



August 18th, 2021

Request for Proposals

Introduction

The Portugal Cove – St. Phillip’s (PCSP) Chamber of Commerce is seeking proposals from firms, based out Newfoundland & Labrador, to help us develop and launch a social media campaign for our Live Local website: www.livelocalpcsp.ca.

This website launched on July 22nd, 2021 and educates the public about the benefits of shopping within our local communities, while also promoting individual local businesses by giving them a platform to do business. We strongly believe that supporting our local businesses with technological innovations and best practices will help them in an immediate and meaningful way and in fact, this motivation has been substantiated through a collaboration with the Town of PCSP. A survey completed on businesses within our community revealed that the major challenges facing them included such things as; social media, digital selling, marketing/promotion, human resources, funding and health & safety. Although this website has proven itself successful in promoting some businesses in our community, it’s in its infancy stage and therefore, the primary goal for our social media campaign is to continue introducing and touting the benefits of the site to our residents and tourists because in the end, this site is meant to be the primary place people visit to learn about all PCSP has to offer.

Organization Background

The PCSP Chamber of Commerce was founded to foster a healthy business community in Portugal Cove – St. Philip’s through collaboration amongst members and community stakeholders. To develop opportunities for economic development and address obstacles facing the business community with a unified voice and to help grow the vision of a sustainable, prosperous and vibrant community.

The PCSP Chamber of Commerce has a membership of over 100 local businesses. Since forming in September 2017 the Chamber has worked collaboratively with the Department of Economic Development, Marketing and Communications with the town Portugal Cove – St. Philip’s on various projects promoting and supporting local business in PCSP. They are a critical link; bridging the gap between the business community, community groups, stakeholders and Town Council and Staff on planning for and supporting economic development and growth in the community.

Project Details

Overview

Federal funding has been made available to us in which a portion may be put towards this social media campaign. This funding is only accessible to us until December 20th, 2021 and therefore work will need to begin immediately. The purpose of the development of this campaign is to make residents and other Newfoundlanders and Labradoreans aware of how to support and enjoy PCSP and we feel a social media campaign that is a mix of both generic and holiday content will be effective. This campaign must enhance the exposure of our local businesses as a way to support their recovery and growth.

Objective

The objective of this project is to promote local businesses and drive traffic to www.livelocalpcsp.ca. The overall vision is to make this the primary place people visit in their effort to enjoy and shop in PCSP and a strong social media presence is essential to achieving this. As well, many small businesses lack the capacity and ability to even have a digital presence so we must act as a way for us to assist them with achieving that presence.

Scope of Work / Project Deliverables

- Overview of your company
- Overview of how you will meet work objectives
- Provide two creative/innovative approaches
- Complete 2 rounds of revisions of the selected concept
- Provide market and audience research
- Create a strategic plan
- Design visual branding
- Create content
- Clear indication of pricing for services and their time to completion
- Terms & Conditions

*** Various visuals will be required: Featured Business of the Month; Featured Product of the Month; Featured Business Owner of the Month; Featured Event of the Month and possibly more which can be discussed and agreed upon at a later date. All social media templates are to be delivered in a way that can be utilized on Canva as PCSP Chamber staff will be using the templates beyond the December 20th, 2021 project end date.*

***We are currently interested in utilizing Facebook only but open to suggestions about surrounding Instagram and Twitter. Expanding this type of social media reach will be budget dependant. ***

Proposal Requirements

The proposal must include, but is not limited to, the following components:

1 | Budget Estimate

Respondents are to confirm they can complete the project for no more than the below noted budget.

Please provide a detailed budget table to reflect total estimated cost should it differ.

Item	Maximum Cost*
Social Media Campaign	\$9,000.00

* Already including Hst.

2 | Project Team

Respondents are to identify the project team that will be responsible for the implementation of the anticipated contract and a contact person.

3 | Project Approach

Outline how you would approach this project in 750 words or less, outlining the steps you would take from kick-off to delivery. *Please note, we require the campaign to match the branding of*

www.livelocalpcsp.ca

4 | Case Study

Please provide two sample website and how the current site be similar or differ.

Timeline

Proposal

Please forward your proposal/bid (as a PDF attachment) for this project via email to Tara Lehman by Friday, September 3rd, 2021 at 12:00 p.m. (NL Time)

Project

The selected vendor will be expected to provide a detailed project timeline based on the following suggested milestones. Where possible, we would prefer to begin using content as it becomes ready vs. waiting until October 18th.

Item	Estimated Timing
RFP Issued	August 18 th
RFP Due	September 3rd
Vender Selection	September 8 th (or sooner)
Kick-off Meeting	September 13th
Project Completion For Review	October 11th
Project Launch	October 18 th (or sooner)

Evaluation Criteria

The vendor must be a company based out of Newfoundland and Labrador. A vendor will be chosen based on evaluation criteria listed below.

Vendor Evaluation (20%)

- Experience and expertise of personnel
- Experience with similar projects
- Samples of previous work

Proposed Work Plan (30%)

- Understanding of project
- Creative and innovative approach to the project
- Strategy for implementation

Project Costs and Timeline (30%)

- Ability to meet deadlines
- Cost related to professional and creative expertise

Fairness of price related to market value Clarity of Proposal (20%)

- Clarity and relevance of proposal contents
- Inclusion of all required sections/information

Contact

Please send questions and/or proposal to Tara Lehman, Portugal Cove-St. Phillip's Chamber of Commerce Executive Director at executive@chamberpcsp.ca