

The logo for Dryden Development Corporation features the word "DRYDEN" in blue, "DEVELOPMENT" in green, and "CORPORATION" in green, all in a bold, sans-serif font. The text is centered between two horizontal bars: a green bar on top and a blue bar on the bottom.

**DRYDEN
DEVELOPMENT
CORPORATION**

REQUEST FOR PROPOSAL

FOR

**“Kenora District Interactive Digital
Media Project – Multimedia Creation”**

PROPOSAL CLOSING

DATE: Wednesday, February 8th, 2012

TIME: 4:00 PM CST

LOCATION: 33 Colonization Ave., Unit 2

MAIL: 30 Van Horne Ave, Dryden, ON P8N 2A7
Attention: Dryden Development Corporation

LATE PROPOSALS WILL NOT BE ACCEPTED.

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REQUEST FOR PROPOSAL
“Kenora District Interactive Digital Media Project – Multimedia Creation”

1.0 Introduction and Background

The Dryden Development Corporation (DDC), City of Dryden IT Department and the Northwest Innovation Centre (NOIC) are developing an Interactive Digital Platform as a state-of-the-art communications tool to showcase the cultural tourism opportunities in partnership with the communities of the Kenora District. This collaborative regional pilot project is the second phase of the Kenora District Resource Mapping Project, funded in the 2010/11 budget by the Ministry of Tourism and Culture (MTC) through an RTO13 application process, and will establish the interactive media web platform for the regional partners to share digital information in a consistent, visually appealing, user-friendly desktop and mobile format.

The Kenora District Interactive Digital Platform Project is important for the region of Northwestern Ontario because it addresses the following issues or needs:

1. The benefits of digital content, applications and marketing are magnified when working collectively. This is especially important in a region with a large, broad geography and smaller communities. Each community needs to have a presence and be connected but it is not effective if done in isolation. This project fulfills the need to bring a region together to realize the benefits of this technology. Only through a collective presence will the individual community or cultural asset receive the exposure they require.
2. The region as a whole requires a successful local example. No other district or region is embracing this opportunity as the Kenora district has. There is an opportunity to showcase this project for further Northwestern Ontario and Northern Ontario engagement and growth.
3. Isolated businesses, organizations and communities have the most to gain from embracing the new digital economy. However, most of the stakeholders in the region have not taken advantage of the opportunity. The key barriers are awareness, knowledge and access to affordable technology. This project will address these barriers and provide a launch pad for further development and growth.

The baseline cultural tourism resource database established through the first phase of the Cultural Mapping project will be central to the development of the Interactive Digital Platform. Utilizing GIS technology, regional partners will be able to offer residents and tourists not only a searchable database of cultural tourism resources, but access to printable custom maps, itineraries, and local contact information.

The development of mobile applications is also an important component of the project and will allow users to interact with the data from their mobile devices; download maps, itineraries, driving directions, imagery, etc. while touring across the Kenora District.

The Interactive Digital Platform will provide for the integration of multimedia content and connections to social media channels and pages that will engage users from around the world. The inclusion of the provincial "Escape to Ontario" visuals, already being utilized in our Manitoba marketing campaigns by the regional partners, will enhance brand recognition.

The DDC has been given the strategic direction to incorporate cultural vitality as a fourth pillar of economic development joining the many other Canadian municipalities embracing cultural mapping as an essential planning and economic development tool. Place + Culture = Wealth Creation. Planners and strategists agree that vibrant, authentic places bubbling with lively cultural and entertainment options are magnets that attract and retain creative people. This creative workforce in turn generates wealth in an expanding knowledge economy. The old assumption in economic development was that people follow business and investment. If we build communities where people want to live and work, business and investment follow people, not vice versa.

Subsequent to the launch of Ontario's state-of-the-art Geographic Information System (GIS) Tool and learning more about the application being used as a tool that enables investors and site selectors to make timely and informed decisions about where to locate their business projects in Ontario it seemed appropriate that with Dryden, already a leader in GIS development in Ontario's northwest, that we develop a framework and application that could be seamlessly up-loaded to the Ontario site enabling us to build on our existing Foreign Direct Investment Strategy that has been recognized by the Province as a Best-Practice.

Our other community partners in the Kenora District recognize the Interactive Digital Platform as an important component of their economic development and tourism strategies. The regional nature of this project enhances its impact and the potential for further development and growth.

