

SALMON ARM

ECONOMIC DEVELOPMENT SOCIETY

Request For Proposal

Project Name: Salmon Arm Entrance Signage

Project No. ESP2023

Request Issued: August 8, 2023

Closing Date: August 25, 2023 at 3:00pm PST

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1.0 Definitions

Throughout this Request for Proposal, the following definitions will be used:

“Contract” means any written contract duly executed by Salmon Arm Economic Development Society and the Proponent.

“Closing Date” means the date and time for the closing of this RFP as identified on the front cover, such extended date and time as determined by Salmon Arm Economic Development Society.

“SAEDS” means the Salmon Arm Economic Development Society, a registered non-profit society.

“Proponent” means an individual, firm or a company that submits, or intends to submit, a proposal in response to this RFP.

“Proposal” sometimes referred to as Submission - means the Proponent's response to the RFP and includes all the Proponent's attachments and presentation materials.

“RFP” means a Request for Proposal for provision of the services described herein.

“Mandatory Requirements” are those requirements in this RFP described with a “must”, “shall” or “mandatory” means a requirement that must be met in order for a Proposal to receive consideration. Failure to provide mandatory information may result in a Proposal being rejected; “should” or “desirable” means a requirement having a significant degree of importance to the objectives of this RFP.

1.1 Project Summary

This project will be led by the Salmon Arm Economic Development Society (SAEDS) with support from the City of Salmon Arm. SAEDS is seeking proposals from Proponents with experience in tourism and community signage projects, entrance signage design, large scale signage projects, signage installation, material fabrication and working within the parameters of Marketing & Brand Guidelines. The selected Proponent will work alongside the SAEDS staff, and City of Salmon Arm staff, to design and install three entrance signs for Salmon Arm.

The selected proponent will be required to provide a detailed project plan and must include the following project management activities:

- a) Ongoing communication and project status updates provided to SAEDS staff throughout the project (i.e., Project timeline, schedule of meetings, etc.)
- b) Draft designs sent to SAEDS staff for edits/comments and approvals
- c) Review meetings and discussions regarding project goal with SAEDS staff
- d) Overview/Introduction meeting with SAEDS staff to review use of Marketing & Brand Guidelines in design (can be virtual if needed)

The purpose of the project is to design, build and install three entrance signs for Salmon Arm.

Only qualified and experienced Proponents will be considered for this project.

The following outlines the **critical dates** and deadlines associated with the project:

- | | |
|--------------------------|-------------------------------|
| a) Request Issued | August 8, 2023 |
| b) Questions Accepted by | August 21, 2023 at 3:00pm PST |
| c) Responses Posted by | August 22, 2023 at 5:00pm PST |
| d) Proposal Closing Date | August 25, 2023 at 3:00pm PST |
| e) Contract Awarded by | September 13, 2023 |
| f) Completion of Work | April (Date TDB) 2024 |

Any addendums, including question responses, to the RFP will be posted on the SAEDS website at www.saeds.ca.

Proponents should monitor this website up to closing as any required addendums will be posted.

1.2 Community Information

City of Salmon Arm

The City of Salmon Arm is located within the Secwepemc Nation Traditional Territory in British Columbia's southern interior, positioned on the shores of Shuswap Lake mid-way between Calgary and Vancouver. Offering a desirable four-season climate, as well as established and diverse outdoor recreation opportunities, Salmon Arm provides an exceptional quality of life to its residents.

Salmon Arm has a population of 19,825 residents (2021 StatsCan). As the largest community in the Columbia Shuswap Regional District, the City has positioned itself as the business service centre for the broader region. Salmon Arm has a diverse economy comprised of technology, agriculture, manufacturing, tourism, education, healthcare and commercial businesses.

Salmon Arm is centrally located in British Columbia's interior, the city is easily accessible by either ground or air. On the cross-roads of the TransCanada Highway and Highway 97, the community is a short half-day's drive from Vancouver or Calgary and is within one-hour's drive time of two international airports, Kelowna and Kamloops, offering daily flights options around the world.

