

Explore Mackenzie Marketing Strategy Implementation

DOM-26-05

Q1 - The District's 2025 Business Walk Report describes a two year "Invest in Mackenzie" initiative, while the Marketing Plan provided with this RFP calls for an "Invest in Mackenzie" web hub and associated lead generation campaign. Could the District confirm whether these references relate to the same initiative and whether all associated deliverables and costs are included within this RFP's maximum budget of \$300,000?

Answer: The Invest in Mackenzie initiative referenced in the 2025 Business Walk Report is a separate research project being undertaken by the District. The Invest in Mackenzie web hub and associated marketing activities identified in the Marketing Plan are part of the scope of this RFP and are included within the \$300,000 maximum project budget.

Q2 - KIMBO Design Inc. prepared the Marketing Plan that forms the basis of this RFP. Could the District confirm whether KIMBO Design Inc. is eligible to submit a proposal in response to this RFP?

Answer: Yes, KIMBO Design Inc. is eligible to submit a proposal in response to this RFP. All proposals will be evaluated fairly and consistently in accordance with the evaluation criteria outlined in the RFP. Previous experience with the District does not confer an advantage in the evaluation process.

Note: The intended project completion date is February 29, 2028. The February 31, 2028 date provided in the previous Q&A was an error.

Q3 - The published Questions and Answers document refers to the Explore Mackenzie Marketing Plan as the basis for the target audiences and markets that should inform a proposed media plan. Kindly confirm whether the Marketing Plan, or a summary of the

audiences and markets it identifies, can be made available to proponents before the closing date.

Answer: Proponents should prepare their proposals based on the Marketing Plan and RFP documents provided, along with the clarifications issued through the Questions and Answers process. The complete Marketing Plan will be made available to the successful proponent following contract award.

Q4 - Answer 1 in the same document gives a project completion date of February 31, 2028. Please confirm the intended completion date.

Answer: The intended project completion date is February 29, 2028. The February 31, 2028 date provided in the previous Questions and Answers document was an error.

Q5 - Could you please confirm whether a company incorporated in Romania / the European Union is eligible to participate as the primary Proponent and/or as part of a joint submission with a Canadian company?

Answer: Yes. A company incorporated outside of Canada is eligible to submit a proposal as the primary Proponent or as part of a joint submission with a Canadian company.

Q6 - If eligible, are there any specific Canadian or British Columbia registration, insurance, tax/GST, licensing, or local presence requirements that a foreign Proponent must satisfy either at proposal stage or prior to contract award?

Answer: A successful Proponent will be required to have a Canadian GST number. WorkSafeBC coverage will also be required where work is performed on site. Where a joint submission or subcontracting arrangement is proposed, the relationship and the roles of the parties involved must be clearly identified in the proposal.

Q7 - Would you need hosting, domain or SSL services and if yes, could you let us know what your current environment is so as to properly gauge your needs going forward?

Answer: The District anticipates that a new domain will likely be required to support the Explore Mackenzie brand and the objectives of this project. Proponents should include recommendations for an appropriate domain strategy, including any associated registration, management, and transition considerations.

The District is familiar with and has experience managing content within WordPress environments. As such, proponents may wish to consider WordPress or a comparable content management system that enables District staff to easily maintain and update website content following project completion. The District remains open to alternative solutions that demonstrate strong functionality, security, ease of use, and long-term sustainability.

Hosting, SSL certificates, and website support should be included within the project budget through the project completion date. Proponents should clearly identify their recommended hosting environment, licensing requirements, training provisions, and associated costs. Ongoing hosting, maintenance, licensing, and support following project completion should be identified separately as optional future costs. The District anticipates retaining ownership and control of all domains, website assets, and related digital properties associated with the project.

Q8 - Could you let us know if you need copywriting or content migration services? If yes, could you quantify the requirement?

Answer: Copywriting and content development are included in the scope of the project. Proponents should recommend the level of copywriting and content migration required to support the new website and project objectives.

Q9 - Could you let us know if you require any original or stock videography or photography? If yes, could you quantify the requirement?

