



REGIONAL DISTRICT of Fraser-Fort George

Invitation to Quote ADM-16-01 Golden Raven Marketing Program Review

The Regional District of Fraser-Fort George is seeking quotations from qualified vendors to conduct an assessment of the Golden Raven Cultural Marketing Program.

Three (3) hard copies of quotations will be received until **2:00 p.m. local time, December 20, 2016**, to the attention of the Manager of External Relations, at 155 George Street, Prince George BC, V2L 1P8. Quotations must include the Schedule of Prices/Services (page 4) and pages 5 and 6. Quotes submitted by fax, electronically, or not in original Regional District format will **NOT** be accepted. Submissions received after the stated closing date and time will be disqualified and not considered by the Regional District.

Invitation to Quote documents may be obtained on or after December 1, 2016:

- a) In a PDF (public document format) file format from the Regional District's website www.rdffg.bc.ca;
- b) In hard copy format from the Regional District Service Centre, 155 George Street, Prince George, BC between the hours of 8:00 a.m. and 5:00 p.m. Monday through Friday excluding statutory holidays.

Quoted prices must remain in effect for sixty (60) days after the closing date and time.

Quotations will be evaluated on the quoted price, bidder's experience, and proposal. The Regional District reserves the right to reject any and all quotes; the lowest price will not necessarily be accepted.

Regional District's Right to Reject Quote

The Regional District reserves the right to reject any and all quotes; the lowest will not necessarily be accepted.

The Regional District reserves the right, in its sole discretion, to waive informalities in quotes, reject any and all quotes, or accept the quote deemed most favourable in the interests of the Regional District.

No bidder shall have any claim for any compensation of any kind whatsoever as a result of participating in this Invitation to Quote.

In the event that the previous paragraph is found to be invalid by a court of competent jurisdiction, then this paragraph will apply. By submitting a quote, a bidder agrees that it will not claim damages in excess of an amount equivalent to the reasonable costs incurred by the bidder in preparing its quote for matters relating to the Agreement or in respect of the competitive process, and the bidder, by submitting a quote, waives any claim for loss of profits if no agreement is made with the bidder.

If a Quote contains a defect or fails in some way to comply with the requirements of the Invitation to Quote documents, which in the sole discretion of the Regional District is not material, the Regional District may waive the defect or accept the quote.

The Regional District reserves the discretion to reject any quote submitted by a bidder, where one or more of the directors, officers, principals, partners, senior management employees, shareholders or owners of that bidder (or in the case of a quote submitted by a bidder who is an individual person, where that

individual) is an officer, employee or director of the Regional District, or is a member of the immediate family of an officer, employee or director of the Regional District, unless declared in the bid submission.

By submitting this quote the bidder further confirms that neither the bidder (if an individual person) nor any of the directors, officers, principals, partners, senior management employees, shareholders or owners of the bidder is an officer, employee or director of the Regional District, or is a member of the immediate family of an officer, employee or director of the Regional District.

The Regional District reserves the right to reject any quote submitted by a bidder that is, or whose principals are, at the time of bidding, engaged in a lawsuit against the Regional District in relation to work similar to that being quoted.

Clarification Enquiries

Bidders finding discrepancies, errors, or omissions in this ITQ or requiring clarification on the meaning or intent of any part herein, should immediately request in written form, either by mail, email or fax, clarification from Renee McCloskey. Upon receipt of the written request for clarification, Ms. McCloskey will send written instructions. No responsibility will be accepted for oral instructions. Any work done after discovery of discrepancies, errors or omissions will be done at the bidder's risk. **All such enquiries must be submitted up to 2:00 pm, December 13, 2016.**

Addenda and amendments issued during the time of quoting will be signed by the bidder and included with the quote and will become a part of the quote documents.

