



Request for Proposals

Branding and Website Design and Production

Tke mlups te Secwepemc – Grocery Store and Commercial Complex Projects

RFP No. 29112022

VisionQuest Advisors Inc. on behalf of Tke mlups te Secwepemc (TteS or the Client) is accepting proposals for development of a brand for the Commercial Complex, and for design, development and launch two websites, including one for the Sweláps Market and one for a Commercial Complex both being developed by TteS.

The scope of this RFP intentionally and preferably includes branding and website design and production scopes of work; however, proponents are not required to respond to both scopes.

VisionQuest Advisors must receive proposals no later than 12:00pm / noon PST on Monday January 4, 2023 to be eligible for consideration. Proposals shall be submitted electronically to projects@visionquestbc.ca and indicating “RFP 29112022 – Branding and Website Design and Production”.

Submittals delivered after the deadline will not be considered. All questions shall be directed in writing to projects@visionquestbc.ca and must be received on or before 12:00 pm / noon PST on Friday December 9, 2022. All questions will be answered by Friday December 16, 2022 and posted on VQA’s website at www.visionquestbc.ca/project/ttes/. It will be the proponent’s responsibility to check the referenced website for any new amendments.



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GENERAL INFORMATION

INTRODUCTION

Tkeklups te Secwepemc (TteS or the Client) through its economic development arm is leading and will manage the development of Lot 164, which is located within Tkeklups lands and includes a final developable site area of roughly 7.5 acres. As a functional commercial development, it will feature a mix of quality services and retail, as well as community amenities, and target moderate income shoppers. Situated in the southwest quadrant of the intersection of Yellowhead Highway 5 and Shuswap Road, the site is a premium location. There is currently zero highway access retail/commercial land for sale or lease in Kamloops. The specific area is underserved, and market growth is consistent. TteS is positioning this as a showcase place-based property, and destination development opportunity.

Site Location



● Proposed Site

Per the Lot 164 Commercial Complex Business Plan, the target market includes residents and passing traffic. The area surrounding the site includes roughly 83% residents and 17% TteS members. Population growth exceeds the provincial average of 8% in just over half of the census subdivisions in the area, including an increase of 30% within Tkeklups Reserve No. 1. Private dwellings growth is equally strong and exceeds the provincial average of 7% in just under half the census subdivisions in the area, notably including an increase of 18% in Tkeklups Reserve No. 1. Annual traffic counts average 30,000 per month and the traffic count site closest to site experienced a 66% percent increase from 2016 to 2019. Tourism traffic, represented as a portion of highway passerbys, is largely from British Columbia and Alberta.



Development of the site will align with the Chief Louis Centre Master Plan and Design Controls and be phased. It will be culturally relevant and prioritize environmental stewardship. It will proceed from the front or north side of the property toward the back of the site to mitigate impact and minimize disruption to tenants and customers. At this time, site servicing is underway, and two businesses have been approved including Sweláps Market and a new Petro-Canada Gas Station. Sweláps Market is a grocery store that will open in the fall of 2023. It will be owned by TteS as an independent grocer with full grocery selection, superior fresh departments, in-house butcher, bakery and deli, online ordering and deliveries, meals ready to eat program, and loyalty program. Key themes guiding its development include fresh, culture, and quality.

As noted in the preliminary Lot 164 site plan:

- Main entrance is located on the northern edge of the property along Shuswap Road.
- Second entrance is located on the southwestern edge of the property along the G&M Road.
- Minimum of 135 parking stalls and 8 barrier-free parking stalls. Secure “parking” of bikes is also anticipated, and prospective transit servicing is being explored through leadership.
- Culturally appropriate and ecosystem sensitive landscaping and cohesive site design and signage.
- Inclusion of 8 to 12 EV charging stations on the property.
- Development buffer to mitigate risk to the sensitive ecosystem and marshlands south of the property that will include interpretive signage and connect to a multi-user pathway.