Answer: Original photography and videography are a critical component of this project and are expected to be of a professional, destination-marketing quality suitable for tourism promotion, investment attraction, workforce attraction, and brand development. Proponents should recommend an approach that delivers a robust library of high-quality photo and video assets for use across the website, social media, digital advertising, print materials, media relations, and other promotional applications.

The District expects proponents to capture authentic, compelling imagery that showcases Mackenzie's natural landscapes, community, lifestyle, businesses culture, investment opportunities, and four-season recreational experiences in a manner that is competitive with leading community and destination marketing campaigns in British Columbia. Seasonal

considerations should be incorporated into the proposed approach to ensure a diverse and comprehensive asset library.

The number, timing, and purpose of proposed site visits, including any seasonal visits, should be identified in the work plan and included within the overall project budget. Ownership and unrestricted future use of all final photo and video assets by the District should be included in the proposal.

Q10 - Could you let us know if you are open to an east coast agency to do this work as we have for numerous other clients across the country for similar engagements or do you have a local preference?

Answer: The District is open to proposals from qualified firms regardless of geographic location. Proposals will be evaluated based on the evaluation criteria and weighting outlined in the RFP, including expertise and qualifications, work plan and schedule, budget, and value-added services. The contract will be awarded to the proponent that provides the best overall value to the District.

Q11 - Several sections of the provided Marketing Plan are redacted, including marketing tactics, audience/channel strategy, targeting, and content/storytelling recommendations. Should proponents develop their implementation approach and pricing based only on the redacted version provided, or will additional details from the complete strategy be made available before the proposal deadline?

Answer: Proponents should prepare their proposals based on the Marketing Plan and RFP documents provided, along with the clarifications issued through the Questions and Answers process. The complete Marketing Plan will be made available to the successful proponent following contract award.

Q12 - The Marketing Plan's Year 1 roadmap includes brand identity, launch of the website, an investment prospectus and collateral, video and photography, and a resident attraction campaign. Should all these Year 1 activities be considered part of the scope of DOM 26 05?

Answer: Yes. Proponents should assume that the foundational Year 1 implementation activities identified in the publicly available marketing plan are within the scope of DOM-26-05 Explore Mackenzie Marketing Strategy Implementation. This includes, but is not

limited to, brand adoption and implementation, website development, photography and videography, content creation, investment attraction materials and collateral, and resident attraction marketing initiatives.

The District recognizes that the successful implementation approach may vary between proponents. As noted in the RFP, proponents are encouraged to provide a detailed work plan, timeline, and budget that demonstrates how the project objectives and deliverables will be achieved within the approved project budget. The District remains open to value-added recommendations and implementation approaches that support the goals of the Explore Mackenzie Marketing Strategy.

Q13 - The Marketing Plan identifies development of an Investment Readiness Plan and identification of priority sectors as an important action. Is preparation of the Investment Readiness Plan included in this implementation contract, or will this be completed separately by the District?

Answer: Yes, the development of the Investment Readiness Plan and identification of priority sectors are included within the scope of this project.

Q14 - The Marketing Plan recommends distinct roles for the District brand and Economic Development brand. Can the District clarify the intended brand architecture for tourism, resident attraction, and investment attraction, and whether the successful proponent is expected to refine the existing brand identity or primarily implement the approved brand system?

Answer: The District's intent is that the Explore Mackenzie initiative serve as the primary economic development marketing brand supporting tourism, resident attraction, workforce attraction, and related economic development activities. The District of Mackenzie corporate brand will continue to be used for municipal governance, administration, and certain investment-related communications where the authority and credibility of the municipal government are appropriate. This approach is generally consistent with the direction outlined in the marketing plan.

Q15 - Should the new Explore Mackenzie website support all three pillars; tourism, investment attraction, and resident attraction including the proposed "Invest in Mackenzie" web hub, or is the investment hub intended to be a separate digital property?

Answer: The District's intent is for the new Explore Mackenzie website to serve as the primary digital platform supporting all three pillars of the marketing strategy: tourism, investment attraction, and resident attraction. Proponents should assume that the proposed "Invest in Mackenzie" hub will form part of the overall website architecture rather than being developed as a separate stand-alone digital property.

