



# NEWCOMER VIDEO & PHOTO CONTENT DEVELOPMENT

2023

## **Introduction**

The Thunder Bay Community Economic Development Commission (CEDC) is requesting proposals for a firm to develop marketing assets to promote the attraction and retention of newcomers to Thunder Bay and the positive benefits for our local and regional communities (the “Project”).

The Project should enable Thunder Bay CEDC to better attract & retain foreign skilled workers, educate employers on the benefits of hiring newcomers and educate the public on the benefits of having newcomers locate to the community. Through CEDC’s work with the Rural and Northern Immigration Pilot we have built many relationships with newcomers, employers and community champions in and around Thunder Bay. The marketing materials will focus on telling their stories and will be used to steer future attraction and retention campaigns and ensure we are promoting Thunder Bay as a culturally diverse and welcoming community.

The marketing materials will be used to support CEDC’s digital marketing efforts.

## **Purpose**

The Purpose of this Project is to develop effective marketing content to increase the awareness of Thunder Bay’s high quality of life and strengthen the support of welcoming newcomers to Thunder Bay and Northwestern Ontario. The content will be used to promote the benefits of attracting and retaining newcomers to our local and regional community as well as supporting a positive image for Thunder Bay in national and international markets. All content developed should align with CEDC’s over arching marketing strategy.

## **Background**

The Thunder Bay Community Economic Development Commission is the city’s lead economic development agency and champion for local growth. We use our local knowledge and expertise to promote Thunder Bay as the best small city in Canada to live, work, do business and visit.

We are led by an independent board and are driven by the needs of our community. Our business development team and sector specialists respond quickly to new opportunities to attract visitors, new talent, employment, business development and investment to Thunder Bay.

## **Scope of Work**

The marketing materials will:

- Incorporate CEDC’s brand and align with past marketing materials
- Ensure Thunder Bay is portrayed in a welcoming and culturally diverse community.
- Align with CEDC’s work with talent attraction, and quality of life promotion.
- Be the most current in relation to digital marketing trends, content creation & digital platforms
- Be compatible with all CEDC digital marketing tools such as our website, social media and youtube accounts.
- Distinguish Thunder Bay and Northwestern Ontario from other rural communities

## **Experience & Qualifications**

1. Firm located in the Thunder Bay region or have experience in working with Northern Ontario based businesses, organization or municipalities.
2. Experience firm completing similar projects in the past five (5) years. (including references)
3. Experience firm working in digital marketing and content creation.
4. Available resources to complete this project along with supporting resources if required.
5. Experienced firm in marketing, advertising and content creation for local, regional and international markets.

### **Capacity**

- Ability to meet the deadlines identified in the proposal schedule and contingency plan for external factors that may impact deadlines (within reason).
- Number of staff assigned and the resources available to provide those services as outline in the RFP.

### **Project Deliverables**

The consultant will:

1. Develop 3 x long (2-3 minute) employer based videos & photos
  1. 3 x short ( 30 second – 1 minute) clips from videos
    - i. 2 participants should be Thunder Bay based & 1 in the Region (one of the [fifteen RNIP Communities](#))
    - ii. 10 – 15 photo assets for each video
  2. Develop 3 x long (2-3 minute) newcomer based video & photos
    1. 3 x short ( 30 second – 1 minute) clips from videos
      - i. 2 participants should be Thunder Bay based & 1 in the Region (one of the [fifteen RNIP Communities](#))
      - ii. 10 -15 photo assets for each video
    3. Develop 3 x long (2-3minute) community champion based video & photo
      1. 3 x short ( 30 second – 1 minute) clips from videos
        - i. 2 participants should be Thunder Bay based & 1 in the Region (one of the [fifteen RNIP Communities](#))
        - ii. 10 – 15 photo assets for each video

Total work includes

1. 9 x long form video
2. 9 x short form videos
3. 90 – 135 photos

### **Project Administration**

Project oversight will be provided by CEDC's Marketing & Information Officer.

**Madeline Dennhardt**  
**Information & Marketing Officer**  
[Madeline.dennhardt@thunderbay.ca](mailto:Madeline.dennhardt@thunderbay.ca)  
(807) 630 - 3359

### **Project Communication**

In developing the content the Consultant is expected to review and consider best practices consistent with the Project objectives.

- Start-up Meeting -The Consultant is required to attend a start-up meeting via phone call, in person or online.
- To ensure continual communication with CEDC for the duration of the project, the Consultant is required to give regular updates to Project Administrators and schedule and attend a minimum of 1 update by phone call or online platform monthly during development of the content. To allow opportunity for CEDC to provide feedback and final approvals on all videos and photos, that will be included in final submission.

### **Proposal Evaluation**

Proposals will be evaluated from firms or individuals that can demonstrate the following:

- The necessary staffing, facilities, materials, experience, ability and financial resources to perform the work in a satisfactory manner (10 points)
- Ability to demonstrate significant experience (5+ years) in video and photo production or content creation (10 points)
- Demonstrate significant knowledge and experience (5+ years) in developing successful digital marketing campaigns and content for economic development purposes (20 points) \*Please provide 3 examples & references for past projects of this nature\*
- Demonstrate experience in working with economic developers and business professionals (20 points).
- Knowledge (5+ years) of current trends in digital marketing/content creation and demonstrate a high value on creativity (10 points).
- Financial: total cost + value added services (Value Proposition) (20 points)
- Ability to complete the project within the proposed schedule in this RFP (10 points)

### **Schedule**

RFP Open	February 27, 2023
RFP question deadline	March 15, 2023
RFP Close	March 20, 2023
Award project by	March 22, 2023
Start up meeting	Week of March 27, 2023

Milestone Check ins	Week of June 19, 2023
Substantial Completion	Week of August 28, 2023
Content Completion	September 30, 2023

### **Submission Requirements:**

Submissions should include, but not necessarily be limited to, the following:

1. Firm's experience & qualifications
2. Firm's history
3. Biographies of key people that will be working on this project
4. Biography of project manager
5. Project budget
  1. Provided lump sum, fixed cost price (prior to HST)
  2. Break down costs for individual videos
    1. Please include a line for expenses that may be associated with filming location such as admission to community events, indoor/outdoor activities, tours, equipment rentals, etc.
6. A summary of your understanding of this proposal and scope of work
7. Provide an overview of how the project will be managed and the process to be used by your company
8. Details of proposed work plan/schedule
9. Any other supporting information you may wish to include with your submission

### **Submission Procedure**

Interested applicants must submit email their bids by March 20, 2023, **by 5:00.00 pm EST** to the following:

Email: [madeline.dennhardt@thunderbay.ca](mailto:madeline.dennhardt@thunderbay.ca)