

DISTRICT OF MACKENZIE



REQUEST FOR PROPOSAL

DOM-26-05 Explore Mackenzie Marketing Strategy Implementation

Issue Date: August 06, 2026

Closing Date: 3:00 pm September 04, 2026

District of Mackenzie
1 Mackenzie Blvd., Bag 340
Mackenzie, BC V0J 2C0
Attn: Rachelle Richman, Economic Development Coordinator

Table of Contents

Introduction.....	3
Definitions	3
Timeline.....	4
Proposals	4
Sub-Contracting	4
Addenda & Questions.....	5
Submitting Your Proposal.....	6
Proponent & District Responsibilities.....	6
Alternate Proposals & Changes to Proposal Wording.....	6
Conflict of Interest and Disclosure of Business Relationships.....	7
Confidentiality.....	7
Evaluating Proposals.....	8
Communication with the District of Mackenzie.....	9
Rejection & Acceptance of Proposals	9
No Obligation to Proceed	9
Acceptance and Rejection of Proposals.....	9
Limitation of Damages.....	10
Not A Tender	11
Modification of Terms	11
Use of Request for Proposal	11
Accuracy of Information.....	11
APPENDIX A – PROPONENT INFORMATION AND AGREEMENT FORM.....	12
APPENDIX B – Project Description and Deliverables	13

Introduction

The District invites qualified and experienced firms to submit a proposal for the implementation of the District's Explore Mackenzie Marketing Strategy. The successful proponent will provide website development, brand adoption, content creation, digital marketing, photography and videography, and related implementation services to support the "Explore Mackenzie" strategy. The District of Mackenzie has developed its marketing strategy; however, flexibility remains to enhance the plan as needed within the approved budget. This project forms part of the District's broader economic development efforts focused on tourism growth, investment attraction, workforce attraction, and economic diversification.

The District is seeking a lead proponent capable of managing the overall project, including coordination and oversight of associated subcontractors and project components. The District of Mackenzie reserves the right to participate in and approve the selection of subcontractors associated with the project. This project is to be known as **Explore Mackenzie Marketing Strategy Implementation**.

The District is not necessarily interested in obtaining the lowest price for this product. The quality of the product or service, performance, delivery, maintenance, service, and other factors will be taken into consideration in the evaluation of this request for Proposal.

The following terms will apply to all Proposals related to this Request for Proposal.

Definitions

- 1.1. "Contract" means the written agreement resulting from this Request for Proposal, if any, in accordance with this Request for Proposal.
- 1.2. "Proponent" means the person submitting a proposal.
- 1.3. "Proposal" means a submission in response to this request for proposals;
- 1.4. "RFP" means this request for proposals
- 1.5. "the District" means the District of Mackenzie
- 1.6. "must," "shall" or "mandatory" means a requirement that must be met in order for the proposal to receive consideration;
- 1.7. "should" or "desirable" means a requirement having a significant degree of importance to the objective of the request for proposals, but which the District would strongly prefer to be fulfilled, and which the District may in its sole discretion elect to treat the failure to fulfill as a grounds for rejection of a Proposal;

Timeline

The following timeline is an estimate and may be adjusted at the District of Mackenzie's discretion any time during this procurement process.

Distribution of RFP	August 06, 2026
Deadline for questions submitted by email	August 27, 2026
Upload of final Q&A Document (if required)	August 31, 2026
RFP Submission Deadline	3:00 pm, September 04, 2026
Target Notification to successful proponent	September 29, 2026

Proposals

a. The Proponent shall complete and submit the following documents with the Proposal submission:

- ☐ Background information including relevant qualifications and a listing of two (2) recent relevant project experiences, as well as two (2) references for projects related to municipal, tourism, economic development, or destination marketing. Project descriptions should include a summary of related work, including scope, project successes, location, and length of time of project.
- ☐ Appendix A – Proponent Information and Agreement Form
- ☐ Proposal, Timeline, Budget, as per Appendix B – Scope of Work

b. Prices should be quoted:

- In Canadian dollars;
- Inclusive of duty, where applicable;
- Inclusive of PST if applicable;
- FOB destination, delivery charges included where applicable;
- Goods and Services Tax (GST) should be shown as a separate line item.

