



Contract 2754P

MARKETING PLAN FOR THE BRITANNIA HERITAGE SHIPYARD NATIONAL HISTORIC SITE.

1. Introduction

The City of Richmond proposes to engage the services of a consultant to prepare a Marketing Plan for the Britannia Heritage Shipyards National Historic Site.

The objective of this request for proposal is to provide the City with qualified proponents capable of carrying out the work herein defined. The subsequent proponent submissions will form the basis for evaluation, interview and selection.

2. Submission Details

Four (4) copies of proposals marked “**Contract 2754P – Marketing Plan for the Britannia Heritage Shipyards National Historic Site**” addressed to the Purchasing Section, will be received at the Information Counter, Main Floor, Richmond City Hall, 6911 No. 3 Road, Richmond BC V6Y 2C1, until 4:30pm, Local Time on Wednesday, October 26th, 2005. Submissions received after this time will be returned to the sender.

The City reserves the right to cancel this Request for Proposal for any reason without any liability to any proponent or to waive irregularities at their own discretion.

Proposals shall be irrevocable until the City awards this Contract or cancels this Request for Proposals, whichever first occurs.

All proposals will remain confidential, subject to the Freedom of Information and Privacy Act.

Any interpretation of, additions to, deletions from, or any other corrections to the Proposal document, will be issued as written addenda by the City of Richmond. All addenda will be posted on the City of Richmond Web Site and BC Bid. It is the sole responsibility of the potential Bidders to check with the City of Richmond’s Website and/or BCBid to ensure that all available information has been received prior to submitting a bid.

3. Enquiries

3.1 Clarification of terms and conditions of the proposal process shall be directed to:

Purchasing

Telephone: 604-276-4287

David Phipps - Supervisor

Purchasing Department

E-mail: purchasing@richmond.ca

City of Richmond

3.2 Technical clarification shall be directed to:

Technical

Telephone: 604- 276-4288

Jane Fernyhough

Manager, Culture & Heritage Services

E-mail: jfernyhough@richmond.ca

City of Richmond

The City, its agents and employees shall not be responsible for any information given by way of verbal communication.

Any questions that are received by City of Richmond Staff that affect the Proposal Process will be issued as addenda by the City of Richmond.

4. Project Background

The Britannia Heritage Shipyard site is a 3.29 hectare (8.14 acre) heritage park site located along the Steveston Channel of the south arm of the Fraser River. Previously a cannery and then a shipyard, the site is important to the historical development of Richmond and to Greater Vancouver. The site has been owned by the City of Richmond since 1990.

The historical buildings on the Britannia site have a collective heritage value that exceeds their individual heritage value. The boardwalk and bulkhead are significant features in the context of the buildings. The buildings are important for the sense of community that is achieved by their mass and density. The buildings and site play an important role in the interpretation of the history of wooden boat building and repair. They are also the best heritage resources available to tell the story of early Steveston residential and socio-economic traditions.

As one of Richmond's most important heritage resources on the Steveston waterfront, it is recognized by three levels of government for its historical significance.

Since the City acquired the site in 1990 it has been envisioned as a "working heritage park". The intent for the oldest cannery site on the Fraser River (and later shipyard) is to develop its character as a living history site. The site is connected to contemporary life in Richmond: it is an important node in the Steveston waterfront park and trail system; it is culturally and socially connected by its educational and visitor functions and its

boatbuilding restoration and construction activities; and it contributes to Richmond's waterfront heritage and contemporary livelihood.

The adopted vision for the site is: *for the Britannia Heritage Shipyard Park to be a publicly accessible waterfront heritage park and working museum with passive, active and interactive activities, focusing on the local industrial marine heritage. Emphasis is on the west coast wooden commercial fish boat building and repair that was historically based in Steveston; and the cultural mosaic and living conditions of the labour force on the Steveston waterfront.*

On site, in addition to the historic buildings, there is a collection of wooden boats with relevance to the site and the West Coast Fishing Industry. The site hosts special events such as the annual Maritime Festival, small concerts on the dock, children's programs and school tours. Volunteers participate in repair of wooden boats.

