

Issue Date: July 28, 2022

**REQUEST FOR PROPOSAL (RFP)**  
**Consulting Services for Marketing Campaign Development and Execution**  
**“Support Downtown” Marketing Campaign, Winnipeg MB**

CentreVenture Development Corporation (“CentreVenture”), on behalf of the Downtown Action Team responsible for implementing the [Downtown Recovery Strategy](#), kindly requests a proposal for a marketing firm/team for development and implementation of a “Support Downtown” marketing campaign (the “Project”).

**To qualify, Request for Proposals must be submitted by**  
**Friday, August 19, 2022 at 3:00PM CDT via email to:**

[chabluk@centreventure.com](mailto:chabluk@centreventure.com)

**I. BACKGROUND**

In February 2021, a Downtown Recovery Strategy working group was formed to assess and address the pandemic’s impacts on the businesses and communities in downtown Winnipeg. The working group was comprised of three downtown business improvement zone agencies; Downtown Winnipeg BIZ, Exchange District BIZ, and West End BIZ; CentreVenture Development Corporation; Tourism Winnipeg; and City of Winnipeg planning staff. In July 2021, the working group released a State of the Downtown report which captured the quantitative impacts of the pandemic to date, highlighted the impacts on the people behind the numbers, and included immediate calls to action. The research and critical discussions undertaken by the Downtown Recovery Strategy working group have informed and shaped the Downtown Recovery Strategy [Framework](#).

The Framework establishes high-impact strategic actions for the next three years in five overlapping and complementary streams of activity: revitalizing places; energizing spaces; supporting people; living downtown; and building business. To achieve our goals and best position Winnipeg’s downtown for future success, collective and collaborative action is required between all levels of government and among all downtown community sectors.

Building up a strong and resilient downtown that has been uniquely affected by COVID-19 requires a dedicated, visionary, and skilled team to lead, implement, and assess the impacts of the Downtown Recovery Strategy. The Downtown Action Team is comprised of the City of Winnipeg, Downtown Winnipeg BIZ, Exchange District BIZ, and West End BIZ; CentreVenture Development Corporation; Tourism Winnipeg, Downtown Community Safety Partnership, End Homelessness and the Winnipeg Arts Council.

Five subcommittees report to the Downtown Action Team, one for each stream. Each subcommittee is accountable for executing the action items identified in the Framework. This

RFP is issued by the Building Business subcommittee, which has created the Building Business Program.

## II. BUILDING BUSINESS PROGRAM

The [Building Business Program](#) has been designed to help the downtown continue as a viable and attractive place for investment and entrepreneurship. It is comprised of four components, which together will foster an inclusive recovery, support SMEs throughout and beyond recovery, and encourage upcoming entrepreneurs to locate downtown:

1. *Ground Floor Incubation Strategy and Program:* Mentor and connect emerging entrepreneurs with empty downtown storefront locations.
2. *Business Improvement Grant:* A program to support existing businesses through two focus areas: space improvements and business development
3. *Market Research:* Up-to-date data and research for existing and potential businesses.
4. *“Support Downtown” Marketing Campaign:* A business-oriented campaign that focuses on economic development, business attraction and supporting local.

### a) “SUPPORT DOWNTOWN” MARKETING CAMPAIGN

#### *Project Description:*

The “Support Downtown” Marketing Campaign is business-oriented and focuses on economic development, business attraction and supporting local. The campaign must also:

- Be a multi-faceted campaign, providing engaging cross-promotional opportunities to support existing retail, hospitality, and arts and cultural businesses.
- Showcase downtown as an attractive location to develop and invest in as well as the unique amenities and offerings downtown.
- Encourage downtown workers to return to the office.

The campaign should not focus on tourist attractions or otherwise encourage one-time visits. Rather, it should focus on supporting, building, and developing downtown business and encourage downtown investment. It should make a lasting impact and help contribute to positive brand recognition for downtown Winnipeg.

#### *Campaign objectives:*

- To improve the perception of downtown.
- To increase business investment and development downtown.
- To increase dollars spent at downtown retail, hospitality, and arts and cultural businesses.

