



Request for Proposal  
Number RFP 2021-ED01

FOR THE PROVISION OF:

## **Digital Investment Attraction Assets**

For the

City of Terrace

Date of Issue: April 15, 2021

Closing Date: May 20, 2021

Closing Time: 2:00 pm Local Time

Deliver To: [dcorstanje@terrace.ca](mailto:dcorstanje@terrace.ca)  
"RFP 2021-ED01" in subject line

### **Documents included:**

Appendix A: Intent to Respond Form  
Schedule A: Proposal Forms

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Appendix A: Intent to Respond Form

Schedule A: Proposal Forms

# 1 INTRODUCTION

The City of Terrace (the City) aims to show its value to businesses around the world and bring them to the community to help create economic wealth and sustainability for the region. Its industrial park, the Skeena Industrial Development Park (SIDP) encompasses 2400 acres of greenfield land with hundreds of acres already cleared, accessible by road and serviceable by municipal and private services. The City aims to leverage its position as the economic hub and service centre of the northwest region of British Columbia with the available land and other industrial and institutional developments to attract investment to the community.

The City undertook an investment attraction strategy informed by global, national, provincial, and local data and trends, and identified key sectors and key markets along with initiatives to undertake to target them. In this strategy, production of virtual reality (VR) video and development of an investment attraction-focused website were two tactics identified that can help reduce risk for businesses assessing investment opportunities and further key conversations with potential investors. Two recently awarded grants from the Northern Development Initiative Trust and CanExport Community Investments have provided sufficient funds to undertake these projects.

The City is considering entering into a contract for services intended to commence by July 15, 2021. The detailed requirements are defined in the RFP. Request for Proposals (RFP) documents may be obtained from the BC Bid website ([www.bcbid.gov.bc.ca](http://www.bcbid.gov.bc.ca)) (the “BC Bid website”) and the City’s website ([www.terrace.ca](http://www.terrace.ca)). If there are any discrepancies between the RFP documents on the City’s website and the BC Bid Website, the RFP documents on the BC Bid Website shall prevail.

**This RFP is not intended to, and shall not, create any legal obligations or duties of the City of Terrace towards any person for any reason whatsoever, whether in contract, tort, or otherwise. The City, at its sole discretion, and at any time, may or may not enter into negotiations with one or more persons submitting proposals in response to this RFP, or with any other person.**

## 1.1 General Scope of Services

The general scope of services is to develop Digital Investment Attraction Assets for the City, specifically production of virtual reality video and development of an investment attraction-focused website. Details of the Project are outlined in Section 5.

# 2 PROPOSAL INSTRUCTIONS

## 2.1 Closing Time and Address for Proposal Delivery

Proposals should be received **on or before 2:00 pm local time on the 24<sup>th</sup> day of May 2021** (the “**Closing Time**”). Emails containing Proposals, either attached or with links to a cloud sharing service, shall be sent **with “RFP 2021-ED01” included in the subject line** to the following specific email address: [dcorstanje@terrace.ca](mailto:dcorstanje@terrace.ca)

## 2.2 Number and Format of Copies

Respondents shall submit their Proposals as a single, consolidated PDF file to the RFP Coordinator via email to the email address identified in Section 2.1. Respondents may attach their Proposals should file size permit; however, if the file is too large to attach directly to the email, Respondents shall use a cloud service (e.g. Google Drive, OneDrive, Dropbox) to share the file via link sharing. If using link sharing, the Proposal shall be shared with its own link; **Proposals in a shared folder with multiple documents will not be accepted.**

## 2.3 Revisions to Proposals

Proposals may be revised; however, the revisions shall be submitted in a new Proposal, delivered in the same format as required in section 2.2, with a new link in the case of link sharing, at any time before the Closing Time, but not after. Only the most recent Proposal submitted by a Respondent will be considered.

## 2.4 Information Meeting

An Information Meeting may be hosted by the City of Terrace Representative (RFP Coordinator) to discuss the City's requirements under this RFP (the **"Information Meeting"**). If the City elects to hold an Information Meeting, it will post notice of the date, time and location of the meeting on the BC Bid website and the City of Terrace website ([www.terrace.ca](http://www.terrace.ca)) and provide notice to those parties that have registered their intent to respond as per section 2.6 of this RFP. After the Information Meeting, a written record of questions and answers from the meeting will be provided to registered parties and posted to the BC Bid site and City website (along with any addenda).