5. Project Scope

Consultant Duties

In preparing the Marketing Plan for Britannia Heritage Shipyard the consultant shall:

1. Collaborate closely with stakeholders including City of Richmond Staff, the Britannia Advisory Board, Britannia Heritage Shipyard Society and Tourism Richmond;
2. Review current trends in tourism and destination sites;
3. Review current product opportunities and evaluate current marketing tools used;
4. While the focus for this Marketing Plan is Britannia Heritage Shipyard, the plan should also consider the context of the whole Steveston waterfront and the other historic sites. Consultation with other Steveston Heritage sites: Gulf of Georgia Cannery; London Farm; Steveston Museum would be required;
5. Identify key target markets and significant marketing barriers and opportunities
6. Make multi-year recommendations that are achievable within the resources available. Recommendations should include:
 - how Britannia should be branded and the messaging required to support this branding;
 - how Britannia should be positioned and presented to the marketplace – local, regional, national, international; and
 - the channels best suited for presenting and promoting Britannia to various market segments.

7. Develop a consistent method of gathering and analysing visitor data;
8. Prepare preliminary and final versions of the Marketing Plan;
9. Present drafts of the Marketing Plan to stakeholders;
10. Prepare the final Marketing Plan in digital form ready for publication and presentation.

6. City Provided Items

The City will provide all relevant background materials, any meeting rooms required and meeting coordination with stakeholders.

7. Budget

A budget of \$30,000 Canadian, including all applicable taxes and disbursements, has been assigned to this project, including the preparation of a final report and all associated costs.

8. Project Schedule

The project is to be completed by February 28, 2006, with work commencing as soon as possible in early November 2005. A project schedule is to be submitted with the proposal.

9. Proposal Submissions

All proponents are required to provide the following information with their submissions, and in the order that follows:

- 9.1 A Corporate profile of their firm outlining its' history, philosophy and target market.
- 9.2 A detailed listing of Marketing Plan preparation experience.
- 9.3 A description of the consultant's understanding of the project objectives/outcomes and vision, and how these will be achieved.
- 9.4 A detailed project methodology explaining each project task including what will be expected of both the consultant and the City with respect to each task.
- 9.5 Team Composition – a complete listing of all key personnel who will be assigned to this project. This will include their relevant experience, qualifications for this project, roles and responsibilities, leadership, etc., in addition to their availability for this project.

- 9.6 A complete definition of the process that will be employed to meet the objectives of this project,
- 9.7 A detailed schedule of all activities, including milestones, project meetings, interim reports and progress reports required for this project.
- 9.8 Provision of a priced methodology complete with a time allotment for each identified task you propose to employ to carry out the work, this shall form the basis for payments to the successful proponent. Supplement this with a schedule of fees for staff to be assigned to the project. These rates shall be the basis for adjustments to the value of the contract in the event the scope of work varies from that proposed.
- 9.9 A minimum of three (3) client reference from projects of a similar size and scope.

10. Working Agreement

The successful proponent will enter into a contract for services with the City based upon the information contained in this request for proposal and the successful proponents submission and any modifications thereto. A Draft Sample Agreement has been attached to this document

Proponents may include their standard terms of engagement.

11. Evaluation Criteria

Proposals shall be evaluated to determine the best value offered to the City against conformance to the following criteria:

- Understanding of project objectives/outcomes and vision
- Project Methodology
- Team Composition – Experience and Qualifications of those staff to be assigned to the project.
- Project Deliverables
- Value for Money
- References
- Interview (if required)



Note: Receipt of this completed form will assist us in calling for future bids. Please complete and submit this form prior to the closing date and time as shown on the Request for Quotation/Proposal/Tender form.
Please remember to include Quotation/Proposal/Tender No. at right.

Quotation/Proposal/Tender
No **2754P**

A Quotation/Proposal/Tender is not being submitted for the following reason(s):