Preliminary Lot 164 Site Plan





THE OPPORTUNITY

VisionQuest Advisors Inc. (VQA) on behalf of TteS is accepting proposals for:

1. Brand development for the Commercial Complex
2. Website design and production for both Sweláps Market and the Commercial Complex

The scope of this RFP intentionally and preferably includes branding and website design and production scopes of work; however, proponents are not required to respond to both scopes. Given project timelines, website design services may involve design and launch of temporary websites for Sweláps Market and the Commercial Complex, followed by design and launch of comprehensive and final websites.

The domain for Sweláps Market has been reserved. A preliminary brand assets package is complete, and construction of the store is underway. The domain for the Commercial Complex has not been reserved. Brand identity and development is required. A preferred concept for the logo has been identified but not confirmed. A preliminary site plan has been approved and construction for phase one underway, and design development for phase two initiated.

The purpose of this RFP is to provide a fair evaluation for all candidates, and to provide the candidates with the evaluation criteria against which they will be judged.

TERMS AND CONDITIONS

The terms and conditions applicable to this RFP are identified in Appendix A: Terms and Conditions. Submission of a proposal in response to this RFP indicates acceptance of all terms and conditions that are included in this RFP, and any addenda subsequently issued by VQA or TteS. Provisions in proposals that contradict any of the terms of this RFP may not be considered for evaluation. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

SELECTION SCHEDULE

The following timeline and dates are subject to change pending project progress.

Post RFP	Tuesday November 29, 2022
Questions Due	Friday December 9, 2022
Questions Answered	Friday December 16, 2022
Proposals Due	Wednesday January 4, 2023 12:00pm / noon PST
Interview Dates (if held)	Monday January 16 to Friday January 20, 2023
Notice of Award	Monday January 30, 2023

PURPOSE, DESCRIPTION, AND TIMELINE

PURPOSE

Sweláps Market is a new grocery store that will open its doors fall 2023. In advance of that time, it is important for this business to grow an online presence and to design and launch a website that incorporates the latest web technologies, meets industry demands, and reflects the vision, values, and objectives of the corporation.



The Commercial Complex is a new retail and commercial centre that will be developed over several phases and includes Sweláps Market as the anchor tenant. A fundamental step to introduce this property both to potential customers and tenants will be through brand development, brand identity, asset development, site signage, and a professional website that includes strong visual and atmospheric imagery and tells its unique story.

Note, upon completion of the project, TteS and/or applicable corporation will assume full responsibility for website content maintenance and administration. Further, TteS and/or applicable corporation will own the final work produced, including content and graphics, and all rights to use, edit, publish, etc.

To meet our corporate goals, deliverables must:

- Provide a modern, culturally relevant design
- Showcase Tkémúlps te Secwépemc and the complex or store's products and services
- Stand out as an independent, place-based business
- Engage and grow sustainable business performance
- Provide a scalable, maintainable solution

DESCRIPTION

Scope: Websites

The successful proponent will design and launch two distinct websites. As required, this may include the design and launch of "temporary" websites or landing pages while comprehensive websites are in development. One website will be for Sweláps Market, and one website for the Commercial Complex.

The websites should engage visitors by presenting attractive visual images, intuitive navigation, and concise messaging, while at the same time ensuring consistent functionality and ease-of-use. The tools that are incorporated must allow for timely delivery of content using basic technical skills and limited personnel.

With active support from VQA, the successful proponent will provide the photography and draft the content necessary to populate the sites. For pages and content that are not yet in existence, the preference is to have user-selectable, predefined templates to choose from that dictate the layout and color scheme. TteS will consider hosting options based on recommendations.

The Sweláps Market website will incorporate online ordering and customer loyalty apps. VQA and TteS may issue an RFP to procure a customer loyalty app and online ordering solution, that will be integrated into the Sweláps Market website. For example, as demonstrated through the following website: <https://www.pitchforkmarket.ca/>.

The Commercial Complex website will target tenants and customers and integrate a tenant portal to streamline collaboration (e.g., tenant autonomy to update store profiles and promotions, and admin controls to manage the approval process). At launch a primary objective of the website will be to generate competitive tenant leads.