#### *Project Understanding and Methodology:*

Included in the submission, please describe your firm/team’s approach and organization during the Project, so that the evaluation committee has a clear understanding of the methods that will be used. Proponents should provide:

- Qualifications to meet desired objectives.
- Approach to creative campaign development and execution, including any initial concepts.
- Outline your ability to manage concept development, execution of concept, media buy and to meet project schedule.
- High-level overview of approach for media buy and/or earned media (digital, traditional, and/or other).
- Estimated critical dates and timelines.
- Budget breakdown that includes agency fees for creative development and production, and proposed media buy.
- References and portfolio of relevant work.

### ***b) PROJECT SCHEDULE***

RFP Issue Date:	July 28, 2022
RFP Submission Due Date:	August 26, 2022, 3:00PM CDT
Proponent Interviews, if required:	August 31-September 6, 2022
Contract Award:	September 15, 2022
Project Commencement:	ASAP after award of contract
Campaign Launch:	The campaign can be rolled-out in stages but must launch no later than November 1, 2022
Project Completion:	Prior to March 31, 2023 (advertising can carry beyond if budget permits)

### ***c) BUDGET***

The budget for this project is a maximum of \$300,000CAN.

## **III. SUBMISSION GUIDELINES**

Submissions must be a maximum of 15 pages (in addition to the **Submission Form**), delivered as one (1) electronic PDF copy, on maximum page size 11x17. Proposal submissions must include the following information:

- Completed **Submission Form** (attached)
- General Information
  - o Briefly outline project understanding and proposed methodology
  - o Identify key personnel
- Qualifications

- Details demonstrating the history and experience of the Proponent. Please list three (3) projects of similar complexity, scope and value, with contact information for references.
- Discuss firm/team's specific abilities and expertise to provide the required professional services and qualifications.

#### **IV. TERMS AND CONDITIONS**

##### *Evaluation Criteria*

Proposals will be evaluated on proponent qualifications, similar project experience, proposed methodology, schedule and fee structure.

##### *Termination of Convenience*

CentreVenture may terminate the contract in whole or in part, whenever CentreVenture determines it is in their best interest, without showing cause, upon giving written notice to the Proponent. CentreVenture shall pay all reasonable costs incurred by the Proponent up to the date of termination. However, in no event shall be paid an amount which exceeds the proposal price for work performed. The Proponent shall not be reimbursed for any profit which may have been anticipated but which have not been earned up to date of termination.

##### *Termination of Default*

When the Proponent has not performed or has unsatisfactorily performed the contract, CentreVenture may terminate the contract for default. Upon termination for default, payment will be withheld at the discretion of CentreVenture. Failure on the part of the Proponent to fulfill the contractual obligations shall be considered just cause for termination of the contract. The Proponent will be paid for work satisfactorily performed prior to termination, less any excess costs incurred by CentreVenture in re-procuring and completing the work.

##### *Cancellation*

Issuing an Invitation implies no obligation on CentreVenture to accept any Bid, or a portion of any Bid submitted. The lowest or any Bid will not necessarily be accepted.

##### *Questions*

Questions and clarifications must be submitted in writing via email to [chabluk@centreventure.com](mailto:chabluk@centreventure.com).

"Support Downtown" Marketing Campaign - Request for Proposals

**SUBMISSION FORM**

A.) Proponent Information

Legal Business Name:		
Usual Business Name (if different from above):		
Address:		
City/Region:	Country:	Postal Code:
Contact Person Name:		Contact Person Title:
Contact Person Telephone:		Contact Person Email:

B.) Fee Proposal

Professional / Agency Fees (list personnel hourly rates)	
Proposed media buy (digital)	
Proposed media buy (traditional)	
Production Costs	
Disbursements (describe)	
Other (describe)	
<b>TOTAL</b>	

C.) Proponent Declaration

initial	I/We confirm that, inclusive of all of our team members, we do not have any actual or perceived conflict(s) of interest with respect to our participation in this RFP.
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initial	I/We have read the Request for Proposal (RFP) and have submitted all required information.
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initial	By submitting a response, Proponent acknowledges and agrees that all fees and expenses has been included in some way within the pricing above, and that there will be no attempt to claim extra after award has been accepted.
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E.) Authority

By signing below, I confirm our intent to participate in this RFP and confirm the truthfulness and accuracy of this form and our submission:

Proponent Signature:		
Name (Please Print):	Position:	Date: