proponent whose proposal has been accepted by Lac La Biche County and is awarded a contract to carry out the work

“County” means Lac La Biche County

“Lac La Biche Region” means the geographic area, not limited to Lac La Biche County, in which the County takes an interest in tourism development and promotion (see *Overview and Background* below)

“Proponent” means a responder to this RFP

“Proposal” means a proposed plan to carry out the work, submitted by a proponent in response to the RFP

“RFP” – Request For Proposals

“Work” means and includes all tasks required to be done for the fulfillment and completion of the project, in accordance with this RFP

2. Overview and Background

Lac La Biche County requires a contractor to consistently provide tourism promotional content for Lac La Biche Region social media channels, which exist on Facebook, Instagram and Twitter platforms. The County is seeking proposals for two-year service agreements to meet this need.

Lac La Biche Region includes but is not limited to Lac La Biche County and neighbouring Indigenous communities (Beaver Lake Cree Nation, Heart Lake First Nation, Buffalo Lake Métis Settlement and Kikino Métis Settlement) and also includes select tourism attractions and experiences located within day-trip distance of Lac La Biche County (Métis Crossing, etc.).

Lac La Biche Region is currently known as a destination for outdoor recreational pursuits like camping and fishing. The County wishes to increase travellers’ awareness of additional outdoor experiences that are available, as well as cultural tourism, festivals and events, and other attractions.

Tourism has been identified as a priority in Lac La Biche County Council's Strategic Plan, and the County's commitment to developing and maintaining a regional tourism industry has been further affirmed by the creation of a Tourism Strategy & Product Development Plan in 2019 and Economic Development Strategy in 2020. Consistent promotion of tourism and engagement with online audiences is necessary to support this goal.

3. Scope of Work

This RFP is intended to solicit proposals for two-year service agreements to provide tourism promotional content for Lac La Biche Region social media channels, which exist on Facebook, Instagram and Twitter platforms.

A. Social Media Content

Content will be provided in accordance with the following guidelines:

- A minimum of three (3) posts per week on Lac La Biche Region's Facebook Page
- A minimum of three (3) posts per week on Lac La Biche Region's Instagram account
- A minimum of one (1) tweet per week on Lac La Biche Region's Twitter account
- A minimum of one (1) Facebook Live event per month

- Content must be optimized for the social media platforms on which it is used.
- At least 70% of content must be original. It is acceptable to share content from other relevant sources (local tourism operators, etc.) to comprise the remaining percentage of content.
- Content must reflect the variety of tourism attractions and experiences, including festivals and events, that are available in Lac La Biche Region.
- Content must align with Lac La Biche County's tourism promotional priorities, which may change at short notice, and which will be shared with the Contractor on an ongoing basis.
- Facebook Live events will promote specific tourism attractions and experiences, including festivals and events, and/or local businesses that provide services to visitors and form part of the visitor experience. The County reserves the right to request in advance that Facebook Live events take place at certain times and locations.

To meet the above requirements, occasional evening and weekend work will be required. The Contractor will be occasionally required to visit local businesses and tourism operators, and will be required to attend the following festivals and events (all dates may be subject to change, depending on COVID-19 protocols and other considerations):

- Winter Festival of Speed and Family Day activities (February)
- Beaver Lake Cree Nation Pow Wow (June/July)
- Canada Day at Lac La Biche Mission (July 1)
- Plamondon Mud Bogs (July)
- Lakeland Country Fair (August)

B. Social Media Reporting

The Contractor will provide the County with bi-monthly reports on social media performance, including statistics. The Contractor will be available for scheduled meetings with County staff members to discuss content focus and priorities and other considerations.

4. Cost

Proponents should identify their evaluated costs associated with the Scope of Work described in this RFP and submit a fair and reasonable offer for consideration. Proponents should provide justification for any and all costs and scope changes beyond the Scope of Work described in this RFP.

5. Questions and Clarification

Proponents should familiarize themselves with the contents of this RFP. If proponents have any questions, or if they feel there have been any errors or omissions, requests must be submitted in writing to Lac La Biche County's Economic Development Officer, Jana Rowe, by emailing ecdev@lACLAbichecounty.com. The following stipulations apply:

- i. Questions must be submitted no later than noon (12 p.m.) MST on **Thursday, February 18, 2021**.
- ii. Answers to all submitted questions and clarification requests will be posted on Lac La Biche County's website by **Monday, February 22, 2021**, and will be considered an Addendum, becoming part of the official RFP documents.

B. PROPOSAL SUBMISSION REQUIREMENTS

1. Submission of Proposals

Proposals should be clearly marked with the proponent's name and address and the RFP program title and number. Electronic submissions should be addressed to the following:

Lac La Biche County Economic Development Department

ATTN: Jana Rowe

Email: ecdev@laclabichedev.com

Proposals should be received on or before the following closing time:

CLOSING TIME: 4:00 p.m. MST

CLOSING DATE: Friday, February 26, 2021

It is the responsibility of the proponent to ensure a proposal has been received at the above address by the indicated closing time. A proponent wishing to make changes to their proposal after submission but prior to the closing time may do so by submitting the revisions by email (ecdev@laclabichedev.com). Proposals received after the closing time will not be accepted or considered.

