

Explore Mackenzie Marketing Strategy Implementation

DOM-26-05

Q1 - What are the anticipated project start date and final completion date? Are there any fixed launch dates or milestones that proponents should account for?

Answer: The project is anticipated to commence following contract award and execution, with target notification to the successful proponent scheduled for September 29, 2026. The project is to be completed no later than February 31, 2028. Proponents are expected to provide a detailed work plan identifying key milestones and timelines for project deliverables.

Q2 - Does the maximum project budget of \$300,000 include paid media spend, or should media spend be budgeted separately from consulting, production and implementation costs? If paid media is included, is there an anticipated or minimum allocation?

Answer: The maximum project budget of \$300,000 includes paid media spend. The RFP includes media buys as part of Digital Campaign Implementation. Proponents should recommend an appropriate allocation within the overall project budget based on their proposed approach and work plan.

Q3 - The RFP appears to anticipate that the successful proponent will define the detailed website requirements, information architecture, content needs and functionality during the project. Can the District confirm that the final website scope may be refined and approved following a discovery and requirements-definition phase, within the overall approved project budget?

Answer: The RFP provides for the website structure and content to be developed in collaboration with the District. Proponents may identify their proposed approach to defining the detailed website requirements, information architecture, content needs and functionality within their work plan. Final website requirements will be subject to District approval and must remain within the approved project budget.

Q4 - Could the District clarify what is expected under “economic data integration,” including the anticipated data sources, functionality and frequency of updates?

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.

Q5 - Is the successful proponent expected to create a new Explore Mackenzie brand identity, refresh the existing identity, or apply an established brand system? What existing brand guidelines and source files will be made available?

Answer: The project is intended to build upon the brand direction established through the Marketing Plan and leverage the existing Explore Mackenzie brand identity as a foundation. The RFP includes the development of branding layouts, templates, campaign visuals, and other branded marketing materials. Available brand guidelines and source files will be provided to the successful proponent where applicable. While the Explore Mackenzie brand will serve as the starting point, the Municipality is open to brand refinement if supported by research, strategic rationale, and alignment with the project's goals and target audiences.

Q6 - What existing written content, photography, video, research and other marketing assets will be available to the successful proponent? Which materials may be reused or adapted?

Answer: Existing District materials may be reviewed and considered for use where appropriate. Proponents should plan for the development of the written content, photography, videography, and other marketing assets required to complete the project. The suitability of any existing materials for reuse or adaptation will be determined in collaboration with the District during project implementation.

Q7 – Does the District have an anticipated volume, format or duration for the photography and video deliverables? Should proponents plan for multiple on-site production visits, potentially across different seasons?

Answer: Proponents should recommend an approach that provides sufficient professional assets for website, social media, advertising, and promotional use, taking seasonal requirements into consideration. Proposed production requirements and timing should be identified in the work plan.

Q8 - Should travel, accommodation and other on-site production expenses be included within the maximum project budget?

Answer: Yes, All costs required to complete the proposed scope of work, including applicable travel, accommodation, and on-site production expenses, should be included within the maximum project budget.

Q9 - What campaign duration, geographic markets and paid media channels should proponents use as the basis for the proposed media plan and budget?

Answer: Proponents should base their proposed media plan on the target audience and markets identified in the Marketing Plan. Proponents should recommend the appropriate campaign duration, channel mix, sequencing, and budget allocation based on the project objectives and target audiences.

Q10 - Should the proposal include website hosting, maintenance, technical support or content updates following launch? If so, for what period?

Answer: Website hosting, maintenance, technical support, and content updates should be included through the project completion date, including all associated costs. Website maintenance required beyond the project completion date will be considered outside this project.

Q11 - What level of stakeholder and community engagement is expected? Will the District facilitate access to local businesses, residents, tourism operators and Indigenous communities?

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. The District will assist with connections to local businesses, residents, tourism operators, Indigenous communities, and other stakeholders where appropriate. Proponents should identify any anticipated engagement needs in their proposed work plan.

Q12 - Are all website and campaign materials expected to be produced in English only, or should the proposal include French-language or other multilingual content?

Answer: Language requirements will depend on the content, purpose, and intended audience. Multilingual content may be considered for specific materials or campaigns where appropriate to effectively reach the target audience.

Q13 - Does the district have existing photo and video assets, to utilise in the short-term, while we build the library of assets over time, as part of this contract?

Answer: The District has existing photo and video assets, including materials currently used on social media and tourism platforms, which may be reviewed and utilized where appropriate. The successful proponent will also be expected to develop additional photo and video assets as part of the project.

Q14 - What is the scope of photo and video needs? Often to acquire seasonal assets, we need to travel up to four times throughout a year to get a comprehensive set. Trying to gauge expectations and budget allocation here.

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.

Q15 - Are there specific needs for the website you've already identified, beyond what exists on the district website? Mapping, searchable catalogue of assets and facilities, businesses, etc for instance.

Answer: The project includes the development of a new website that supports the tourism, investment, and resident attraction objectives identified in the Marketing Plan. The website

structure, content, and functionality will be developed in collaboration with the District. Accessibility features should be included as part of the website. Proponents should also recommend additional features that support the project objectives.

Q16 - Kimbo seems well positioned to win this, as incumbent on this project. Can you provide assurance that proposals will be evaluated equally?

Answer: Yes. All proposals will be evaluated fairly and consistently in accordance with the evaluation criteria outlined in the RFP. Previous experience with the District is not required and does not confer an advantage in the evaluation process.

Q17 - Appendix B states a cost breakdown not to exceed \$300,000.00. Does that ceiling cover the entire program including third party production and paid media placement, or does it apply to professional fees with production and media budgeted separately by the District? The answer materially affects how a proponent scopes the work, since the two readings imply very different levels of delivery.

Answer: The maximum project budget of \$300,000 covers the full scope of work identified in the RFP, including third party production and paid media placement. You are welcome to recommend an appropriate allocation of the overall project budget based on their proposed approach and work plan.