At this time, an Information Meeting is not planned for this RFP.

## 2.5 Inquiries

All inquiries related to this RFP must be directed in writing to the person named below or such other person who may be named from time to time by the City (the **"RFP Coordinator"**). Information obtained from any person or source other than the RFP Coordinator should not be relied upon.

**Name:** Deklan Corstanje

**Address:** 3215 Eby Street, Terrace, BC V8G 2X8

**Email:** [dcorstanje@terrace.ca](mailto:dcorstanje@terrace.ca)

All inquiries must be received in writing no later than 2:00 p.m. local time 7 business days (May 11, 2021) before the Closing Time. Hours of business are 8:30 a.m. to 4:30 p.m. PST, Monday through Friday, except statutory holidays.

At the discretion of the City, Inquiries and responses will be recorded and will be distributed to all Respondents who have registered their intent to respond as per section 2.6 of this RFP.

Respondents finding discrepancies or omissions in the RFP (including all schedules) or having doubts as to the meaning or intent of any provision, should immediately notify the RFP

Coordinator in writing. If the City determines that an amendment or clarification is required, the RFP Coordinator will issue an addendum.

The City may issue an Addendum up to 5 business days before closing time (May 13, 2021) answering questions received on or before the inquiry deadline to provide Respondents time to do any potential adjustments.

## **2.6 Intention to Respond and Addenda**

If the City issues an addendum, it will be posted on the BC Bid Website and the City website and provided to parties registered as per Section 2.6. Any addenda will form part of the RFP. It is the responsibility of Respondents to check the BC Bid Website and the City Website for addenda. The only way this RFP may be added to, or amended in any way, is by a formal written addendum. No other communication, whether written or oral, from any person will affect or modify the terms of this RFP or may be relied upon by any Respondent. By delivery of a Proposal, the Respondent is deemed to have received, accepted and understood the entire RFP, including any and all addenda. All status inquiries must be directed to the RFP Coordinator.

In order to be included in direct communication related to inquiries or addenda, Respondents are required to communicate their intention to respond to this Request for Proposals by returning a copy of the Intent to Respond form (Appendix A) via email to the RFP Coordinator named in Section 2.5. Addenda will be published on BC Bid and City Website.

## **2.7 Examination of Contract Documents**

Respondents are responsible for reading and familiarizing themselves with the RFP document in its entirety (including all schedules, attachments and appendices) before preparing and submitting a Proposal, and highly encouraged to do so before asking the RFP Coordinator questions that may be answered within the RFP document.

## **2.8 Process after Closing**

After the Closing Date and Time, proposals will be evaluated by the Evaluation Team according to the evaluation criteria found in Section 5.6. Evaluation may take multiple weeks, depending on elements of the process including the complexity of proposals and Board approval.

Once a Preferred Respondent has been identified by the evaluation team, the Preferred Respondent will be notified.

Notwithstanding any other provision of this RFP, the execution of a Contract is subject to any negotiation of terms and conditions between the City and any Preferred Respondent. As stated elsewhere in the RFP, the City shall not be contractually bound to any person or organization as a result of this RFP.

Following shared agreement to any negotiation of terms and conditions between the City and any Preferred Respondent, the City may enter into a contract with the Preferred Respondent.

The City is by no means required to notify Respondents who were not selected as the Preferred Respondent, nor debrief with them.

## **2.9 Conflict of Interest**

A Respondent must disclose in its Proposal any actual or potential conflicts of interest and existing business relationships it may have with the City of Terrace, their elected or appointed officials or employees. The City may rely on such disclosure.

## **2.10 Solicitation of Council Members, City Staff and City Consultants**

Respondents and their agents will not contact any member of the City Council, City staff, or City consultants with respect to this RFP, other than the RFP Coordinator named in Section 2.5 at any time prior to the award of a contract or the cancellation of this RFP.

# **3 GENERAL CONDITIONS**

## **3.1 Negotiation**

The City may negotiate changes to any terms of a Proposal, including terms that form part of this RFP and including prices, and may negotiate with one or more Preferred Respondents.

## **3.2 Limitation of Liability**

Respondents are solely responsible for their own expenses in preparing and submitting Proposals, and for any meetings, negotiations or discussions with the City or its representatives and consultants relating to or arising from the RFP. The City will not be liable to any Respondents for any claims, whether for costs, expenses, losses or damages, or loss of anticipated profits, incurred by the Respondent in preparing and submitting a Proposal, or participating in negotiations for a contract, or other activity related to or arising out of this RFP. No Respondent shall have any claim for any compensation of any kind whatsoever as a result of participating in this Request for Proposals, and by submitting a Proposal each Respondent shall be deemed to have agreed that it has no claim.

## **3.3 Respondent's Qualifications**

By submitting a Proposal, a Respondent represents and warrants to the City that it has the expertise, qualifications, financial resources, and relevant experience to supply the Services described in this RFP.

## **3.4 Confidentiality**

All Proposals become the property of the City upon submission and will not be returned to the Respondents. All Proposals will be held in confidence by the City unless otherwise required by law. Contractors should be aware the City is a "public body" as defined by and is subject to the *Freedom of Information and Protection of Privacy Act* of British Columbia.

## **3.5 Definitions**

In this RFP the following definitions shall apply:

**"Approval"** or **"Approved"** means approval in writing by the City of Terrace Representative.

**"BC Bid Website"** means [www.bcbid.gov.bc.ca](http://www.bcbid.gov.bc.ca).

**"the City"** means the City of Terrace.

**"City Representative"** means the individual appointed by the City to make decisions related to the Contract.

**"City Website"** means [www.terrace.ca](http://www.terrace.ca).

**"Closing Time"** or **"Closing Date and Time"** has the meaning set out in section 2.1.

**"Contract"** means a formal written contract between the Preferred Respondent and the City of Terrace for the performance of the Work.

**"Contractor"** means the Respondent whose Proposal has been accepted by the City and includes the Contractor's personal representatives, successors or permitted assigns.

**"Evaluation Team"** means the City of Terrace administration and any project partners.

**"Information Meeting"** has the meaning set out in section 2.4.

**"PST"** means Pacific Standard Time.

**"Preferred Respondent(s)"** means the Respondent(s) recommended by the Evaluation Team and approved by the City of Terrace to enter into negotiations for a Contract.

**"Proposal"** means the submission from the Respondent. Required elements of the proposal are identified in Section 5.1.

**"Project"** means the services outlined in Section 1 and Section 5 of this RFP

**"Respondent"** means an entity that submits a Proposal in response to this RFP.

**"Request for Proposals"** or **"RFP"** means Request for Proposals No. 2021-ED01 including Schedules and Appendices attached hereto and any addenda issued by the City.

**"RFP Coordinator"** means the person referred to in section 2.5.

**"Services"** has the meaning set out in Section 1.1 – "General Scope of Services".

**"Statutory Holiday"** means any day that may be deemed a statutory holiday by the *Employment Standards Act* (British Columbia).

**"Term"** means the term of the Contract, as specified in the Contract (Schedule B).

## **4 EVALUATION OF PROPOSALS**

This section details some of the criteria against which Proposals may be evaluated. The City may utilize further or other criteria in its sole discretion.

The lowest price or any proposal will not necessarily be accepted. The City expressly reserves the right to accept or reject any or all proposals at any time, modify the project schedule, or cancel the RFP for any reason whatsoever without compensation to any person. The City expressly reserves the right to accept the Proposal deemed most favorable to the interests of the City. The City may, at any time and for any reason, negotiate with one or more Preferred Respondent with respect to this RFP or the work contemplated by it.

#### 4.1 Criteria

Proposals not clearly demonstrating that they meet the following criteria may be excluded from further consideration:

- The Proposal should be received at the location specified in Section 2.1 on or before the Closing Date and Time;
- The Proposal must be in English;
- One (1) electronic copy in PDF format must be submitted as per Section 2.2;
- The Proposal should include a completed Proposal Form.

Respondents meeting the mandatory criteria will be evaluated by the point-rated criteria.

<b>Mandatory Criteria (Pass/Fail)</b>	
One (1) electronic copy in an email sent to the email specified in Section 2.1.	
Submission received on or before specified Closing Date and Time.	
Finished product to be complete and received by the City by January 30, 2022	
<b>Point Rated Criteria</b>	<b>Point Weight</b>
Project Team and Experience Working in the Region	20%
Project Understanding and Methodology	25%
Schedule	10%
Value Added Elements	5%
Value for Money	25%
Overall Quality of Proposal	15%



## 5 ADDITIONAL INFORMATION

This section identifies what will be expected as elements of the Proposal and the Project. They will be regarded as the minimum requirements, and Respondents may include more elements as they see fit or offer rationale towards any exclusion of minimum requirements.