Sub-Contracting

- a. All Vendors should fully disclose any proposed subcontracting of any of the required services.
- b. Using a sub-contractor (who must be clearly identified in the Proposal) is acceptable. This includes a joint submission by two Proponents having no formal corporate links. However, in this case, one of these Proponents should be prepared to take overall responsibility for successful interconnection of the two product or service lines and this must be defined in the Proposal.

- c. Sub-contracting to any firm or individual whose current or past corporate or other interests may, in the District's opinion, give rise to a conflict of interest in connection with this project will not be permitted, and a Proposal may be rejected on this basis in the District's absolute and unfettered discretion. This includes, but is not limited to, any firm or individual involved in the preparation of this Request for Proposal.

Addenda & Questions

- a. Proponents are advised that all subsequent information regarding this RFP, including any addendum, will be distributed on BC Bid and the District's webpage. Notification will not automatically be sent to all Proponents. It is the responsibility of all Proponents to check for addenda, which may be posted at any time up to closing time, prior to submitting their Proposal. All addenda should be acknowledged in a Proponent's Proponent Information and Agreement Form.
- b. To clarify any issues in this RFP, the District of Mackenzie will respond only to questions that are presented through e-mail. Questions should be submitted to **Rachelle Richman** at richman@districtofmackenzie.ca. Telephone questions will not be answered.
- c. All questions must be received by **8:00 am on August 27, 2026**.
- d. All questions and answers will be consolidated into a single Q&A document which will be posted on BC Bid and the District of Mackenzie website at www.districtofmackenzie.ca, with the RFP documents on or before **August 31, 2026**. The Q&A document will be continually updated and reposted once daily (excluding weekends & holidays) as questions are received. This will be the only distribution method for the Q&A document. A final update, if required, will take place by **3:00 pm August 31, 2026**.
- e. The District reserves the right to seek clarification regarding the Proposal with the Proponent to assist in making evaluations. The Proponent should submit the name and telephone number of a person the District may contact regarding any questions or clarifications relating to the Proponent's submission to the Request for Proposals.

Submitting Your Proposal

- a. Proposal submissions should be titled **“Explore Mackenzie Marketing Strategy Implementation”** in the subject line.
- b. Completed Proposals must be received by courier, mail, hand delivery, or email to:

RACHELLE RICHMAN

Email: rrichman@districtofmackenzie.ca

ECONOMIC DEVELOPMENT COORDINATOR

Bag 340, 1 Mackenzie Blvd., Mackenzie BC, V0J 2C0

- c. The deadline for receipt of complete Proposals is **3:00 pm Pacific Standard Time**, on **September 04, 2026**. Late Proposals will not be accepted and will be returned to the Proponent.

Proponent & District Responsibilities

- a. It is the responsibility of Proponents to ensure compliance with all requirements and deadlines. It is the responsibility of Proponents to ensure delivery of all required response material. Proposals which are not in compliance with the RFP requirements may be rejected.
- b. The District of Mackenzie assumes no responsibility for technological or logistical issues in delivering Proponent responses.
- c. All costs of preparation and presentation associated with a response to this RFP will be the responsibility of the Proponent.
- d. Proponents may be asked to make a presentation before the District if selected as a finalist.
- e. The District reserves the right to enter a contract with a Proponent for all, part, or none of the services or products that are the subject of this Request for Proposals.
- f. Submission of a Proposal in response to this RFP indicates the Proponent's acceptance of the terms and conditions contained within the RFP.
- g. Proponents who have obtained the Request for Proposal electronically must not alter any portion of the document, with the exception of adding the information requested. To do so will invalidate the Proposal.