Q16 - The website scope includes economic data integration. Can the District clarify which data, databases, dashboards, or third-party sources are expected to be integrated and whether automated integrations are required?

Answer: The website should include relevant economic and investment information, such as land and site availability, workforce statistics, infrastructure, and other economic indicators relevant to businesses and investors. The successful proponent will work with the District to determine appropriate data sources, functionality, and update requirements during website planning and development.

Q17 - Does the \$300,000 maximum budget include paid media spend, website hosting/software costs, travel, photography/videography production, subcontractor fees, and other third-party expenses, or will any of these be funded separately by the District?

Answer: The maximum project budget of \$300,000 covers all fees required to complete the project, including third-party costs.

Q18 - Appendix B states that the proponent will support media buys. Is the selected proponent expected to directly plan, purchase, and manage paid media, or will the District retain responsibility for media purchasing while the proponent provides recommendations and campaign support?

Answer: The successful proponent will be responsible for planning, coordinating, implementing, monitoring, and reporting on paid media and digital advertising activities for the duration of the project, including the coordination of any associated subcontractors. Proponents should include their approach to media planning, audience targeting, campaign management, optimization, and performance reporting within their proposal.

Any recommended advertising budgets and media buy expenditures should be clearly identified and itemized separately from professional service fees. The proponent will also be

expected to provide recommendations and transition support to assist the District with the continuation of digital campaign activities beyond the project term

Q19 - The Marketing Plan identifies tourism marketing as the primary focus, while the RFP includes tourism, investment attraction, and resident/workforce attraction. Should the project budget and implementation effort place greater emphasis on tourism, or should all three pillars receive similar attention?

Answer: Proponents should consider all three areas identified in the RFP and Marketing Plan and recommend an appropriate allocation of effort and resources based on the project objectives and target audiences.

Q20 - Can the District provide an anticipated scope for photography and videography, including the expected number of shoot days, seasons, locations, videos, photography assets, and final edited deliverables?

Answer: Proponents should recommend an approach that provides the photo and video assets needed for the website, social media, advertising, and promotional use, taking seasonal requirements into consideration. The number and timing of proposed site visits should be identified in the work plan and included within the overall project budget.

Q21 - The Marketing Plan provides a multi-year roadmap, while the RFP requires specific completion dates for each project phase. What overall implementation period should proponents use for this contract, and which Year 1, Year 2, or later activities are expected to be included?

Answer: Proponents should assume that the contract will focus on the implementation of the foundational components of the Explore Mackenzie Marketing Strategy, including the key activities identified in the Year 1 roadmap and those deliverables specifically outlined in the RFP scope of work. These include brand implementation, website development, photography and videography, content creation, investment attraction materials, resident attraction initiatives, digital marketing implementation, and associated project management activities.

The District anticipates that the project will establish the core marketing assets, tools, campaigns, and digital infrastructure needed to support ongoing tourism, investment attraction, and resident attraction efforts. While proponents may reference elements of the Year 2 and Year 3 roadmap where they support long-term success, the District is not expecting proponents to fully deliver the entire multi-year marketing strategy within this contract.

Proponents should propose an implementation schedule with clearly defined phases, milestones, and completion dates that can be achieved within their proposed budget and approach. Value-added recommendations for future phases, expansion opportunities, or ongoing campaign management may be included separately within the proposal.

Q22 - What existing assets will be provided to the successful proponent, such as brand source files, research data, photography/video, website analytics, campaign results, audience research, stakeholder findings, and editable materials developed during preparation of the Marketing Plan?

Answer: The District has existing materials, including brand files, research, stakeholder information, and photo and video assets, which may be reviewed and used where appropriate. Available materials relevant to the project will be provided to the successful proponent. Proponents should also plan for the development of new materials required to complete the project.

Q23 - For the Indigenous inclusive messaging and community storytelling required in Appendix B, does the District have an established consultation or approval process with McLeod Lake Indian Band or other Indigenous partners that the selected proponent should follow?

Answer: The District does not currently have an established consultation or approval process for this project. The District will work with the successful proponent to facilitate appropriate engagement with First Nations partners where needed.

