



The Corporation of the Village of Slocan

PO Box 50, 503 Slocan Street, Slocan BC, V0G 2C0

P: 250-355-2277 | F: 250-355-2666 | cao@villageofslocan.ca

Request for Proposals

Village of Slocan

GRAPHIC DESIGNER

(COMMUNITY ENGAGEMENT and WATERFRONT MASTER PLANNING)

RFP-2024-04

Closing Location:

Village Office: 503 Slocan Street

Mailing Address: PO Box 50 Slocan BC V0G 2C0

Closing Date and Time:

3:00 p.m. Pacific Time

Thursday, November 14, 2024

Submit To:

Patricia Dehnel

Interim Administrative Officer

Phone: 250-355-2277

Email: cao@villageofslocan.ca

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1.0 OVERVIEW

The Village of Slocan is embarking on a transformative journey to reimagine our recently acquired waterfront, a former industrial mill site, into a vibrant and sustainable community space. To engage residents in this process, the Village is hosting a series of community learning sessions designed to inspire, inform, and gather input from the public. These sessions are part of a larger effort to reimagine the waterfront and lay the foundation for the upcoming master planning process.

To support these efforts, the Village is seeking a Graphic Designer to create a distinct and cohesive brand that will be used throughout the learning and engagement sessions as well as for the entire master planning process. This brand will be a key element in engaging the community, conveying information, and documenting the journey of reimagining the Slocan millsite and waterfront.

The Request for Proposal documents are available at the Village Office, and on the Village website. Proponents are solely responsible for ensuring any addenda are downloaded, reviewed, and considered in their Proposal. Questions regarding specifications can be directed to Patricia Dehnel, interim CAO, by email at cao@villageofslocan.ca.

Proponents must refer to the RFP documents for the terms governing the proposal process. Proposals shall be prepared and submitted at the sole expense of the Proponent and without cost to the Village of Slocan. All proposals received by the Village of Slocan become the property of the Corporation of the Village of Slocan, and as such, are subject to the Freedom of Information and Protection of Privacy Act. All information required by the proponent is the proponent's responsibility to obtain.

Proposals may be submitted until 3:00 p.m. (local time), November 14th, 2024, to cao@villageofslocan.ca.

2.0 PROJECT SPECIFICATIONS

2.1 Introduction

The Village of Slocan is looking for a creative and skilled Graphic Designer to develop a unique and cohesive brand identity for its waterfront redevelopment project. This brand will be central to both the community learning and engagement sessions and the larger waterfront master planning process. The Graphic Designer will work closely with the Community Engagement and Communications Coordinator and village staff to ensure that the branding effectively communicates the vision and values of the project, while also engaging and informing the community.

The ideal contractor will have experience in branding, visual communication, and digital design, with a keen eye for detail and a strong ability to create visuals that resonate with diverse audiences.

2.2 Qualifications

- a) Proven experience in graphic design, with a strong portfolio demonstrating branding, print, and digital work.
- b) Experience creating cohesive brand identities for large-scale projects or community initiatives.
- c) Proficiency in design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign) or similar tools.
- d) Strong attention to detail and ability to deliver high-quality work within established timelines.
- e) Experience collaborating with other professionals, such as communications coordinators, web developers, and event planners.
- f) Ability to design materials for both print and digital platforms, with a focus on clarity, engagement, and accessibility.
- g) Knowledge of community engagement processes or urban planning is an asset but not required.

2.3 Project Timeline and Terms

- a) Key dates for this RFP are presented in Table 1.

Table 1: RFP Timeline

RFP Released	Thursday, October 24, 2024
Questions Deadline	Friday, November 1, 2024 @ 3:00 pm
Village Addenda / Answers Deadline	Thursday, November 7, 2024 @ 4:00 pm
RFP Closing Date and Time	Thursday, November 14, 2024 @ 3:00 pm

- b) Terms: This is a part time contract opportunity, anticipated to last 4-6 months (November 2024 – March 2025).

2.4 Submission Requirements

- a) Proposals may be submitted electronically in pdf format with the RFP name and number noted in the email subject line to: cao@villageofslocan.ca no later than the closing time. Late submissions will not be accepted.