Small City, Big Ideas

Salmon Arm is a small city with big ideas whose combination of beauty and forward thinking attracts young explorers, entrepreneurs and families of all ages. Salmon Arm is a welcoming place that is open to innovative ways to build a life where people can do more, live more and make more of a difference. In a spectacular setting ideally situated on a key transportation crossroads, Salmon Arm offers authentic community, varied activity, real prosperity, and true opportunity. All of this contribute to the new Small City, Big Ideas brand that was developed through local engagement and stakeholder contributions in 2018. The city, businesses and resident has not only embraced this brand personality, but also found creative ways to make it their own. For example, Salmon Arm's only museum at RJ Haney Heritage Village adopted "Small City, Big Museum" into its marketing strategies. Salmon Arm welcomes visitors of all ages. Many of them come from close to home markets; they drive to the area to go houseboating and enjoy beaches, attend arts and culture or sporting events, or go road-tripping around the lake. Salmon Arm is in the pursuit of expanding its appeal to attract visitors on a year-round basis, building out the shoulder and off-seasons.

Additional community background and past project information:

- a) SAEDS Feature Content and Community Blog Posts: [Latest News - Salmon Arm Economic Development Society \(saeds.ca\)](#)
- b) Details on our community story/brand can be found online at: <https://www.saeds.ca/userfiles/file/brand/SalmonArm-BrandGuideline-2019.pdf>

Salmon Arm's Relocation Guide can be found online at: https://www.saeds.ca/wp-content/uploads/2019/07/Relocation-Guide_2019.pdf

Salmon Arm Economic Development Society (SAEDS)

The City of Salmon Arm has taken a somewhat unique approach to economic development service delivery by fully contracting this function out to a non-profit society, Salmon Arm Economic Development Society (SAEDS). Working closely with the City and numerous other community partners, SAEDS is the primary body responsible for community economic development within Salmon Arm. SAEDS is governed by a Board of Directors (BOD) of 17 volunteer members. The BOD is structured in a manner to ensure representation from each of the sectors of the economy, including 12 voting directors representing the agriculture, manufacturing, finance/business services, construction/development, health, education, recreation, technology and commercial, sectors. In addition, there are 5 non-voting positions on the BOD, including elected officials from the City of Salmon Arm, Columbia Shuswap Regional District, Neskonlith Indian Band, Adams Lake Indian Band (vacant) and Salmon Arm Chamber of Commerce.

For more information on SAEDS visit www.saeds.ca

1.3 Project Background

As part of a phased action plan to improve and develop community signage for Salmon Arm, SAEDS staff has completed wayfinding signage, downtown pillars, digital kiosks, billboard, large scale visitor attraction signage and a variety of parks/beach signage.

For the next phase of the plan, SAEDS staff will oversee the entrance sign project to ensure the execution of the project and the final design for the entrance signs is completed and aligned with all signage projects. This project is part of the Municipal Regional District Tax program (MRDT), which is managed by the SAEDS staff and the MRDT Committee. Various related projects include tourism projects that increase over-night stays, attract visitors, attract or support events and propel Salmon Arm to be a destination of choice year-round.

The entrance sign project is focused on designing attractive, creative, clear and visible signage that undoubtedly embodies the 'Small City, Big Ideas' brand; while, communicating to travellers that "You are here! You have arrived in Salmon Arm!". The entrance signage project is a component of confirmed grant funding.



Example of Pillars with a message. TBC.

Example of Park/Beach Signage with a welcome message. TBC.

Example of Wayfinding Signage

1.4 Project Description

Salmon Arm Economic Development Society invites qualified proponents to submit proposals for the design of three entrance signs for Salmon Arm. The individual, firm or businesses must be able to provide support for the design and installation of the three signs. Multi-partner bids will be accepted to achieve the project goals if applicant can not provide full services of the project (i.e., proponent can complete design but not installation, or fabrication). In the case, all partners must be identified in the RFP bid proposal.

Working in partnership with the City of Salmon Arm staff, SAEDS staff will oversee the RFP submission process, proponent selection and finally the project design and installation of three entrance signs for Salmon Arm.

SAEDS and the City of Salmon Arm will oversee any required permits from the Ministry of Transportation (MOTI), as all three entrance signs will be located adjacent to the highways.