Q24 - Is the District seeking a new lead strategic/implementation partner, or is the successful proponent expected to integrate with existing service providers?

Answer: The District is seeking a lead proponent to manage the overall project, including the coordination and oversight of associated contractors and project components. The District reserves the right to participate in and approve the selection of contractors for each project component.

Q25 - Can the District clarify the extent to which the existing marketing strategy is considered fixed versus open to refinement by the successful proponent?

Answer: The existing Marketing Plan provides the overall direction for the project. The District is open to recommendations and refinements that strengthen its implementation, provided they remain aligned with the objectives of the Marketing Plan and are approved by the District.

Q26 - Are any existing suppliers, agencies, or contractors currently providing services that overlap with the scope of this RFP, including the Explore Mackenzie Marketing Strategy?

Answer: There are no existing service providers currently providing services that overlap with the scope of this RFP.

Q27 - Do you already have a compelling controlling or organising creative idea that aligns and inspires stakeholders and will drive successful transformation?

Answer: The Marketing Plan and existing Explore Mackenzie brand provide the overall direction for the project. The District is open to creative recommendations and refinements that strengthen the implementation of the brand and support the project objectives.

Q28 - What does success for this project look like for you?

Answer: Success for the District will be the establishment of a strong, sustainable marketing foundation that supports tourism, resident attraction, workforce attraction, and investment attraction objectives. By the conclusion of the project, the District expects to have:

- *A fully functional and professionally designed Explore Mackenzie website serving as the primary digital hub for tourism, resident attraction, and investment attraction.*
- *A cohesive and consistently applied Explore Mackenzie brand supported by implementation tools, templates, and marketing assets.*

- *A high-quality library of professional photography, videography, and content assets that can be used across multiple platforms and campaigns.*
- *Investment attraction, resident attraction, and tourism marketing materials that align with the strategy and support long-term economic development efforts.*
- *Active digital marketing campaigns, analytics, and performance reporting that provide measurable insights into audience engagement and campaign effectiveness.*
- *Sufficient knowledge transfer, documentation, and recommendations to enable the District to continue building on the strategy following project completion.*

While the District hopes to see increased awareness, engagement, visitation, investment interest, and relocation inquiries over time, success for this contract will primarily be measured by the successful delivery and implementation of the marketing tools, assets, campaigns, and infrastructure needed to support those long-term outcomes.

Q29 - How is this project governed by the District of Mackenzie, who is within your equivalent of a SLT and how do you make difficult decisions?

Answer: The project will be managed by the District's Economic Development Coordinator, with internal review and approvals undertaken as required throughout the project.

Q30 - What is the anticipated timespan for the project?

Answer: The project is anticipated to commence following contract award and execution and is to be completed no later than February 29, 2028.

Q31 - What expectations for cadence of meetings, in person workshops, townhalls, etc. do you have and what balance of online and in person do you envisage?

Answer: The successful proponent will be expected to participate in regular project meetings and provide progress updates to the District. Proponents should recommend an appropriate meeting and engagement approach, including the proposed balance of virtual and in person activities, within their work plan.

Q32 - How did you arrive at the budget of \$300k, what is the expectation of return on that investment?

Answer: The budget was established based on the District's assessment of the scope and scale of work required to implement the foundational components of the Explore Mackenzie Marketing Strategy, including website development, brand implementation, content creation, professional photography and videography, digital marketing, advertising support, and related implementation activities. The budget is intended to support the development of high-quality marketing assets, tools, and campaigns that can be used by the District over the long term.

While the District expects the project to contribute to long-term outcomes such as increased visitation, investment inquiries, business interest, workforce attraction, and resident attraction, proponents should recognize that these outcomes are influenced by a variety of external factors and may extend beyond the project term. As such, the primary return on investment for this contract is the successful implementation of the marketing strategy and the creation of assets, systems, and campaigns that support Mackenzie's long-term economic development objectives.

Q33 - What is the underlying challenge that keeps you up at night?