Alternate Proposals & Changes to Proposal Wording

- a. If an alternate solution is offered, the information should be submitted in the format requested as a separate Proposal.

- b. The Proponent will not change the wording of their Proposal after closing and no words or comments will be added to the Proposal unless requested by The District of Mackenzie for purposes of clarification.

Conflict of Interest and Disclosure of Business Relationships

Any potential conflict of interest must be disclosed to the District. Proposals will not be evaluated if the Proponent's current or past corporate or other interests are, in the reasonable opinion of the District deemed or perceived to be a conflict of interest in connection with this RFP or the activities or mandate of the District.

- a. All Proponents must make full disclosure of any of the following existing business relationships with any members of the District of Mackenzie Mayor and Council, District employees or immediate relatives of any members of the District's employees:
 - If a private company, details of ownership of shares by any of the above;
 - If a public company, details of ownership of shares, in excess of one percent (1%) to total shares by any of the above;
 - If a partnership, details of any partnership arrangement of any of the above;
 - Details of any direct or indirect pecuniary interest of any of the above in the supply of such goods and services.
- b. Disclosure, if any, shall be made in writing at the time of submitting Proposals.
- c. If the Proponent fails to disclose an interest and/or the interest is falsely or insufficiently reported, the District reserves the right to reject the Proposal in its absolute discretion.

Confidentiality

- a. All Proponents and any other person who through this RFP process gains access to confidential financial information of the District are required to keep strictly confidential all information which in any way reveals confidential business, financial or investment details, programs, strategies, or plans, learned through this RFP process. Information pertaining to the District obtained by the Proponent as a result of participation in this process is confidential and must not be disclosed without written authorization from the District.
- b. The Proposal should clearly identify any information that is considered to be confidential or proprietary information (the "Confidential Information"). However, the District of Mackenzie is subject to the Freedom of Information and Protection of Privacy Act. As a result, while the Act offers some protection for third party business interests, the District of Mackenzie cannot guarantee that any Confidential Information provided to the District of Mackenzie can be held in confidence if a request for access is made under the Freedom of Information and Protection of Privacy Act.

Evaluating Proposals

- a. Evaluation of Proposals will be by a committee formed from The District of Mackenzie's Corporate Services Department and may include members of the District's Finance and Administration Departments.
- b. Awards will be based on the best value offered, and the best value will be determined by the District in its sole discretion. Evaluation criteria will be:

Explore Mackenzie Marketing Strategy Implementation	
EVALUATION CRITERIA	WEIGHT
Expertise and Qualifications • Demonstrated experience delivering municipal, tourism, economic development, destination marketing, branding, website development, and digital campaign projects. • Qualifications and experience of key personnel, subcontractors, and project team members. • Demonstrated ability to coordinate and implement multi-faceted marketing projects. • Positive client references and evidence of successful completion of similar projects within scope, timelines, and budget.	35
Workplan and Schedule	25
Budget	25
Value added • List value-added services, implementation ideas, or additional supports included in the Proponent's proposal that enhance the overall project beyond the stated scope of work.	15
Evaluation Criteria Total	100

- c. While previous experience with the District is not required and does not in any way confer an advantage, the District's previous experience with the Proponent may also be taken into consideration in its evaluation of Proposals. The District reserves the right to rely upon its records, references, and recollection in this regard. The District may also obtain references other than those provided by the Proponent and may use these references in determining the best value.
- d. By responding to this RFP, Proponents will be deemed to have agreed that the decision of the District will be final.