All inquiries relating to this Invitation to Quote must be directed to:

Renee McCloskey, Manager of External Relations
Regional District of Fraser-Fort George
Phone: 250-960-4400
Fax: 250-562-8676
Email: rmccloskey@rdffg.bc.ca

BIDDER CHECKLIST

Before submitting your quotation, check the following points:

- Are there three (3) hard copies of the quote and supporting documentation? _____
- Is the Schedule of Prices/Services completed and has it been signed? _____
- Are the following pages included?
 - Tax Information _____
 - Relevant Professional Experience in Similar Work? _____
 - List of Contractor's Personnel _____
 - Any Addendums that were issued (have they been signed)? _____
- Supporting documents attached? _____
- Are the documents complete and contained in a **sealed** envelope? _____

Note: Your quotation may be disqualified if ANY of the applicable foregoing points have not been complied with.

Ensure that the Quote is in a **sealed** envelope clearly marked on the outside with:

- Attention: Manager of External Relations
Regional District of Fraser-Fort George
3rd Floor, 155 George Street
Prince George BC V2L 1P8
- Invitation to Quote ADM-16-01
Golden Raven Marketing Review Program Review
- Bidder's name, address and contact information.



SCHEDULE OF PRICES/SERVICES

To supply all necessary equipment, labour, materials, supervision, and all things necessary to conduct a review of the Golden Raven Marketing Program.

1) Price (GST not included):

a) Lump sum quoted price for project (GST not included, Cdn \$) \$ _____

Is GST Payable? Yes No

Goods and Services Tax Registration Number: _____

(If GST Registrant)

WorkSafeBC Registration Number: _____



TAX INFORMATION

GOODS AND SERVICES TAX INFORMATION

The following must be completed:

Supplier: _____

NAME _____

ADDRESS _____

CITY _____ PROVINCE _____

POSTAL CODE _____ PHONE NUMBER _____

FAX NUMBER _____

Are you a GST Registrant? Yes _____ No _____

If YES, please indicate your registration number: _____

If NO, please fill in the following (check appropriate box):

- Supplier qualifies as a small supplier under Section 148 of the legislation
 - Other: Specify _____
- _____

SIGNATURE OF AUTHORIZED PERSON PRINT NAME

TITLE DATE



RELEVANT PROFESSIONAL EXPERIENCE IN SIMILAR WORK

(Attach additional information if necessary)

Year	Work Performed	Reference Contact (name and phone number)	Value

Introduction

The Golden Raven Cultural Marketing Program was established in 2008 to promote cultural and heritage facilities supported through the Regional District. The sites included as part of the program include:

Two Rivers Gallery (Prince George)	Valley Museum and Archives (McBride)
Exploration Place (Prince George)	Whistle Stop Gallery (McBride)
Railway and Forestry Museum (Prince George)	Valemount Museum
Huble Homestead Historic Site	Barkerville Historic Town
Mackenzie and District Museum	Fort St. James National Historic Site

Through the program, Golden Raven facilities are marketed as a collective experience under the Golden Raven banner.

The program has an established brand (Golden Raven), visual identity, website and a host of promotional materials such as an annual brochure with coupons and a quarterly newsletter. Paid advertising through broadcast media and display advertising in trade publications and participation in tradeshow are also a part of the annual marketing program.

Project Scope

Conduct a review of the Golden Raven Cultural Marketing Program to determine the effectiveness of the current program and identify opportunities to strengthen and update the campaign to ensure it is making the best use of resources to reach the intended markets.

The review will include the following

- Assessment of current marketing activities (including printed materials, website, social media, marketing collateral, branding)
- Review Regional District literature (Cultural Plans, 2008 marketing reports, Golden Raven annual reports, Annual Cultural Report)
- Identification of tourism marketing trends in North Central BC and Western Canada
- Identify opportunities for increased leveraging of the marketing (amongst GR facilities and with outside organizations such as Tourism PG, Northern BC Tourism, cultural agencies, etc)
- Interviews/surveys with stakeholders (internal and external) and cultural site visitors to understand perceptions and seek feedback
- Development of a 3-year proposed marketing strategy and budget

Work Plan and Schedule

The proponent must provide a work plan, setting out a clear methodology and timeline. The work plan is to include a schedule of project tasks, the sequence of task occurrence and details concerning implementation and duration of each task. It is expected that the project will be completed by April 1, 2017.