Answer: The project is intended to address the need for greater awareness and visibility of Mackenzie as a destination for tourism, investment, resident attraction, and workforce attraction, while providing the District with coordinated marketing tools and assets to support these efforts over the longer term. A key challenge is changing the narrative and perceptions of Mackenzie among external audiences by showcasing the community's strengths, opportunities, quality of life, and economic potential in a more consistent, compelling, and strategic manner. The District is looking to better position Mackenzie as a place where people want to visit, live, work, invest, and build a future.

Q34 - Regarding the timeline stated in the first Q&A Addendum, as February 31 does not exist on the calendar, could you please confirm the intended project completion date, e.g., February 29, 2028?

Answer: The intended project completion date is February 29, 2028. The February 31, 2028 date provided in the previous Q&A was an error.

Q35 - Following the submission of RFP responses, will interviews/presentations be held with the top two to three scoring respondents?

Answer: Formal interviews or presentations are not currently anticipated. The District may contact top-ranked proponents for follow-up questions or clarification as part of the evaluation process.

Q36 - We have downloaded and reviewed the provided marketing strategy. Is there a brand strategy in place that underpins the overall Mackenzie brand promise around the areas of tourism, investment, and resident attraction?

Answer: The Marketing Plan and existing Explore Mackenzie brand provide the overall brand direction for the project. The District is open to recommendations and refinements that strengthen the brand across tourism, investment, and resident attraction.

Q37 - The Marketing Plan identifies five overarching goals while indicating that tourism should be the initial marketing priority. These overarching goals can be broadly grouped into three categories: tourism, resident attraction, and investment. With tourism listed as the initial priority, should proponents assume that paid media will support resident attraction and business investment in subsequent campaigns and that these are not to be addressed within this budget?

Answer: No, Tourism, resident and workforce attraction, and investment attraction are all within the scope of this project and should be addressed within the project budget. Proponents should recommend an appropriate allocation of paid media and other resources based on the project objectives and target audiences.

Q38 - The Q&A instructs proponents to base their media planning on the audiences and markets identified in the Marketing Plan, however, these sections are redacted. Will a non redacted version be provided prior to the submission deadline or will this information only be provided upon a contract being awarded?

Answer: Proponents should prepare their proposals based on the Marketing Plan and RFP documents provided, along with the clarifications issued through the Questions and Answers process. The complete Marketing Plan will be made available to the successful proponent following contract award.

Q39 - Can you share any historic performance data on previous tourism, resident attraction, and/or business investment campaigns?

Answer: The District does not have historical performance data from previous formal tourism, resident attraction, or business investment campaigns. Our general social media analytics may be available where relevant.

Q40 - Are campaigns expected to run within District owned ad accounts or agency owned? Are existing analytics and advertising pixels and tags in place or will the agency be required to include the set up of these in their scope of work? Are there any non-standard privacy regulations in place governing the collection and use of advertising campaign data?

Answer: The District currently has Facebook, Instagram, and Google accounts. Advertising pixels and tracking tags are not currently in place and should be set up as required. Campaigns should use District-owned accounts where possible and standard applicable privacy requirements will apply.

Q41 - The RFP asks for GST to be shown separately. Does the \$300,000 include GST or is that before GST?

Answer: The \$300,000 maximum project budget is exclusive of GST. Applicable GST should be shown separately in the proposal.

Q42 - Are you able to share any campaign or marketing activity you've activated in the past?

Answer: The District currently undertakes marketing activities through its social media and tourism channels. However, the District has not previously undertaken a formal campaign comparable in scope to this project.

Q43 - Are you able to share any preferred channels when it comes to effectiveness?

Answer: The Marketing Plan identifies digital channels for the different target audiences and markets. Proponents should use the Marketing Plan as a guide and recommend the appropriate channel mix based on the project objectives and target audiences.

Q44 - Would you be able to share a range of budget you have in mind for this upcoming campaign?

Answer: The maximum budget for the overall project is \$300,000. Proponents should recommend an appropriate allocation for the campaign within the overall project budget based on their proposed approach and work plan.

Q45 - Ideally, if you can share any success metrics or how you want to measure success, that would be great.

Answer: The District recognizes that long-term outcomes such as population growth, increased visitation, business investment, and economic diversification are influenced by many factors beyond the scope of a single marketing contract. As a result, success for this project will primarily be measured by the successful implementation of the Explore Mackenzie Marketing Strategy and the establishment of the marketing tools, assets, and infrastructure needed to support those longer-term goals.

