

RFP ADDENDUM #1

Date of Addendum: August 30th, 2021

NOTICE TO ALL POTENTIAL RESPONDENTS:

The Request for Proposals (RFP) is modified as set forth in this Addendum. The original RFP Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Respondents shall take this Addendum into consideration when preparing and submitting its Proposal.

PROPOSAL SUBMITTAL DEADLINE

The Proposal submittal deadline has been changed as noted herein, and modified the deadline stated in the RFP. The new Proposal submittal deadline is 4:30pm EST on Friday, September 17th, 2021.

ATTACHMENTS

_final - RFP - DSS members - 30.08.2021

END OF ADDENDUM



DIGITAL SERVICE SQUAD

RFP – UPDATED [DATE CHANGE]

PO Box 800, Suite 701, 34 Cumberland Street North
Thunder Bay, Ontario, Canada P7C 5K4
Tel: (807) 625-3960
Toll-Free: 1-800-668-9360 (North America)

July 21, 2021

Request for Proposal

Project: Digital Main Street – Service Squad Team

Client: Thunder Bay & District Entrepreneur Centre

Company background:

The purpose of the CEDC is to facilitate community-based economic development in Thunder Bay. This facilitation includes; the development of an environment that fosters the creation of new business, providing a catalyst to increase job opportunities, financial investment, and/or the assessment base in Thunder Bay, and any complementary activities not inconsistent with these ones.

The CEDC mission is to capitalize on the energy associated with ideas by putting partners, financial and otherwise, together. The Corporation will use its resource to leverage public and private sector funding, both in dollar value and in in-kind value.

The CEDC runs the Thunder Bay & District Entrepreneur Centre that exists to help entrepreneurs create operate and grow businesses. The department is funded through a partnership with the Ministry of Economic Development, Job Creation and Trade, Ministry of Energy, Northern Development and Mines, and the City of Thunder Bay. The Thunder Bay & District Entrepreneur Centre's goal is to support small businesses' success and growth by providing the latest advice, information, workshops, and business plan reviews. The Centre delivers a series of funding delivery programs.

Project Overview:

The Thunder Bay & District Entrepreneur Centre is seeking digital marketing firms local to the region to provide services that will add to the Digital Service Squad run by the centre.

The DSS will be comprised of a team of experts in digital marketing skills that will assist one-on-one small businesses with their adoption or enhancement of their digital presence.

The DSS team will run until January 30, 2022.

Project goals:

Successful proposals will have a designated staff member participate in the squad team with training (1/2 day webinar for onboard training) and providing excellent resource to local firms as they improve their online marketing efforts.

It is anticipated that 250 businesses will be assisted through the interaction with the squad team.

Scope of work:

The successful bidder would have experience and expertise with digital marketing areas such as: social media marketing, content management systems, photography, graphic design, content creation, etc...

Project deliverables include:

- Client consultations
- Update of client details, meeting details in hubspot
- Participation in DSS Training (1/2 day webinar)
- Participate in biweekly team meetings (Thursdays for approximately 1 hour)
- Creation of client success stories

Firms will invoice the centre for time spent with consultations and training.

Budget Constraints

Firms will submit their proposal with an identified staff member to join the squad team and identify the rate at which they will invoice their staff member for the project.

Evaluation Metrics

Proposals will be evaluated based on demonstration of the firm's experience, value for money, and capacity to participate.

Proposal Requirements:

- Name of Company
- Demonstration of their expertise & capacity to provide service on the given topic (50% weight)
- Proposed invoice rate (40% weight)
- Demonstration of insurance (10% weight)

Proposal Submission:

Proposals must be submitted electronically to ryan.moore@thunderbay.ca by 4:30pm on ~~October 3rd,~~ 2021 **Friday, September 17th, 2021 [UPDATED]**.

Contact Information

For questions or concerns connected to this RFP, please reach out to:

Ryan Moore
Development Officer
Thunder Bay Community Economic Development Commission
ryan.moore@thunderbay.ca
807-625-3972