### 5.1 Proposal Elements

In addition to the criteria outlined in Sections 1.1 and 4.1, the rest of the proposal submission is required to include the following:

- Cover letter
- Table of Contents
- Team, Qualifications, Past Work and References
- Project Understanding
- Approach and methods, and outcomes from tasks outlined in Section 5.2
- Workplan and Timetable
- Fees associated with each task outlined in Section 5.2, including any associated travel and accommodation
- Value Additions if in addition to minimum elements outlined in Section 5.2, with costs associated
- Insurance coverage and licensing information, including business and/or professional liability and worker's compensation board clearance (e.g. WorkSafe BC when working in BC).

Respondents are asked to have their proposals ordered according to the above list.

### 5.2 Project Elements

The following list outlines elements of the Project that are expected to be included in the services provided. These elements provide Respondents the framework of the Project to associate fees. Should Respondents wish to include more items, they may, and should Respondents consider an element to be redundant, unnecessary or otherwise, they will indicate rationale in their Proposal as to why it is excluded.

Minimum elements are as follows:

- VR video production
  - Capture investment-specific land and buildings as well as elements of the community
  - Immersive, audio visual video of 4K Pro Res quality preferred with options to reduce resolution to minimum 1080p HD quality for various uses
  - Aerial and ground-level shots
  - Must be compatible with popular headsets (e.g. Oculus); please identify headset most compatible
- Investment Attraction Microsite
  - Investor focused
  - Feature Terrace's key industries and value propositions
  - Lead generation plug-in (e.g. Lead Forensics) and analytics tools (e.g. Google Analytics) for City staff and consultants

- Interactive tools for investors
- Mobile-friendly

Potential Value Additions:

- VR Video Headset(s)
- Website hosting and maintenance past year 1
- Additional video content
- Additional plug-ins for website outside of project scope

### **5.3 Intended Price for Proposal**

This project budget is intended to be a maximum of \$45,000.

### **5.4 Value Additions**

Proposals may include additional items that are additional to elements outlined in Section 5.2, and any associated costs and rationale behind the items should be included.

## **Appendix A: Intent to Respond Form**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Telephone  
Number: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

☐ We intend to respond to RFP 2021-ED01 – Digital Investment Attraction Assets

Reason(s):

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**PLEASE NOTE:** Submission of this form indicates the Respondent's intent to respond, however, it does not obligate the Respondent to respond.

## Schedule A: Proposal Form

## Proposal Form

Project: Digital Investment Attraction Assets

Project No.: RFP 2021-ED01

From:

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Company name

Address:

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Street address or postal box number, city/town, province, and postal code

To: City of Terrace

Address: 3215 Eby Street, Terrace, BC V8G 2X8 via email to [dcorstanje@terrace.ca](mailto:dcorstanje@terrace.ca)

Attention: Deklan Corstanje – Economic Development Manager

We, the undersigned, having read, understood and accepted the Request for Proposal Documents for the above-named Project, including Addendum Number(s) \_\_\_\_\_ to \_\_\_\_\_, hereby submit a non-binding Proposal for the Work, in accordance with the Request for Proposals.

### Instructions

Provide the fee for service as described in section 1.1 and 5.2 of the RFP in 2021 Canadian dollars. The prices must include all costs to perform the Work including all costs of supervision, labour, material, equipment, overhead, travel, financing, insurance, head office, and all other costs and expenses whatsoever incurred in performing the Work, and include all profit, and all applicable taxes.

## Proposal Form

We, the undersigned, declare that:

1. We have arrived at this Proposal without collusion with any competitor;
2. No member of the City of Terrace Council and no other officer or employee of the City is, will be, or has become interested, directly or indirectly, as a contracting party, partner, surety or otherwise in, or in the performance of the Contract, or in the supply, services, or business to which it relates, or in any portion of the profits thereof, or any of the money to be derived there from.

Signed and submitted by:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Signing Officer's Signature

\_\_\_\_\_  
Title of Authorized Signing Officer

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Printed Name of Witness

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2021.