Success would include the launch of a high-quality Explore Mackenzie website that supports tourism, resident attraction, and investment attraction objectives; the development of a professional library of photography, videography, and content assets; the implementation of a consistent and recognizable Explore Mackenzie brand across marketing channels; and the completion of investment attraction, tourism, and resident attraction marketing materials and campaigns.

The District would also like to see measurable growth in website traffic, audience engagement, and digital campaign performance, along with increased tourism, relocation, workforce attraction, and investment-related inquiries. In addition, the project should establish analytics, reporting, and measurement tools that enable the District to track results and make data-informed decisions moving forward.

More broadly, the District would like to see this project help change external perceptions of Mackenzie by increasing awareness of the community's strengths, opportunities, quality of life, and economic potential. Success will be reflected in a stronger and more positive community profile that supports tourism, resident attraction, workforce attraction, and investment attraction efforts over the long term.

Q46 - Are we using your current Explore Mackenzie branding to develop the materials for this marketing campaign for: economic development, tourism and resident attraction. OR are you open to a new brand that would include those three pillars/audience types?

Answer: The Explore More, Support Local branding attached is a separate District initiative and is not the brand for this project. This project will develop the Explore Mackenzie brand for tourism, resident attraction, and economic development, with the District open to creative exploration and refinement as part of the process.

Q47 - Strategy Document Access: Could the District provide or confirm access to the complete, unredacted "Explore Mackenzie Marketing Strategy" document to help proponents map exact baseline deliverables?

Answer: Proponents should prepare their proposals based on the Marketing Plan and RFP documents provided, along with the clarifications issued through the Questions and Answers process. The complete Marketing Plan will be made available to the successful proponent following contract award.

Q48 - Campaign Scope & Paid Media Allocation: Does the District anticipate that paid media allocations within the \$300,000 maximum budget will focus primarily on visitor acquisition, or should the media plan explicitly balance tourism promotion with broader economic development campaigns, including resident attraction, workforce recruitment, and industrial investment trade media?

Answer: Paid media should support the tourism, resident and workforce attraction, and investment attraction objectives of the project. Proponents should recommend an appropriate allocation of paid media and other resources based on the project objectives and target audiences.

Q49 - Indigenous Partner Collaboration: To ensure Indigenous-inclusive storytelling is handled with appropriate protocol, will the District facilitate direct liaison with the McLeod Lake Indian Band (MLIB) and any other local Nations, for asset creation, or are there pre-approved brand guidelines and assets already established for collaborative use?

Answer: The District does not currently have an established consultation or approval process for this project. Where applicable, the District will work with the successful proponent to facilitate appropriate engagement.

Q50 - Technical Integration: Does the District have a preferred Content Management System (CMS) or existing hosting framework for the new Explore Mackenzie website (e.g., WordPress, Drupal), or are proponents encouraged to recommend the optimal platform for economic data integration and accessibility?

Answer: District staff are familiar with WordPress; however, proponents may recommend an appropriate platform for the new Explore Mackenzie website based on the project requirements. Hosting and other related website support should be included within the project budget through the project completion date.

Q51 - Are there any current campaigns running that you expect the new agency to take over or incorporate into the scope provided?

Answer: No, there are no current campaigns that the successful proponent will be expected to take over. Existing District marketing and social media activities are separate from the scope of this RFP.

Q52 - We would like to clarify paid media, and ask whether the \$300,000 ceiling includes third-party technology/hosting and media expenditures?

Answer: Yes, the \$300,000 maximum project budget includes all fees required to complete the project, including third-party costs.

Q53 - Could you please provide the existing Explore Mackenzie Tourism, Investment and Resident Attraction Marketing Strategy, along with any existing brand guidelines, research, audience profiles, or implementation recommendations that the successful proponent will be expected to work from?

Answer: Proponents should prepare their proposals based on the Marketing Plan and RFP documents provided, along with the clarifications issued through the Questions and Answers process. The complete Marketing Plan will be made available to the successful proponent following contract award. Available brand materials, research, and other relevant District materials will also be provided where applicable.