Fee Structure

The proponent must specify the fees required to satisfy the work plan and methodology. Clearly identify and detail all costs for the outlined services. Proposals should not exceed \$10,000 (Canadian currency).

Other Requirements

The proponent will provide and maintain Comprehensive General Liability Insurance, acceptable to the Regional District and subject to the limits of not less than three million dollars (\$3,000,000) inclusive, per occurrence for bodily injury, death and damage to property including the loss thereof.

The Regional District will be named as Additional Insured on all Comprehensive General Liability Insurance policies.

SERVICE AGREEMENT

BETWEEN:

The **REGIONAL DISTRICT OF FRASER-FORT GEORGE**, a local government incorporated pursuant to the Local Government Act and having its business office located at:

155 George Street,
Prince George, BC V2L 1P8

(herein called the "REGIONAL DISTRICT")

AND:

(*Service Provider Name*), a company duly incorporated under the laws of British Columbia and having a place of business at:

(*Service Provider Address*)

(herein called "SERVICE PROVIDER")

NOW, THEREFORE, in consideration of the mutual undertakings and subject to the terms set forth below and intending to be legally bound, the parties agree as follows:

1. SCOPE OF SERVICE

The REGIONAL DISTRICT requires Services that may include, but are not limited to, the following:

Conduct a review of the Golden Raven Cultural Marketing Program to determine the effectiveness of the current program and identify opportunities to strengthen and update the campaign to ensure it is making the best use of resources to reach the intended markets.

The review will include the following

- Assessment of current marketing activities (including printed materials, website, social media, marketing collateral, branding)
- Review Regional District literature (Cultural Plans, 2008 marketing reports, Golden Raven annual reports, Annual Cultural Report)
- Identification of tourism marketing trends in North Central BC and Western Canada
- Identify opportunities for increased leveraging of the marketing (amongst GR facilities and with outside organizations such as Tourism PG, Northern BC Tourism, cultural agencies, etc)
- Interviews/surveys with stakeholders (internal and external) and cultural site visitors to understand perceptions and seek feedback
- Development of a 3-year proposed marketing strategy and budget

2. TERM AND TERMINATION

The term of this Agreement shall commence as of the day and year first written above, and shall continue in effect until terminated by either party as provided herein. Either party may terminate this Agreement at any time, with or without cause, by providing not less than thirty (30) business days advance written notice to the other party. The SERVICE PROVIDER or the REGIONAL DISTRICT may terminate this Agreement immediately in writing if either party becomes insolvent, enters bankruptcy, receivership, or other like proceeding (voluntary or involuntary) or makes an assignment for the benefit of creditors.

3. NOTICE OF DEFAULT

If the SERVICE PROVIDER is in default of the performance of any of its material obligations set out in this Agreement, then the REGIONAL DISTRICT may, by written notice to the SERVICE PROVIDER, require such default to be corrected. If within fifteen (15) days' receipt of such notice the default has not been corrected or reasonable steps, as determined by the REGIONAL DISTRICT in its sole discretion, have not been taken to correct the default, the REGIONAL DISTRICT without limiting any other right it may have, may immediately terminate this Agreement.

The REGIONAL DISTRICT shall compensate the SERVICE PROVIDER for all Services performed hereunder through the date of any termination and all-reasonable costs and expenses incurred by the SERVICE PROVIDER in effecting the termination. All drawings, plans or other documents resulting from the Services, whether complete or in a draft form, produced by the SERVICE PROVIDER prior to the termination of the Agreement, will be provided to the REGIONAL DISTRICT within ten (10) business days of the termination date.

4. CONTRACT PRICE

The SERVICE PROVIDER will be compensated \$XX,XXX.

The REGIONAL DISTRICT shall pay to the SERVICE PROVIDER, within thirty (30) days of receipt of an invoice from the SERVICE PROVIDER, the amount owing for the Services performed to the date of the invoice. A Purchase Order will be issued for each individual site and must be recorded on the invoice from the SERVICE PROVIDER.

Where the REGIONAL DISTRICT has established a milestone date for the performance or completion of certain of the Services, and the SERVICE PROVIDER has not completed the Services in accordance with the milestone date, then the REGIONAL DISTRICT shall not be obligated to pay the SERVICE PROVIDER under this section until the SERVICE PROVIDER has completed the milestone event.