Communication with the District of Mackenzie

- a. Only the Economic Development Coordinator for the District of Mackenzie (or designate) is the District's representative authorized to communicate and otherwise deal with Proponents and all Proponents should communicate and otherwise deal with that person only. Contact with any other District representative, including Members of Council, officers or employees of the District regarding this RFP or a Proponent's submission may result in that Proposal being removed from consideration for this RFP. As stated above, all communication should be presented via email to the address stated above.
- b. All Proponents who have submitted a Proposal will be notified of the Board's decision after the final selection has been made. This notice of final selection may be the only communication between the District of Mackenzie and Proponents. Telephone or other inquiries concerning this Proposal after the Proposal deadline are discouraged.

Rejection & Acceptance of Proposals

No Obligation to Proceed

The District reserves the right to cancel this Request for Proposals at any time and for any reason, and will not be responsible for any loss, damage, cost, or expense incurred or suffered by any Proponent as a result of that cancellation. The receipt by the District of any information (including any submissions, ideas, plans, drawings, models, or other materials communicated or exhibited by any intended Proponent, or on its behalf) shall not impose any obligations on the District.

Acceptance and Rejection of Proposals

- a. This Request for Proposal should not be construed as an agreement to purchase goods or services. The District is not bound to accept the lowest priced or any Proposal of those submitted. The District will be under no obligation to receive further information, whether written or oral, from any Proponent.
- b. No act of the District, other than a notice in writing signed by the Chief Administrative Officer or the Director of Corporate Services, shall constitute an acceptance of a Proposal. Note that any acceptance may be subject to Council approval.
- c. 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.

- d. The District's intent is to enter a Contract with the Proponent who has submitted the best offer. The District reserves the right to accept any or none of the proposals submitted and will evaluate proposals based on the best value offered to the District and not necessarily the lowest price, using the criteria specified in this RFP. The District reserves the right in its sole unrestricted discretion to:
 - a. accept any Proposal which the District deems most advantageous to itself;
 - b. reject any and/or all irregularities in a Proposal submitted;
 - c. waive any defect or deficiency in a Proposal whether or not that defect or deficiency materially affects the Proposal and accept that Proposal;
 - d. reject any and/or all Proposals for any reason, without discussion with the Proponent(s);
 - e. accept a Proposal which is not the lowest Proposal; and
 - f. cancel or reissue the RFP without any changes;
- e. The District reserves the right to enter into negotiations with one or more Proponents concerning the terms and conditions of the services to be provided and expressly reserves the right through such negotiations to request changes, alterations, additions, or deletions from the terms of any Proposal received.
- f. If the District chooses to enter into a contract with a Proponent as a result of this RFP, the successful Proponent may be required to enter into a written agreement with the District. Such agreement will be prepared by the Economic Development Coordinator and will embody the terms of the Proposal and any subsequent written amendments.

Limitation of Damages

The Proponent is responsible for ensuring that they have obtained and considered all information necessary to understand the requirements of the RFP and to prepare and submit their Proposal.

Proponents are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations with the District, if any.

Proponents acknowledge that the District, in the preparation of the Request for Proposals, supply of oral or written information to Proponents, review of Proposals or the carrying out the District's responsibilities under this Request for Proposals, does not owe a duty of care to the Proponents.

Except as expressly and specifically permitted in this RFP, no Proponent shall have any claim for any compensation of any kind whatsoever as a result of participating in this RFP, and each Proponent, by submitting a Proposal, waives for itself, its successors and assigns, the right to sue the District for any loss, including economic loss, damage, cost or expense arising from or connected with any error, omission or misrepresentation occurring in the preparation of the Request for Proposals, the supply of oral or written information to Proponents, the review of Proposals, or the carrying out the District's responsibilities under this Request for Proposals, with

the exception of fraud on the District's part.

Not A Tender

This Request for Proposal is not a tender call, and neither it nor the submission of any response to this RFP creates a tender process or a "Contract A".

Modification of Terms

The District reserves the right to modify the terms of the Request for Proposal at any time at its sole discretion.

Use of Request for Proposal

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

Accuracy of Information

The District of Mackenzie makes no representation or warranty, either express or implied, with respect to the accuracy or completeness of any information contained or referred to in this RFP.

While the District has used considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the District, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposal.

APPENDIX A

PROPONENT INFORMATION AND AGREEMENT FORM

(should be completed and returned)

PROPONENT INFORMATION

Legal Business Name: _____

Address: _____

Contact Person: _____

Contact Information: _____
(phone / cell / fax / email)

PROPONENT AGREEMENT

The enclosed proposal is submitted in response to the above-referenced Request for Proposals, including any addenda. Through submission of this proposal, we agree to all of the terms and conditions of the Request for Proposals and agree that any inconsistent provisions in our proposal will be as if not written and do not exist. We have carefully read and examined the Request for Proposals, including the Instructions to Proponents, and have conducted such other investigations as were prudent and reasonable in preparing the proposal. We agree to be bound by statements and representations made in our proposal.

Signature of Authorized Representative: _____

Printed Name of Authorized Representative: _____

Title of Authorized Representative: _____

Date: _____

To acknowledge receipt of each addendum, each addendum number issued should be noted below with a signature of an authorized representative of the organization, as being received.

Addendum No. 1 Signature _____ Date _____

Addendum No. 2 Signature _____ Date _____

Addendum No. 3 Signature _____ Date _____

APPENDIX B – Project Description and Deliverables

Purpose and Description

The District of Mackenzie is seeking proposals from qualified firms to support the implementation of the District's Explore Mackenzie Tourism, Investment and Resident Attraction Marketing Strategy.

The project will focus on strengthening community marketing, tourism promotion, investment attraction, workforce attraction, and economic diversification initiatives through coordinated branding, website development, digital marketing, storytelling, photography and videography, and related promotional activities. The work is intended to support the District's long term economic development objectives by enhancing community visibility, promoting local opportunities, and supporting sustainable growth within Mackenzie.

Key Project Deliverables

The firm selected will be responsible for completing the Explore Mackenzie Marketing Strategy Implementation project, including but not limited to the following sections:

Section 1: Administration

a. Project Management & Administration

- Provide overall project coordination and implementation oversight.
- Coordinate project timelines, deliverables, and subcontractors where applicable.
- Participate in regular project meetings and provide progress updates to the District.

Section 2: Marketing, Promotion and Engagement

a. Website Development

- Design and develop a new Explore Mackenzie website.
- Ensure website accessibility and mobile responsiveness.
- Incorporate economic data integration, and website analytics functionality.
- Develop website structure and content in collaboration with the District.

b. Photography & Videography

- Provide professional photography and videography services showcasing community assets, tourism opportunities, lifestyle, workforce attraction, and investment opportunities.

- Develop digital media assets suitable for website, social media, advertising, and promotional use.
- c. Content Creation
 - Develop written content, storytelling materials, and promotional messaging for digital and print use.
 - Incorporate Indigenous-inclusive messaging and community-focused storytelling where appropriate.
 - Support development of tourism, investment attraction, and resident attraction content.
- d. Graphic Design & Branding
 - Develop branding layouts, templates, social media toolkit materials, ad creative, and promotional assets.
 - Support development of campaign visuals and branded marketing materials.
- e. Digital Campaign Implementation
 - Coordinate digital advertising and campaign implementation activities.
 - Support media buys, analytics setup, campaign performance tracking, and reporting.
 - Assist the District with implementation of digital marketing initiatives aligned with project objectives.
- f. Ongoing Support
 - Assist in the development of the scope of work and contract documents for ongoing campaign support services in collaboration with the District.
 - Provide recommendations to support a smooth transition from project implementation to ongoing campaign management.

Work Plan and Schedule

The proponent is required to include a detailed work plan that outlines key milestones and timelines for the proposed Explore Mackenzie Marketing Strategy Implementation. This should include specific completion dates for each phase of the project.

Budget

Cost breakdown not to exceed \$300,000.00 and expected timeline for project.