Q54 - Does the \$300,000 maximum budget include paid media spend, website hosting/licensing, travel, photography/videography production expenses, and other third-party costs, or should some of these be identified separately from professional fees?

Answer: The maximum budget of \$300,000 is intended to cover the full scope of the project, including professional services and associated project costs required to deliver the proposed work plan. Proponents should identify all anticipated costs within their proposal, including website hosting and licensing during the project term, travel, photography and videography production expenses, and any other third-party costs necessary to complete the project.

To assist with evaluation, proponents should clearly itemize and distinguish professional fees, third-party costs, and any recommended paid media expenditures within their budget submission. Any proposed ongoing costs beyond the completion of the project, such as hosting, licensing, maintenance, support, or future advertising budgets, should be identified separately as optional future costs and will be considered independently by the District.

The District expects proponents to provide a budget that demonstrates how the project objectives and deliverables will be achieved within the approved project budget while maximizing value and long-term benefit to the District.

Q55 - Is there a desired overall project completion date or target launch date for the Explore Mackenzie website and marketing campaign? Are there any tourism seasons, events, funding deadlines, or other milestones the work needs to align with?

Answer: The project is anticipated to commence following contract award and execution and must be completed no later than February 29, 2028. Although there are no fixed interim launch dates, photography and videography should consider seasonal coverage to showcase Mackenzie throughout the year. Proponents should recommend the timing and sequencing of project activities in their work plan.

Q56 - For the new Explore Mackenzie website, can you provide more detail on the anticipated scope — including approximate page count, existing content to be migrated, required functionality, preferred CMS, hosting requirements, and the economic data integrations referenced in the RFP?

Answer: The District has not prescribed a specific page count, sitemap, or website architecture and is looking to proponents to recommend an appropriate approach based on

the objectives of the project. The website is intended to serve as the primary digital platform for the Explore Mackenzie initiative and should support tourism, investment attraction, resident attraction, and workforce attraction objectives.

The successful proponent should anticipate developing a new website that includes audience-specific content areas, supports mobile responsiveness and accessibility requirements, incorporates analytics and performance tracking tools, and allows District staff to manage and update content following project completion. The District is familiar with WordPress and proponents may wish to consider WordPress or a comparable content management system that provides ease of administration, scalability, security, and long-term sustainability.

The District anticipates that some existing content may be repurposed or adapted; however, proponents should assume that significant content development, refinement, and reorganization will be required as part of the project. Proponents should identify any assumptions regarding content migration within their proposal.

The District anticipates that a new domain will likely be required to support the Explore Mackenzie brand. Hosting, SSL certificates, licensing, and website support through project completion should be included within the proposed budget, with any ongoing costs identified separately.

The reference to economic data integration is intended to provide flexibility for proponents to recommend tools or functionality that support investment attraction and economic development objectives. Examples may include integration of community profiles, demographic information, labour market data, economic indicators, available properties, investment-related content, mapping tools, or similar resources. The District is open to recommendations regarding the most effective approach.

Q57 - For photography and videography, does the District have an anticipated volume of content or priority shot list in mind — for example, the number of shoot days, locations, seasons, finished videos, or photography deliverables?

Answer: The District has not prescribed a specific number of shoot days or deliverables. Proponents should recommend an approach that provides sufficient professional photo and video assets for website, social media, advertising, and promotional use, taking all seasonal requirements into consideration.

Q58 - What level of stakeholder and community engagement is expected as part of the project?

Answer: The project will build on the community and stakeholder engagement completed during development of the Marketing Plan. Additional engagement may be undertaken as needed during implementation as required.

Q59 - Does the District anticipate the successful proponent developing one overarching Explore Mackenzie campaign that serves tourism, investment, and resident attraction, or distinct campaign streams and creative for each audience?

Answer: The District anticipates an overarching Explore Mackenzie brand and marketing framework that provides a consistent identity, voice, and visual approach across all marketing activities. Within that framework, proponents should also anticipate developing distinct campaign streams, messaging, content, and creative assets tailored to the specific needs of tourism, investment attraction, resident attraction, and workforce attraction audiences.