Where the REGIONAL DISTRICT is not satisfied with the Services provided by the SERVICE PROVIDER, the REGIONAL DISTRICT may suspend payment in an amount sufficient to protect itself against loss on account of the failure to provide the Services or claims against the REGIONAL DISTRICT by other persons.

5. INSURANCE

The SERVICE PROVIDER, without limiting its obligations or liabilities, and at its own expense, must provide and maintain throughout the Agreement term, the following insurances with insurers licensed in the Province of British Columbia in forms acceptable to the Regional District. All required insurance (except automobile insurance on vehicles owned by the SERVICE PROVIDER) shall be endorsed to show the Regional District as additional insured and provide the Regional District with 30 days' advance written notice of cancellation or material change. The SERVICE PROVIDER must provide the Regional District with evidence of the required insurance, in a form acceptable to the Regional District, upon notification of award and prior to the execution and delivery of the Agreement:

1. Commercial General Liability (CGL). Written on an occurrence based form, in an amount not less than \$3,000,000 inclusive per occurrence insuring against bodily injury and property damage and including liability assumed under the Agreement. The Regional District is to be added as an additional insured. Such CGL coverage shall include the following liability extensions: Contingent Employers Liability, Broad Form Products & Completed Operations, Personal Injury, Blanket Contractual, and Cross Liability.
2. Automobile Liability on all vehicles owned, operated, or licensed in the name of the SERVICE PROVIDER in an amount not less than \$2,000,000.
3. Non-owned Automobile Liability insurance in an amount not less than \$2,000,000.

4. Equipment insurance on all equipment owned or rented by the SERVICE PROVIDER to its full insurable value.

6. WORKSAFEBC

Prior to undertaking any of the Work in this Agreement, the SERVICE PROVIDER will provide the Regional District with their Workers' Compensation Board Number and will keep all assessments required to be paid in relation to the Agreement amount. Where the SERVICE PROVIDER is delinquent in WorkSafeBC assessments or coverage, the outstanding assessment may be deducted from their payment and paid to WorkSafeBC.

The SERVICE PROVIDER will provide a clearance letter from WorkSafeBC to the Regional District prior to commencement of work.

Where the SERVICE PROVIDER may not be eligible for WCB coverage, the SERVICE PROVIDER should provide a copy of a letter from WorkSafeBC confirming ineligibility.

7. STANDARD OF CARE

The SERVICE PROVIDER will perform the Services in a manner consistent with that level of care and skill ordinarily exercised by other members of the SERVICE PROVIDER's profession currently practicing in the same locality under similar conditions.

8. INDEPENDENT CONTRACTOR

The SERVICE PROVIDER shall be fully independent and shall not act as an agent or employee of the REGIONAL DISTRICT. The SERVICE PROVIDER shall be solely responsible for its employees, and any subcontracts the SERVICE PROVIDER lets, and for their compensation, benefits, contributions, and taxes, if any.

9. INDEMNITY

The SERVICE PROVIDER shall release, indemnify, defend and save harmless the REGIONAL DISTRICT, its officers, employees, servants and agents of and from all claims, costs, losses, damages, actions, classes of action, expenses and costs arising out of or relating to the SERVICE PROVIDER's breach of this Agreement or the negligent acts or omissions of the SERVICE PROVIDER or its employees, contractors or agents.

10. CHANGES

The REGIONAL DISTRICT may order, in writing, changes within the general scope of the Services by altering, adding to, or deleting from the Services to be performed. Where a change to the Services causes an increase in the SERVICE PROVIDER's cost to perform the Services or the amount of time required for the performance of the Services that is not offset by any decreases to costs or time, then the REGIONAL DISTRICT shall increase the amount of the service fee payable under section 4 of this Agreement by an amount agreed upon by the SERVICE PROVIDER or, where the parties are unable to agree, as settled in accordance with section 16 of this Agreement.

