



**Contract 2947P**

**Development of a Marketing Plan for Parks, Recreation and Cultural Services**

**1. Introduction**

The City of Richmond proposes to engage the services of a to prepare a Marketing Plan for Parks, Recreation and Cultural Services.

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**

Five (5) copies of proposals marked **Development of a Marketing Plan for Parks, Recreation and Cultural Services Contract 2947P** 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 4:00pm, Local Time, Friday, September 29<sup>th</sup>, 2006. 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Proposals may be withdrawn by written notice only provided such notice is received at the office of the City's Purchasing Section prior to the date/time set as the closing time for receiving proposals.

Proposals shall be open for acceptance for 90 days following the submission closing date.

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. It is the sole responsibility of the potential Bidders to check with the City of Richmond's Website, and / or BC Bid 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: 604-276-4097

Kerry Lynne Gillis

Buyer

Purchasing Department

E-mail: [purchasing@richmond.ca](mailto:purchasing@richmond.ca)

City of Richmond

3.2 Technical clarification shall be directed to:

Technical

Telephone: 604-276-4062

Kim Somerville

Marketing Specialist

Parks, Recreation & Cultural Services

E-mail: [ksomerville@richmond.ca](mailto:ksomerville@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 City of Richmond is committed to being the most livable community in Canada and recognizes that recreation and culture are essential components of the community's livability.

Richmond is fortunate to have a long history of investment in recreation and cultural facilities, as well as a strong volunteer base to support the programs and services needed in the community.

The Parks, Recreation and Cultural Services Department works in partnership with a wide variety of community organizations to design and deliver sports, fitness, social, cultural and educational programs, facilities and services that promote positive, healthy and enjoyable lifestyles and provide the greatest benefit to the community as a whole, as well as direct benefits to individual participants. Programs and services are developed to ensure that they respond to the diverse and changing needs within the community while working to remove or minimize barriers to access.

Richmond residents and visitors take full advantage of the programs, services and amenities provide by a range of service providers, including the City. More than 90 per

cent of residents use Richmond's indoor and outdoor recreation and cultural facilities, and parks and trails.

Significant societal changes and demographic trends are influencing the public expectation that parks, recreation and cultural Services be planned and delivered as part of an overall effort to address broader societal issues.

In order to ensure that programs and services meet the needs and expectations of citizens, there must be ongoing mechanisms in place to connect with the community and communicate in a manner that reaches the many target audiences. The purpose of the marketing plan will be to assist the City of Richmond Parks, Recreation and Cultural Services Department to:

- Build on the work developed in the Parks, Recreation and Cultural Services Master Plan.
- Balance sectional, divisional and departmental initiatives to optimize limited marketing resources.
- Identify marketing priorities.
- Implement marketing strategies to attract new participants and retain current customers.
- Ensure market research is collected and monitored on an ongoing basis including client satisfaction information to evaluate current marketing initiatives and establish new marketing directions.
- Enhance sponsorship, advertising, resource development and partnership opportunities to promote awareness of and participation in PRCS programs and facilities.
- Enhance communications to respond to an increase in demand and opportunities for publicity activities to promote Parks, Recreation and Cultural Services.
- Use consistent messages and images to strengthen and position Parks, Recreation and Cultural Services in a competitive marketplace.

## **5. Project Scope**

### **Consultant Duties**

In preparing the Marketing Plan for Parks, Recreation and Cultural Services the consultant shall:

- a. Collaborate closely with stakeholders including City of Richmond staff and other City departments, various community partners including but not limited to Richmond Community Associations, Richmond Sports Council, Richmond School District, Richmond Health Department and Tourism Richmond;
- b. Review current trends in parks and recreation;
- c. Review current product opportunities and evaluate current marketing tools used;
- d. Identify key target markets and significant marketing opportunities;
- e. Make multi-year recommendations that are achievable within the resources available. Recommendations should include:
  - How Richmond Parks, Recreation and Cultural Services should be branded and the messaging required to support this branding;
  - The channels best suited for promoting and positioning Richmond Parks, Recreation and Cultural Services to various market segments;
  - A consistent method of collecting and monitoring primary research on an ongoing basis, including client satisfaction information to evaluate current marketing initiatives and establish new marketing directions
  - An outline of specific implementation strategies within the Department's limited marketing budget
- f. Prepare preliminary and final versions of the Marketing Plan;
- g. Present drafts of the Marketing Plan to stakeholders;
- h. 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 \$25,000.00 Canadian, including all applicable taxes, has been assigned to this project, including a final report and all associated costs.

**8. Project Schedule**

The project is to be completed by December 22, 2006, with work commencing as soon as possible in October 2006. 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:

- A Corporate profile of their firm outlining its history, philosophy and target market.
- A detailed listing of Marketing Plan preparation experience.
- A description of the consultant's understanding of the project objectives/outcomes and vision, and how these will be achieved.
- 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.
- 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.
- A detailed proposal of what will be delivered, including the expected outcome and benefits to the City of Richmond.
- A complete definition of the process that will be employed to meet the objectives of this project, e.g., approach to be taken, feasibility and market study, etc.
- A detailed schedule of all activities, including milestones, project meetings, interim reports and progress reports required for this project.
- 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.
- A minimum of three (3) client references 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.

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)



**City of Richmond**  
Business and Financial Services Department

**Notice of No Bid**

**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.

**2947P**

**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 <span style="float: right;">Postal Code</span>
		Telephone Number



This Agreement dated the ☉ day of September, 2006, 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) ☉
- c) ☉
- d) ☉
- e) ☉
- f) ☉

- g) ✖
- h) ✖

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 ☼, 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.

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Consultant

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City of Richmond