Expected Design and Project Considerations:

- a) Three entrance signs
- b) Salmon Arm brand (incorporation of 'Small City, Big Ideas' brand guidelines, fonts, colors, etc.)
- c) Include creative lighting, and where power is not accessible explore solar or other lighting options
- d) Vandalism proof materials or protective coating
- e) No landscaping (greenery) included in design
- f) Driver safety and distraction, as signage will be alongside active roads and/or highways
- g) Use of durable materials
- h) Entire project to be completed by Spring 2024 (upon receipt of approvals/permits from MOTI)
- i) Project submission requirements
- j) Ability to secure or mount signage to a concrete base or platform

1.5 Project Goals & Objectives

The primary goal of this signage project includes the design, construction and installation of three highly-recognizable, easy to interpret, welcome entrance signs at strategic locations in Salmon Arm.

Objectives:

- a) Design uniquely identifying entrance signs to welcome and inform highway travellers to Salmon Arm
- b) Design represents Salmon Arm brand guidelines
- c) Aligns with past signage projects
- d) Design is functional and attractive

1.6 Project Scope

Within the scope of this project is the design, construction and installation of three entrance signs for Salmon Arm.

1.7 Deliverables & Expected Outcomes

- a) Proponent project plan submission
- b) Review of existing signage projects that are relevant to entrance sign project
- c) Draft design and review process
- d) Design approval process
- e) Final designs
- f) Fabrication/construction
- g) Consultation/review meetings with SAEDS staff and proponent
- h) Installation

Throughout the entire process, it is expected that there will be ongoing communication between the proponent and SAEDS staff.

1.8 Key Considerations

SAEDS staff will consult with the following stakeholders throughout or at key milestones during the project:

- City of Salmon Arm Staff
- MRDT Committee

- Visitor Services
- SAEDS Board of Directors
- Indigenous Community

2.0 Other Requirements

2.1 Right of SAEDS to Cancel the RFP Process

SAEDS is not bound to select a Proponent or accept any Proposal and reserves the right at its sole discretion to postpone or cancel this RFP at any time for any reason whatsoever in accordance with SAEDS judgement of its best interest and to proceed with the services in some other manner separate from this RFP process.

2.2 Acceptance and Rejection of Proposals

This RFP does not commit SAEDS in any way to select the preferred Proponent, or to proceed to negotiations for a contract, or to award any contract. SAEDS reserves the right to: i. Accept a Proposal which is not the lowest priced; ii. Reject any and all Proposals, including without limitation the lowest priced Proposal, even if the lowest priced Proposal conforms in all aspects with the RFP; iii. Reject any Proposal at any time prior to execution of a contract; iv. Assess the ability of the Proponent to perform the contract and may reject any Proposal where, in SAEDS sole estimation, the personnel and/or resources of the Proponent are insufficient; v. Amend or revise the RFP by Addenda up to the specified closing date and time; vi. Reduce the Scope of Services required within the RFP and negotiate the price to reflect such change after award of a contract; and vii. Award an Agreement to the Proponent other than the one with the most points, if, in its sole determination, another Proposal is determined to be the Best Value to SAEDS, taking into consideration the price and evaluation criteria of the RFP. Under no circumstances shall SAEDS be obligated to award a contract solely on the basis of proposed price.

SAEDS may accept or waive a minor and inconsequential irregularity, or where applicable to do so, SAEDS may, as a condition of acceptance of the Proposal, request a Proponent to correct a minor or inconsequential irregularity with no change in the Proposal. The determination of what is or is not a minor or inconsequential irregularity, the determination of whether to accept, waive, or require correction of an irregularity and the final determination of the validity, will be the sole discretion of SAEDS.

2.3 No Claim for Compensation

Proponents are solely responsible for their own expenses in preparing and submitting Proposals, and for any meetings, negotiations, or discussions with SAEDS or its representatives, relating to or arising from this RFP. SAEDS and its representatives, agents, Consultants and advisors will not be liable to any Proponent for any claims, whether for costs, expense, losses or damages, or loss of anticipated profits, or for any other matter whatsoever, incurred by the Proponent in preparing and submitting a Proposal, or participating in negotiations for a Contract, or other activity related to or arising out of this RFP. Proponents agree that by participating in the RFP process, and or submitting a Proposal, they have no claim for compensation.