2.0 Scope of Work

The RFP scope of work will be comprised of developing the multimedia content for the Kenora District Interactive Digital Media Project. This multimedia content includes video, audio, and imagery that represent the year round experiential cultural tourism opportunities in the region. Content will depict tangible and intangible assets from across the region that will entice potential visitors. There are eight participating communities (Dryden, Kenora, Red Lake, Ear Falls, Machin, Ignace, Sioux Lookout and Atikokan). Each community will be required to select seasonal occasion(s) in reference to their cultural assets and the successful proponent will conduct at least one visit to each community per season (minimum of 2 site visits; one for the late winter season and one for the spring season). Guidelines for imagery and video specifications are based on Ontario Tourism Marketing Partnership Corporation (OTMPC) requirements and requirements for optimized posting of videos to online services such as YouTube.

3.0 Deliverables

Deliverables are based on the area of scope defined as the greater Kenora District area and comprised of the communities of; Dryden, Kenora, Red lake, Ear Falls, Machin, Ignace, Sioux Lookout and Atikokan.

The successful Content Provider will be responsible for the following deliverables;

- Conduct at least one site visit per season (winter and spring) to each of the included communities for the purpose of creating video footage, image capture, interviewing, and other project related tasks,
- During each seasonal visit to the communities, the Content Provider will produce 2 to 5 minute videos highlighting specific cultural assets as selected by each of the communities,
- Content will focus on topic areas of the Cultural Mapping framework, including:
 - Community Organization, Creative Cultural Industries, Cultural Heritage, Festivals and Events, Natural Heritage, Spaces and Facilities, and Cultural Occupations
 - Additional Resources may include; Schools, Community Facilities, Hospitality Agriculture, Culinary, Resources, Religious Organizations, Information and Communications Technologies
 - Other areas of interest could be;
 - Natural and Local History
 - Stories
 - Aboriginal History
 - Any others as identified through the Cultural Mapping project,
- Each community will provide any relevant research, stories, data, and contacts as identified through the Cultural Mapping Project, and
- For the purpose of the production, each community may need to provide: any archival footage and/or photographs that they wish to include in the videos.

The successful Content Provider will supply all imagery, video, audio to meet the following requirements:

- Provide deliverables in their raw, high resolution formats,
- Provide deliverables formatted to meet OTMPC requirements (Appendix D),
- Provide deliverables in an optimized format for posting and public consumption through social media sites such as YouTube,
- Provide deliverables that meet the Accessibility for Ontarians with Disabilities Act for internet posting legislation (<http://www.aoda.ca/>),
- All deliverables will be submitted according to a specified format that retains the linkage to cultural asset database records and provides required metadata , and
- Appropriate release forms pertaining to video and imagery are to be gathered by the successful proponent and submitted in a format that is linked to the image and video files. Release form formats will be provided.

The City of Dryden will retain all ownership and rights to all video, images and audio deliverables royalty free. The successful Content Provider will retain no ownership of project deliverables.

4.0 Roles and Responsibilities

4.1 Roles and Responsibilities of the Content Provider

The Content Provider shall:

- Work effectively with the project partners to ensure the work process is completed in time and on budget,
- The Content Provider will be responsible for all pre-production planning and will scout locations; plan production and develop shot lists in the pre-production phase to plan and organize an efficient shoot,
- The Content Provider will provide royalty free music for the videos,
- The Content Provider will provide all equipment for both video production and post production,
- The Content Provider will provide a complete transcript for all videos
- Make realistic suggestions as to the direction of the project, and
- The Content Provider will need to start site visits immediately and overlapping site visits may occur.

4.2 Roles and Responsibilities of the Client (DDC, NOIC & City of Dryden IT)

The project partners shall:

- Monitor the work of the Content Provider,
- Provide required direction through initial and subsequent meetings with the Content Provider,
- Work with the Content Provider by providing local information, contacts and advice,
- Determine the required format for the imagery, video and audio,
- Deal with the press in all cases, except in cases where the Content Provider needs to provide expert input,
- Review and approve the pre-production plans and provide payment for the Content Provider, and
- Communicate and inform the surrounding municipalities and First Nation communities in the area of interest of the project activities being undertaken for their benefit.

5.0 Proposals

5.1 Content

Award of this contract will be based on the most responsive Content Provider whose offer will be deemed most beneficial and cost effective for the "Kenora District Interactive Digital Media Project – Multimedia Creation" project.