11. NOTICE

Any notices related to this Agreement shall be in writing and either mailed, or delivered to the address on Page 1 of this Agreement, or other such addresses that either the REGIONAL DISTRICT or the SERVICE PROVIDER may substitute by written notice to the other party. Any such notice will be deemed to be received within seven (7) business days after the time of mailing, if mailed, and upon the date of delivery, if delivered. If normal mail service is interrupted by postal dispute or force majeure, notice will be hand delivered, not mailed.

12. FORCE MAJEURE

Where the SERVICE PROVIDER's Services cannot be performed because of an act of God, an act of a legislative, administrative or judicial entity, an act of contractors other than contractors engaged directly by the SERVICE PROVIDER, fire, flood, labour disturbance or unusually severe weather (collectively "Force Majeure"), then the obligations of the SERVICE PROVIDER shall be suspended during the period of Force Majeure. The REGIONAL DISTRICT shall grant to the SERVICE PROVIDER a time extension for performance of any milestone dates required as part of the Services as may be agreed with the SERVICE PROVIDER or, if the REGIONAL DISTRICT and the SERVICE PROVIDER are unable to reach agreement, as determined by the dispute resolution process under section 16 of this Agreement. Where, as a result of Force Majeure, there is a material increase in the SERVICE PROVIDER's cost of or the time required for the performance of the Services that is not offset by a decrease in cost, then the REGIONAL DISTRICT shall increase the amount of the service fee payable to the SERVICE PROVIDER under section 4 of this Agreement, as may be agreed by the SERVICE PROVIDER, or as determined under section 16 of this Agreement. If the event of Force Majeure results in a material increase in the cost of the Work to be performed in respect of which the SERVICE PROVIDER is providing the Services, then the REGIONAL DISTRICT may choose not to proceed with the completion of the Work and may terminate this Agreement. If the REGIONAL DISTRICT terminates this Agreement, then it shall compensate the SERVICE PROVIDER in accordance with section 4 of this Agreement.

13. INSTRUMENTS OF SERVICE

All reports, drawings, plans, or other documents (or copies) furnished to the SERVICE PROVIDER by the REGIONAL DISTRICT will be returned to the REGIONAL DISTRICT upon completion of the Services. The SERVICE PROVIDER may retain one (1) copy of all such documents. All reports, drawings, plans, documents, software, source code, object code, field notes and work product (or copies thereof) in any form prepared or furnished by the SERVICE PROVIDER under this Agreement are instruments of service. The SERVICE PROVIDER may retain one (1) copy of all documents produced for the REGIONAL DISTRICT under this Agreement.

14. REGIONAL DISTRICT'S RESPONSIBILITIES

The REGIONAL DISTRICT agrees to, within reason, convey and discuss relevant materials, data, and information in possession of the REGIONAL DISTRICT with the SERVICE PROVIDER.

The REGIONAL DISTRICT shall release, indemnify, defend, and save the SERVICE PROVIDER harmless from and against any liability, claim, judgment, demand, or cause of action arising out of or relating to: (i) the REGIONAL DISTRICT's breach of this Agreement; (ii) the negligent acts or omissions of the REGIONAL DISTRICT or its employees, contractors, or agents.

15. ASSIGNMENT AND SUBCONTRACTING

This Agreement does not create any right or benefit in anyone other than the REGIONAL DISTRICT and the SERVICE PROVIDER and shall not be assigned by either party without the prior written approval of the other party.

16. DISPUTE RESOLUTION

If a claim, dispute, or controversy arises out of or relates to the interpretation, application, enforcement, or performance of Services under this Agreement, the SERVICE PROVIDER and the REGIONAL DISTRICT agree first to try in good faith to settle the dispute by negotiations between senior management of the SERVICE PROVIDER and the REGIONAL DISTRICT. If such negotiations are unsuccessful, the SERVICE PROVIDER and the REGIONAL DISTRICT agree to attempt to settle the dispute by arbitration if both parties agree. If the dispute cannot be settled through arbitration, the SERVICE PROVIDER and the REGIONAL DISTRICT may agree to attempt to settle the dispute through good faith mediation. If the



(SERVICE PROVIDER NAME)

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Signature

Date

Name