2.4 No Contract By submitting a Proposal

Proponents expressly agree that no contract of any kind, if formed under, or arises from this RFP, exists prior to the signing of a formal written Contract.

2.5 Conflict of Interest

Proponents shall disclose in their Proposals any actual or potential conflict of interest and existing business relationships it may have with SAEDS.

2.6 Sub-Consulting

Using a sub-consultant is acceptable provided the sub-consultant is clearly identified in the Proposal. This includes a joint submission by two Proponents having no formal corporate links. However, in this case, one

of these Proponents must be prepared to take overall responsibility for successful performance of the Contract and this should be clearly defined in the Proposal.

2.7 Copyright and Intellectual Property

The Proponent irrevocably grants to Salmon Arm Economic Development Society the unrestricted license for ownership, use, and to make copies of, any work whatsoever generated by or on behalf of the Proponent in performing the services in which copyright may exist. This includes all data, reports, files, images and graphics. The licenses granted by this clause shall survive the expiry or earlier termination of any contract.

2.8 Insurance

The selected Proponent must maintain during the duration of the contract, comprehensive general liability insurance of a minimum Five Million (\$5,000,000) Dollars for each occurrence or accident. Salmon Arm Economic Development Society must be named as an Additional Insured thereunder and that said policy is primary without any right of contribution from any insurance otherwise maintained by Salmon Arm Economic Development Society.

The Proponent is responsible for their own Worksafe BC insurance coverall employees of the Proponent engaged in work or services in accordance with the statutory requirements of the province or territory having jurisdiction over such employees.

2.9 Confidentiality

Information pertaining to the organization obtained by the Proponent as a result of participation in this project is confidential and must not be disclosed without written permission from the organizations.

3.0 SAEDS Level of Participation

SAEDS will provide the Proponent with all available background information and available resources, documents to support key considerations of the project.

SAEDS and the City of Salmon Arm staff have identified signage locations.

SAEDS, working in partnership with the City of Salmon Arm, will apply for permits required by the Ministry of Transportation for project.

SAEDS will liaise with City Staff and other stakeholders as needed.

SAEDS staff and the Board of Directors will be active participants in supporting and informing this project as it progresses, working in concert with the Proponent.

All questions or requests for information in relation to the project shall be made to Caitlin Thompson (Project Coordinator, SAEDS) at projects@saeds.ca.

Questions will only be accepted until 3:00pm August 21, 2023. Responses will be addressed as an addendum to the RFP, posted on the SAEDS website.

3.1 Terms of Payment and Cost Control

- a) Prices will be firm for the entire contract period
- b) All prices quoted are to be in Canadian Dollars
- c) Proposals shall be inclusive of all project costs including any expenses and/or travel

- d) Payments will be based on the conditions of the Contract between the proponent and SAEDS. Payments will be made based upon the submission of satisfactory progress invoices, subject to holdback provisions as specified in the Contract agreement. The proponent will be responsible for their own source deductions and income taxes that may become payable as a result of this contract
- e) SAEDS will not be responsible for proposal preparation costs

4.0 Proposal Eligibility

In order for Proposals to be eligible they must:

- a) Be received on or before the established closing date and time at the location specified
- b) Include a copy of the Appendix A which includes Submission Form signed by an individual authorized to do so on behalf of the Proponent

PROPOSALS NOT IN COMPLIANCE WITH THE MANDATORY REQUIREMENTS WILL BE REJECTED.

4.1 Submission Guidelines

The proponent shall provide one digital copy of its proposal electronically via email to:

Caitlin Thompson, Project Coordinator to projects@saeds.ca
with the subject line "PROPOSAL FOR SALMON ARM ENTRANCE SIGNAGE"

Caitlin Thompson
Project Coordinator
Salmon Arm Economic Development Society

Marked:
"PROPOSAL FOR SALMON ARM ENTRANCE SIGNAGE"

Submissions will be received until 3:00 pm, August 25, 2023.

Any proposal submitted after the submission closing date of August 25, 2023 will not be evaluated and will be returned to the Agency unopened.