- | | |
|--|--|
| <input type="checkbox"/> We do not manufacture/supply the required goods/services | <input type="checkbox"/> Cannot obtain raw materials/goods in time to meet delivery requirements |
| <input type="checkbox"/> We do not manufacture/supply to stated specifications | <input type="checkbox"/> Cannot meet delivery requirements |
| <input type="checkbox"/> Specifications are not sufficiently defined | <input type="checkbox"/> Cannot quote/tender a firm price at this time |
| <input type="checkbox"/> Insufficient information to prepare quote/proposal/tender | <input type="checkbox"/> Insufficient time to prepare quote/tender. |
| <input type="checkbox"/> Quantity too small | <input type="checkbox"/> We are unable to competitively quote/tender at this time. |
| <input type="checkbox"/> Quantity too large | <input type="checkbox"/> We do not have facilities to handle this requirement |
| <input type="checkbox"/> Quantity beyond our production capacity | <input type="checkbox"/> Licensing restrictions (please explain) |
| <input type="checkbox"/> Cannot meet packaging requirements | <input type="checkbox"/> Agreements with distributors/dealers do not permit us to sell directly. |
| <input type="checkbox"/> Cannot handle due to present plant loading | <input type="checkbox"/> Other reasons or additional comments (please explain below) |

I / We wish to quote / tender on similar goods / services in future <input type="checkbox"/> Yes <input type="checkbox"/> No	Authorized Company Official – Signature and Title	Date
This space for City of Richmond Comments		Firm Name
		Address
		City
		Province Postal Code
		Telephone Number



This Agreement dated the ☼ day of October, 2005, at the City of Richmond, in the Province of British Columbia

Between:

City of Richmond
6911 No. 3 Road
Richmond, BC
V6Y 2C1

(the "City")

And:

☼

(the "Consultant")

Whereas:

- A. The City is ☼ (the "Event or Project");
- B. The City requires a ☼ the Event or Project;
- C. The City issued a Request for Quotation☼ for the supply and delivery of ☼;
- D. The Consultant is willing and prepared to deliver ☼;

NOW THEREFORE in consideration of the mutual covenants and agreements set out below, the parties covenant and agree as follows:

1. Responsibilities and Duties

- 1.1. The Consultant shall be responsible for the following as per Request for Quotation☼/Proposal ☼ and the Consultant's submission dated ☼.
 - a) ☼
 - b) ☼
- 1.2. The Consultant agrees to conduct himself professionally and with integrity so as not to embarrass or discredit the City throughout the performance of the duties and responsibilities set out in this agreement.

2. Compensation

- 2.1. In exchange for carrying out the duties and responsibilities set out in this agreement, the City agrees to pay to the Consultant, the amount of \$ⓧ plus GST per ⓧ for the duration of the term of this agreement, but total amount of payments not to exceed \$ⓧ plus GST.
- 2.2. Once per month, commencing no sooner than ⓧ, the Consultant shall submit to the City a written statement of account and setting out a detailed summary of hours worked, meetings attended and the status of ⓧ (the "Statement of Account").
- 2.3. The Statement of Account must show the amount of GST charged and include the Consultant's GST registration number and City Purchase Order number.
- 2.4. The City agrees to make payments to the Consultant within ten (10) working days of receipt of the Consultant's Statement of Account.
- 2.5. The Consultant shall, on a monthly basis, submit to the City a list of expenses incurred in carrying out the duties and responsibilities set out in this agreement and, upon approval of such expenses by the City, the City will reimburse the Consultant for such expenses.

3. Performance Standards

- 3.1. The Consultant is responsible for meeting the following ⓧ targets:
 - ⓧ
- 3.2. The Consultant agrees to comply with following project deadlines:
 - ⓧ
- 3.3. The Consultant shall prepare a report to the City on a monthly basis indicating ⓧ what targets have been met over the preceding month and the status of efforts in relation to the targets set out.

4. Benefits

- 4.1. The Consultant hereby waives all rights, claims, and entitlements whatsoever afforded to employees of the City pursuant to the Group Life Insurance Plan, Long Term Disability Plan and the Dental Plan and any other such benefits. The Consultant agrees to pay, as required by Federal or Provincial Statutes any payments for Income Tax, Workers Compensation, Unemployment Insurance, Canada Pension Plan, Superannuation and other such payments.

5. Independent Contractor

- 5.1. The Consultant is an independent contractor and no agency, joint venture, association, partnership, employer-employee relationship is created between the City and the Consultant.

6. Assignment And Subcontracting

- 6.1. The Consultant will not, without the prior written consent of the City, assign, either directly or indirectly, any right or obligation of the Consultant under this agreement.
- 6.2. No sub-contract entered into by the Consultant will relieve the Consultant from any of his obligations or impose any obligation or liability upon the City to any such sub-contractor.