Submissions must include the following:

- A corporate profile, which may include profiles of staff members who will be dedicated to this service agreement, if applicable.
- Three (3) references for similar or relevant projects or services.
- Three (3) examples of relevant social media use and/or online content creation by the proponent (screenshots are acceptable for social media examples).
- A thorough explanation of how the proponent intends to complete the work described in this RFP.
- An explanation of the proponent's understanding of Lac La Biche Region's tourism promotional needs and best practices for social media use.
- Proof of professional and general liability insurance (Lac La Biche County will need to be named as an additional insured on general liability insurance, should the proponent be awarded the contract).
- An assessment and breakdown of costs, which may include qualifiers, conditions and assumptions in Canadian dollars. Proponents should identify expected staffing levels that will be required to complete the service agreement, and if these resources currently exist within the proponent's organization or if additional resources are included in a proposal's costs.

2. Proposal Preparation Cost

All expenses incurred by the proponent in the preparation and submission of a proposal are the cost of the proponent, with the express understanding that no claims for reimbursements against the County will be accepted. The County will not be responsible for any costs involved in or associated with any meetings, discussion or negotiation following submission of a Proposal that may lead to acceptance of a Proposal and awarding of a contract.

3. Proposal Evaluation

The County recognizes that “best value” is the essential consideration in purchasing a product or service, and therefore the County may prefer a proposal with higher costs if it offers greater value and better serves the County’s interests, as determined by the County, over a proposal with lower costs. Proposal submissions will be evaluated based on criteria including experience, qualifications, references and examples provided, proposed plans and costs.

The County may choose to request an interview or an oral presentation from a proponent at its discretion.

A. Evaluation Criteria

Background, Profile and Operations (10)
<ul style="list-style-type: none"> • Background, history and philosophy. • Expertise. • Success track record.
Agency Resources and Expertise (30)
<ul style="list-style-type: none"> • Demonstrated ability to manage a service agreement of this size. • Knowledge of Lac La Biche Region and the regional tourism market. • Related prior experience, including experience working with regional businesses, tourism operators and event organizers.
Service Understanding, Methodology and Approach (40)
<ul style="list-style-type: none"> • Demonstrate knowledge of Lac La Biche Region and the regional tourism market. • Highlight service deliverables and proposed tactics to achieve them. • Provide examples of relevant social media use and/or online content creation.
Capacity (10)
<ul style="list-style-type: none"> • Experience and ability to carry out a service of this nature.
Agency Remuneration (10)
<ul style="list-style-type: none"> • Outline of fees and expenses and payment schedule.

Proposals submitted should have enough detail to allow the County to determine a proponent's qualifications, capabilities and methodology. Every effort should be made to include the complete details of the proposed work.

The County reserves the right not to be liable for misunderstandings or errors in this RFP. Furthermore, the County, at its sole discretion, reserves the right to take any of the following actions:

- Reject any or all proposals, in whole or in part
- Reject any proposal it considers not to be in its best interests
- Waive any minor irregularity or insufficiency in a submitted proposal
- Issue addenda to the Request for Proposals
- Contact references provided by proponents
- Retain independent persons or contractors for assistance in evaluating proposals
- Request points of clarification to assist the County in evaluating proposals
- Negotiate changes with the successful proponent
- Withdraw the Request for Proposals

B. Awarding Committee

Proposals will be evaluated by two (2) representatives of Lac La Biche County's Economic Development department and one (1) representative of the Communications department.

C. Ownership of Material

Once submitted, all proposals become the property of the County. Proposals will remain confidential and copies will only be made for internal review, or for review by any financial, legal and/or technical agencies working with the County.

C. GENERAL TERMS AND CONDITIONS

The following terms apply to this RFP and to any subsequent contract(s). Submission of a proposal in response to this RFP indicates acceptance of the terms and conditions contained in the RFP.

A. Acceptance of Proposals

This RFP should not be considered as an agreement to purchase goods or services. The County is not bound to accept the lowest price or any proposal submitted.

Proposals will be assessed based on the evaluation criteria. The County will be under no obligation to receive further information, whether written or oral, from any proponent.

Neither acceptance of a proposal nor execution of a contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or bylaw.

B. Definition of Contract

Only the full execution of a written contract will constitute a contract for the services, and no proponent will acquire any legal or equitable rights or privileges relative to the services until this occurs.

C. Right to Accept or Reject Proposals

The County reserves the right to accept or reject any or all proposals, in whole or in part. Only the full execution of a written contract will constitute a contract for the services, and no proponent will acquire any legal or equitable rights or privileges relative to the services until this occurs.

D. Use of a Request for Proposal

This document, or any portion thereof, may not be used for any purpose other than the submission of proposals.

E. Modification of Terms

The County reserves the right to modify the terms of the solicitation at any time at its sole discretion prior to and including the closing date of the competition.

F. Inquiries

Note that all inquiries will be compiled, answered and posted as part of the RFP to ensure that all proponents are provided with the same information.

G. Submission of Proposals

By submission of a clear and detailed written notice, a proponent may amend or withdraw their proposal **prior to the closing date and time**. At closing time, all proposals become irrevocable. By submission of a proposal, the proponent agrees that, should their proposal be successful, the proponent will enter into a contract with the County. Proposals will not be returned. Submitted proposals become the property of the County.

H. Delay In Negotiating a Contract

If a written contract cannot be negotiated within a reasonable period of time with the successful proponent, the County may, at its sole discretion at any time thereafter, terminate negotiations with the proponent and either negotiate a contract with the next

qualified proponent, or choose to terminate the solicitation process and not enter into a contract with any of the proponents.

I. Successful Proposal

By submission of a proposal, the proponent agrees that, should their proposal be deemed successful, the proponent would then enter into a contract with the County.

J. Governing Legislation

This Request for Proposal is subject to all applicable legislation, including the *Municipal Government Act* and the *Freedom of Information and Protection of Privacy Act*, the bylaws and policies of Lac La Biche County, and all other relevant governing legislation.