The project partners reserve the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Content Provider, and
- Accept other than the lowest priced offer.

Qualifying proposals shall be submitted with the following headings:

- Proponent Information: related experience, training, and possible relevant knowledge in cultural mapping, and local area knowledge.
- Methodology: should include and not be limited to the details on how the Content Provider will conduct the project (use of subcontractors and other pertinent information,).
- Quality and Quantity of Content: details of deliverables – number of videos, images, audio proposed and unique locations to be delivered within the project budget; including information on the quality of production
- Tentative Schedule: proposals should reflect on the schedule proposed in this RFP.
- Budget
- References
- Company Overview

If the proponent wishes to share samples of materials produced for other projects, they may be included.

The final proposal package should:

- Be submitted in English, using Microsoft Office software,
- Include aforementioned proposal headings,
- Propose changes to contents of the RFP document, if any,
- Include a signed copy of the Confirmation Statement (Appendix A), and
- Include the Form of Contract (Appendix B).

If the proponent chooses to decline this RFP, the DDC and its project partners request the Declination of the Request for Proposal (Appendix C) be returned before Wednesday, February 8th, 2012.

5.2 Delivery

Proposals are due by **4:00 PM CST, Wednesday, February 8th, 2012**. Any late proposals will be considered late and non-responsive, and therefore will not be evaluated for award.

The Content Provider shall provide an electronic version, clearly marked "Kenora District Interactive Digital Media Project – Multimedia Creation" and received by:

Catherine Goldsworthy
Market Researcher
30 Van Horne Ave
Dryden, ON
P8N 2A7
cgoldsworthy@dryden.ca

6.0 Schedule of Events

Proposals should comment on the schedule as these remarks will be considered in negotiating the contract. Failure to comply with agreed upon schedule will be cause for consideration damages or termination of this project.

Project Description	Schedule
RFP Distribution to Content Providers	January 25, 2012
Questions and Responses from/to Content Providers about RFP	January 30-31, 2012
Content Provider's Proposal Due	February 8, 2012
Content Provider Selection	February 10, 2012
Collecting Information and Research	February to June 2012

7.0 Terms of Payment

Payment Schedule

End of First Season Site Visits	15%
End of Second Season Site Visits	15%
Final Submission of Approved Deliverables	60%
30 Day Hold Back	10%

There will be no direct payment for the preparation and submission of proposals in response to this Request for Proposal. The project partners reserve the right to negotiate changes in the content of the most satisfactory proposal.

8.0 Evaluation Criteria

Proposals will be evaluated by the following criteria:

1. Total Cost (25%)

2. Comprehension of Project (25%)

- Understanding and knowledge of the project topic requirements as outlined in this Request for Proposal

3. Relevant Experience/Qualifications (40%)

- Experience with similar projects
- Demonstrated ability to meet or exceed technical, logistical and quality requirements in producing content
- Knowledge of local area
- References

4. Presentation of Proposal (10%)

- Clarity and thoroughness of written proposal
- Creative and innovative approaches to the project
- Practical template, tools and tips

APPENDIX A

**REQUEST FOR PROPOSAL – CONFIRMATION STATEMENT
“Kenora District Interactive Digital Media Project – Multimedia Creation”**

Return Completed Proposal to:

Issue Date:
Closing Date:
Closing Time:

All submissions must be clearly marked with **“Kenora District Interactive Digital Media Project – Multimedia Creation”** and received at the Dryden Development Corporation office by Wednesday, February 8th, 2012 at 4PM.

Issuing Organization: Dryden Development Corporation

In signing below, the applicant certifies to have read, understood, and agrees with the Terms of Reference’s Scope of Work, Proposal Requirements and Terms and Conditions contained herein.

This section **must** be completed by a representative(s) of the applicant’s organization who has legal signing authority to enter into contractual agreements.

(Please Print)

Organization Name: _____

Address: _____
(Street)

(City) (Province) (Postal Code)

Telephone #: _____ Fax (#): _____

Email: _____

Contact Person: _____ Date: _____

Signature: _____ Signature: _____

Position: _____ Position: _____

APPENDIX B

REQUEST FOR PROPOSAL – FORM OF CONTRACT "Kenora District Interactive Digital Media Project – Multimedia Creation"

On this _____ day of _____ 2010, the Dryden Development Corporation, hereinafter sometimes referred to as DDC, and _____, hereinafter sometimes referred to as the "Content Provider", do hereby enter into a contract under the following terms and conditions.