The District recognizes that each audience has different motivations, information needs, and decision-making processes. As such, while the overall brand should remain cohesive, proponents should propose audience-specific approaches that effectively support the objectives of each pillar.

The District is open to recommendations regarding campaign architecture, messaging strategy, and creative execution, provided the proposed approach maintains a unified Explore Mackenzie brand while effectively engaging the target audiences identified in the marketing strategy.

Q60 - Regarding the ongoing campaign support referenced in the RFP, is the intent for this procurement to include any ongoing campaign management, or is the successful proponent only expected to help the District define the scope and contract requirements for a future phase?

Answer: Campaign management required during the project term should be included within the scope of this project. The successful proponent will also assist the District in developing the scope of work and contract requirements for ongoing campaign support beyond the project completion date. Any services after the project completion date would be outside the \$300,000 project budget.

Q61 - Does the District have Indigenous partners or existing relationships we can work with for the content?

Answer: The District has existing relationships with Indigenous partners and will assist the successful proponent with appropriate connections where required. There is not currently an established consultation or approval process specific to this project

Q62 - Does the \$300,000 budget ceiling include paid media and advertising spend, or is media spend carried separately, outside that amount?

Answer: Yes, the \$300,000 maximum project budget includes all fees required to complete the project, including third-party costs.

Q63 - The RFP calls for Indigenous-inclusive content and messaging. Could you share more on what is expected here, and whether engagement with McLeod Lake Indian Band is anticipated as part of the content work?

Answer: Indigenous-inclusive content would include appropriate community storytelling and messaging developed as part of the project. The District will assist the successful proponent with appropriate connections to our Indigenous partners where required. There is not currently an established consultation or approval process specific to this project.

Q64 - Will the completed Explore Mackenzie marketing strategy and any existing brand foundations be shared with proponents, either now or on award, so our workplan reflects the actual starting point?

Answer: Proponents should prepare their proposals based on the Marketing Plan and RFP documents provided, along with the clarifications issued through the Questions and Answers process. The complete Marketing Plan will be made available to the successful proponent following contract award.

Q65 - For photography and videography, roughly what volume is expected (shoot days or deliverable counts), and is there any existing District photo or video footage that can be reused?

Answer: The District has existing photo and video assets that may be reviewed and used where appropriate. There is no prescribed number of shoot days or deliverables. Proponents

should recommend an approach that provides sufficient additional assets for the project, taking seasonal coverage into consideration.

Q66 - Is there a required or preferred website platform or content management system, and is Canadian data residency and hosting a requirement?

Answer: District staff are familiar with WordPress; however, proponents may recommend alternative suitable platform for the new website.

Q67 - Is the new website a fresh build, or is existing content from the current site to be migrated? If migration is expected, roughly how many pages or how much content is involved?

Answer: The website will be a new build so there is no predetermined page count or volume of content to be migrated. Website structure and content requirements will be developed in collaboration with the District as part of the project.

Q68 - The scope mentions economic-data integration on the website. Could you describe what the District envisions here, for example static content versus live dashboards, and whether those data sources are already available?

Answer: The District is looking to incorporate economic and investment data through economic data platform, including information such as demographics, workforce, infrastructure, land and site availability, and other relevant economic indicators. Proponents may recommend an appropriate platform and integration approach.

Q69 - For accessibility, what conformance level is the District targeting (for example WCAG 2.1 AA)?

Answer: The website should meet WCAG 2.1 AA accessibility standards. The District would also like accessibility widget included to provide additional accessibility options for users.

Q70 - Is there a required launch date or a seasonal campaign go-live we should build toward, and what overall project duration or phasing does the District have in mind?

Answer: The project is anticipated to commence following contract award and execution and must be completed no later than February 29, 2028. Proponents should identify key project milestones and recommended timing for the website launch, campaign activities, and other deliverables in their work plan.

Q71 - Is the ongoing campaign-management and support work part of this award, or a separate future procurement?

Answer: Campaign management required during the project term is included within the scope of this project. The successful proponent will also assist the District in developing the scope of work and contract requirements for ongoing campaign support beyond the project completion date and any services beyond the project completion date would be outside this project.