7. Indemnity

- 7.1. The Consultant agrees to indemnify and hold harmless the City, its agents, employees, and elected officials, against any damages, liabilities, or costs, including reasonable attorney fees and defence costs, arising from or allegedly arising from or in any way connected with any act or omission by the Consultant, his employees, officers, volunteers, servants, or agents, or persons for whom the Consultant has assumed responsibility, in the performance or purported performance of this agreement.

8. Insurance

- 8.1. The Consultant shall, at his own expense, carry and keep in force during the term of this agreement, the following coverage.
 - a) Professional liability insurance with a minimum limit of \$250,000.00 for each occurrence and \$500,000.00 aggregate.
 - b) Comprehensive general liability insurance with a minimum limit of \$2,000,000 per occurrence with a cross-liability clause.
- 8.2. The City may require a dedicated limit of the Consultant's professional liability policy be allocated to cover the Consultant's work while contracted by the City.
- 8.3. The City shall be added as an additional insured under the Consultant's comprehensive general liability insurance.
- 8.4. All insurance policies shall provide that they cannot be cancelled, lapsed or materially changed without at least 30 days' notice to the City.
- 8.5. Prior to the commencement of the services hereunder, the Consultant shall file with the City a copy of each insurance policy and certificate required. All such insurance shall be maintained until final completion of the service.

9. Representation

- 9.1. The parties hereto agree that for all purposes hereunder the City shall be represented by the ☼.

10. Ownership of Products

- 10.1. The City shall take title to and ownership of all materials and products developed by the Consultant pursuant to this agreement, including reports, drawings, schematics, computer files, and designs developed, except those covered by copyright. All

materials and products produced shall be provided to the City upon expiry of this agreement.

11. Confidentiality

- 11.1. The Consultant shall not disclose any information provided by the City, specifically proprietary, sensitive, personal or confidential information or that developed resulting through the performance of this agreement to any other party without the express written consent of the City. All information provided to the Consultant or developed by the Consultant pursuant to this agreement shall be returned to the City upon the expiration of this agreement. The Consultant acknowledges that the City is subject to the Freedom of Information and Protection of Privacy Act of British Columbia.

12. Related Companies

- 12.1. The Consultant shall not during the term of this agreement, perform a service for or provide advice to any person, firm or corporation where the performance of the service or the provision of the advice may or does, in the opinion of the City, give rise to a conflict of interest between the obligations of the Consultant to the City under this agreement and the obligations of the Consultant to such other person, firm or corporation.

13. Term

- 13.1. This agreement is valid for the period commencing ☼ and ending ☼ (the "Expiration Date"), or such later date as may be mutually agreed upon.

14. Termination

- 14.1. Notwithstanding any other provisions of this agreement, either party may terminate this agreement at any time upon at least two (2) weeks' written notice delivered to the Parties at the addresses shown on the first page of this agreement, or such shorter time and in such a manner as may be agreed upon by the parties.
- 14.2. Notwithstanding the provisions of subsection 14.1, if in the opinion of the ☼<insert information as, the Consultant has breached a material covenant, the City may cancel this Agreement immediately without notice.

15. Notices

- 15.1. Any notices or other communications required or permitted hereunder shall be sufficiently given if delivered, or if sent by prepaid regular mail, to the addresses of the parties set out on the first page of this agreement, or to such other addressees as shall have been specified by notice in writing by either party to the other. Any such notice or communication shall be deemed to have been given, if delivered, and if mailed in Canada, on the fourth business day after the date of mailing.

16. Feminine/Masculine

- 16.1. Wherever the singular or masculine is used throughout these Terms the same shall be construed as meaning the plural, the feminine or body corporate or politic where the context or the parties hereto so require and vice versa.

17. General

- 17.1. This Agreement may be amended upon mutual agreement of the parties in writing.
- 17.2. This Agreement and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of British Columbia.
- 17.3. This Agreement sets out the entire agreement of the parties and no representations, warranties or conditions have been made other than those expressed or implied herein. No agreement collateral hereto shall be binding upon the City unless made in writing and signed by the City.

The City and the Consultant Agree to these Terms the day and year first above written.

Consultant

City of Richmond