Terms and Conditions

1.0 Scope of Services

Content Provider hereby agrees to furnish services to the DDC as specified in this Request for Proposal document.

2.0 Description of Services

The Content Provider will provide the DDC a full description of the scope of services, which are made part of this contract, the proposal shall include:

- Signed copy of Confirmation Statement (Appendix A)
- Contract Form, this agreement (Appendix B)
- Proposal, as suggested in Contents section of this RFP
- The RFP document and any proposed changes
- References
- Company Overview

3.0 Payment for Services

In consideration of the services required by this contract, DDC hereby agrees to pay the Content Provider. The DDC shall pay the Content Provider in accordance with the Section 6.0, Budget Schedule of this RFP document.

Content Provider may invoice along Budget Schedule. Billing statements will be accompanied by supporting documentation which indicates the activities for which billing is being made. Payments will be made by the DDC within approximately thirty (30) days after receipt of, and approval by, the DDC.

4.0 Termination of Contract

DDC may terminate this Contract, with notice, for cause based upon the failure of Content Provider to comply with the terms and/or conditions of the Contract. If within thirty (30) days after receipt of such notice, the Content Provider shall not have either corrected such failure or, in the case of failure which cannot be corrected DDC reserves the right to terminate this Contract.

5.0 Indemnification and Insurance

5.1 Indemnification

The Content Provider shall indemnify and hold harmless the DDC and its representatives, employees and agents from and against all claims, demands, losses, costs, damages, action, suits or proceedings by third parties that arise out of or are attributable to anything done or omitted to be done by the Content Provider or its agents, employees or subcontractors.

5.2 Insurance

The Content Provider shall, at its own expense, put in effect and maintain all the necessary and appropriate insurance, including, at minimum, comprehensive general liability insurance in the amount of \$5,000,000.00 with Insurance Company. Submission of proof of such insurance will be submitted before the first payment and before any work is to be done.

6.0 Licenses and Permits

Content Provider shall secure and maintain all licenses and permits, and pay inspection fees required to do the work required to complete this contract, if any.

7.0 Confidentiality

This RFP and its Contract, or any portion thereof, is strictly confidential and is not to be copied or used for any other purpose than the submission to the DDC and its project partners. All financial, statistical, personal, technical and other data and information relating to DDC and its project partners is not to be disclosed without prior written authorization for the DDC.

8.0 Succession

8.1The Contract documents are to be read into and form this agreement, and the whole shall constitute the Contract between the parties, subject to the Laws of Ontario. The Contract shall ensure to the benefit of and be binding upon the parties hereto, their respective heirs, legal representatives, successors and assigns.

8.2The Contract will not be assigned or sub-letted without the approval of both parties.

9.0 Conflict of Interest

The Content Provider shall not engage in any activity which actually or potentially in the opinion of DDC and its project partners create a conflict of interest and shall disclose to DDC and its project partners of any situation which may arise and may

be reasonably interpreted as either a conflict of interest or a potential conflict of interest.

10.0 Ownership of Intellectual Information

Upon completion of this contract, or if terminated earlier, all reports, documentation, records (electronic or other), worksheets, or any other materials related to this contract shall become the property of DDC and its project partners. All such reports, documentation, records, worksheets, or materials shall be delivered to DDC and its project partners within thirty (30) days of the completion or termination of this contract.

In witness where of the parties hereto have executed this agreement as the date first above written,

THUS DONE AND SIGNED on the date(s) noted below,

CONTENT PROVIDER'S SIGNATURE

DDC

DATE

DATE

APPENDIX C

**DECLINATION OF THE REQUEST FOR PROPOSAL
"Kenora District Interactive Digital Media Project – Multimedia Creation"**

The Request for Proposal for "Kenora District Interactive Digital Media Project – Multimedia Creation" submitted by the Dryden Development Corporation has been declined due to:

- Not in range of proponent's scope
- Other contracts
- Budget
- Scheduling
- Other: _____

PRINTED NAME

DATE

SIGNATURE

APPENDIX D

OTMPC Imagery Specifications

“Kenora District Interactive Digital Media Project – Multimedia Creation”

APPENDIX E

OTMPC Video Specifications

“Kenora District Interactive Digital Media Project – Multimedia Creation”