The Proposal should include a cover letter signed by a person authorized to legally bind the Proponent to the statements made in the Response to this RFP.

Proposals shall NOT be opened in public.

Inquiries may be directed to Caitlin Thompson at the Salmon Arm Economic Development Society at 250.833.0608 / projects@saeds.ca .

4.2 Proposal Format

The Proponent shall provide one copy of its proposal to SAEDS. The Proponent shall clearly outline in the proposal the following; which includes, but is not limited to:

- a) The Proponent 's understanding of the project

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- b) A detailed work plan and timeline for carrying out the project
 - c) A detailed description of the project deliverables
 - d) The Proponent's corporate structure and history
 - e) Brief overview and examples of previous project experience
 - f) The personnel on the project team and their project roles
 - g) Total Project Budget including a breakdown of hourly rate, including hourly rate for design and rates for installation
 - h) References to be contacted by SAEDS. The Proponent is to provide project description, contact names and telephone numbers. A minimum list of three (3) references are to be provided

4.3 Evaluation Criteria

The following criteria identify the key components on which Proposals to this RFP will be evaluated.

- a) Proposal received prior to closing date & time
- b) Qualifications and Experience
 - o Professional qualification of organization, personnel proposed, company, sub-contractors, reference list
- c) Methodology and Work Plan
 - o Proposal aligns with goals and objectives of project
 - o Methodology is clear, sufficient and logical
 - o Methodology addresses the *Project Scope* and *Key Considerations* identified in RFP
 - o Proponent's resources (staff, equipment etc.) are sufficient and appropriate
 - o Proposed schedule aligns with critical dates
 - o Value-added information/services
- d) Deliverables Proposed (deliverables meet the needs of the following components of the project)
Proponent project plan submission
 - o Review and introduction to existing signage projects, that are relevant to entrance sign project
 - o Consultation/review meetings with SAEDS staff and proponent
 - o Draft design and review process
 - o Design approval process
 - o Final designs
 - o Fabrication/construction
 - o Installation
- e) Budget & Fees
 - o Comprehensive, complete and clearly outlined
 - o Proposed rates are professional and reasonable
 - o Person-power allocation - Utilization of project team members is appropriate
- f) Proposal Quality
 - o Inclusion of items identified in *Proposal Format* in RFP
 - o Understanding of Project
 - o Understanding of needs of SAEDS
 - o Clear, concise and complete proposal
 - o Presentation and overall impression

5.0 Appendix A - Submission Form

CONTACT PERSON:

All enquiries related to this Request for Proposals (RFP), including any questions, are to be directed by email to the following person. Information obtained from any other source is not official and should not be relied upon. Responses and questions will be posted on SAEDS website.

Caitlin Thompson, Project Coordinator
 E-mail: projects@saeds.ca

DELIVERY OF PROPOSALS:

Please submit one digital copy to the email address listed below.

Attention: Caitlin Thompson, Project Coordinator
projects@saeds.ca

Proposal subject line "SALMON ARM ENTRANCE SIGNAGE."

PROPONENT SECTION:

A person authorized to sign on behalf of the Proponent must complete and sign the Proponent Section (below), leaving the rest of this page otherwise unaltered, and include the signed and completed page with the proposal.

PLEASE NOTE THAT PROPOSALS MISSING THIS SIGN-OFF WILL NOT BE CONSIDERED.

The enclosed proposal is submitted in response to the above-referenced Request for Proposals, including any addenda. Through submission of this proposal, we agree to all of the terms and conditions of the Request for Proposals and agree that any inconsistent provisions in our proposal will be as if not written and do not exist. We have carefully read and examined the Request for Proposals and have conducted such other investigations as were prudent and reasonable in preparing the proposal. We agree to be bound by statements and representations made in our proposal.

<i>Signature of Authorized Representative:</i>	<i>Legal Name of Proponent (and Doing Business As Name, if applicable):</i>
<i>Printed Name of Authorized Representative:</i>	<i>Address of Proponent:</i>
<i>Title:</i>	
<i>Date:</i>	<i>Authorized Representative phone, fax or email address (if available):</i>