- b) Proponents may amend their Proposal by submission of a clear and detailed written notice via email to cao@villageofslocan.ca. Email changes must be received prior to the closing time. Any Proposal change should disclose only price change and not the previous or updated amount.
- c) If a Proponent emails a change to the Proposal, the Proponent accepts all risk associated therewith, including lost or misdirected email and any malfunction of the Village's equipment.
- d) If submissions exceed the permitted email size of the Proponent or the Village, Proponents should submit the Proposal in multiple emails indicating on each email the total number of emails being sent.
- e) The Village accepts no responsibility for submissions that fail for any reason to enter into the Village of Slocan's email system by the closing time. As email transmission can be delayed due to various reasons, and it is the Proponent's responsibility to submit their Proposal sufficiently in advance of the closing time to allow for receipt by the Village. Proponents submitting email Proposals near the deadline do so at their own risk.
- f) By submission of a clear and detailed written notice, the Proponent may withdraw its Proposal prior to the closing date and time. At closing time, all Proposals become irrevocable.
- g) By submission of a Proposal, the Proponent agrees that, should its Proposal be successful, the Proponent will enter into a contract for Community Engagement and Communications Coordinator with the Village of Slocan - the content and format of such contract to be determined by the Village of Slocan.
- h) If a Proponent finds discrepancies in, or omissions from the RFP documents, or if they are in doubt as to their meaning, they should advise the Village CAO immediately.
- i) Responses to questions, discrepancies or omissions, if not already addressed in the RFP, will be addressed in the form of addendum, posted in the same location as the original RFP documents.
- j) No oral interpretations will be effective to modify any provisions of the Proposal, unless a written addendum has been issued by the Village prior to the advertised closing date and time.
- k) It is the sole responsibility of the Proponent to determine any conditions affecting their Proposal prior to contract award. Any costs incurred by the Proponent before or after execution of the contract are the sole responsibility of the Proponent.
- l) Proponents may inquire into and clarify any requirements of this RFP. Questions must be communicated to the Village CAO by the Question Deadline. It is the Proponent's responsibility to clarify any details prior to submitting a Proposal. The Corporation of the Village of Slocan will assume no responsibility for any oral instruction or suggestion.

- m) Except as expressly and specifically permitted in the contract, no Proponent shall have any claim for any compensation of any kind whatsoever, in contract or in tort. As a result of participating in the RFP, and by submitting a Proposal, each Proponent shall be deemed to have agreed that it has no claim.

2.5 Submission Format

- a) Proposals submitted in response to this RFP must include:
 - a. Form 3.0: *Proposal Form*
- b) Proposals submitted in response to this RFP must also include the following schedules:
 - a. Schedule A: Proponent's Experience, Reputation, Qualifications and Portfolio (example of similar works completed)
 - b. Schedule B: Proponent's Work Plan and Methodology
 - c. Schedule C: Proponent's Proposed Work Schedule
 - d. Schedule D: Proponent's Pricing for Work – A budget summary for each component of work, including a strategic community outreach plan, the planning and implementation of (6) community outreach sessions, the implementation/coordination of branding and website design, and the total all inclusive lump sum for all aspects of work as described in this RFP, not including GST.
 - e. Additional schedules may be added by the Proponent, if desired.

2.6 Evaluation

- d) The evaluation of Proposals will be undertaken on behalf of the Village of Slovan by an evaluation team. The evaluation team may consult with others, including Village staff and Council members, third-party contractors, and references, as the evaluation team may, at its discretion, decide is required. The evaluation team will compare and evaluate all Proposals to determine each Proponent's strengths and ability to provide the services, in order to determine the Proposal which is most advantageous to the Village, using the following criteria:
 - a. Proponent's Experience, Reputation, Qualifications and Portfolio
 - b. Proponent's Work Plan and Methodology
 - c. Proponent's Work Schedule
 - d. Proponent's Pricing for Work
- a) The evaluation team will not be limited to the criteria referred to above, and may consider other criteria that the team identifies as relevant during the evaluation process.

All criteria considered by the evaluation team will be applied evenly and fairly to all Proposals.

- b) With respect to financial criteria, Proposals will be evaluated on the basis of which Proposal will provide the best overall value to the Village. The Village holds no obligation to procure the Proponent with the lowest pricing for work.
- d) The Village will be under no obligation to receive further information, whether written or oral, from any proponent.
- e) The Village reserves the right to accept or reject any or all of the Proposals submitted.

2.7 Scope of Work

Brand Development

- a) Develop a distinctive and engaging brand identity for the entire waterfront redevelopment project, which will be used consistently throughout the community learning sessions and the master planning process.
- b) Create a visual language that reflects the vision of Slokan's waterfront revitalization, balancing themes of inspiration, excellence, environmental sustainability, community ownership, and place based economic development.
- c) Ensure that the brand is adaptable for use across various platforms and formats, including print materials, digital media, signage, and event collateral.

Design for Community Engagement

- d) Work closely with the Community Engagement and Communications Coordinator to develop branded materials for the 6-8 community learning sessions, including posters, flyers, event invitations, presentation templates, and other promotional materials.
- e) Design engaging visual content for digital platforms, including social media posts, website graphics, and online newsletters, to keep the community informed and engaged.
- f) Ensure all event materials are consistent with the overall project brand and are visually appealing and easy to understand.

Website and Digital Platforms

- g) Collaborate with the Community Engagement Coordinator, village staff and council rep to integrate the project's brand identity into the design and functionality of the project website.
- h) Ensure that the website and other digital platforms feature consistent branding and are optimized for community interaction and feedback.

3.0 PROPOSAL FORM

Village of Slocan

GRAPHIC DESIGNER (Community Engagement and Master Plan)

RFP-2024-04

CLOSING: 3:00 PM PACIFIC TIME ON THURSDAY, NOVEMBER 14th, 2024

This form must be completed, signed and included with the submission.

The undersigned confirms that their submission is in response to the Request for Proposals for a Graphic Designer for the mill site community engagement and master plan, and the Proponent acknowledges receipt of Addenda # _____ through Addenda # _____.

NAME OF COMPANY: _____

Address: _____

Phone: _____

Email: _____

CONTACT NAME: _____

Position: _____

Phone: _____

Email: _____

Authorized Signature

Name and Title

Date