To be effective, each website must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure



- Quick to load and operate
- Responsive mobile device and desktop
- Improve Google Rankings, Net Promoter Scores, Social Sharing, etc.
- Search Engine Optimized with proper Keyword Research

Each of the websites designed by the successful proponent must meet the following criteria:

- Include templates that incorporate into the content management system which will permit both technical and non-technical staff to update website content on specific pages.
- Once the site has been completed and accepted, the site will be maintained centrally by the applicable corporation. This should be kept in mind when selecting the tools that are included.
- The site must be clean and attractive, with a mix of text and graphics. Visually, the site should be modern, culturally relevant, distinctive, memorable, and engaging.
- Each section of the site should have a common look and feel. The use of photography and fonts should be consistent throughout the site, with the layout of each page having a great deal of consistency. Pictures on the front page should be a larger size than other subpages. The sitemap should provide for these photos to be easily changed.
- The site should be easy to navigate, where information is grouped and presented in a logical manner with a minimal number of levels needed for the user to find the desired information. The navigation design should complement the capabilities of touch-enabled, mobile devices.
- Development of templates that adhere to the proposed navigation scheme enabling non-technical users to easily add new sections/pages.
- Provide search capabilities using key words or phrasing that will identify content throughout the site and optimize Google Rankings.
- An assigned project manager will be made available to present information and coordinate with VQA and TteS, including a reasonable number of meetings (either in person or via videoconference) to present design and development solutions alongside any related vendors.
- Once the website has been completed and accepted by TteS, the website design and all its contents, software and architecture will become property of TteS or the applicable corporation.
- For Sweláps Market, the site must seamlessly integrate with Sweláps Market's online ordering software and customer loyalty app. It is the firm's responsibility to work with vendors once procured by TteS to build these connections.
- For the Commercial Complex, the site will integrate a tenant portal to facilitate flexible and collaborative approach to website management.

VQA and TteS encourage creativity, but there are certain mandatory and/or preferred requirements for each website. Your proposal must account for the following:

- Website must be compatible with current and one (1) previous version of Internet Explorer, Firefox, Chrome and Safari browsers.
- Web site should not require plug-ins as a default.
- The site should be developed to meet all current federally-mandated ACA access requirements.



- The site must be built in accordance with the latest Web Content Accessibility Guidelines and also be easily accessible to the novice as well as the experienced Internet user.
- The website must be designed with a mix of text and graphics such that each page loads in a way that displays well on various devices (e.g., mobile, tablet, and desktop) and is acceptable to the typical user having an average home Internet connection speed.

Brand Development

The successful proponent will lead an inclusive brand development process under the direction and guidance of VQA. Copies of the Chief Louis Centre Master Plan and Design Controls, and Lot 164 Commercial Complex Business Plan will be made available to the successful proponent upon execution of a Non-Disclosure Agreement.

The scope of this component of the project includes:

1. Conducting audience research, including facilitated branding exercise with a brand committee, and engaging in consultation for feedback and decision-making
2. Development of a branding strategy
3. Name and logo concept development and final design
4. Brand style guide (i.e., colour palette and schemes, fonts, logo files for multiple channels, other design elements)
5. Brand identity templates (i.e., business cards, letterhead, email signature)
6. Ideas for ad campaigns and marketing collateral (i.e., digital and print)

To be effective, brand development must:

- Create and establish an identity that is place-based, influential, and captivating over the long-term
- Tell a story of the destination and align with the Chief Louis Centre Master Plan and Design Controls
- Distinguish the brand, and increase recognition, in an increasingly crowded market, by being unique, creative, and memorable
- Convey the unique value proposition to prospective tenants and customers
- Compel TteS membership and closest stakeholders to be proud, ardent brand advocates who directly support and/or advance TteS' vision

PRELIMINARY TIMELINES

The following timeline and dates are subject to change pending project progress.

Websites

Applicable to this scope, a preliminary timeline is to be detailed in the response to this RFP and should include at minimum the following categories as well as consultation and TteS touch points.

- Discovery
- Design and Site Architecture
- Development and Programming
- Content Writing and Assembly
- Testing and Review



- Site Launch
- Training

It is a goal of the project team to have both websites live asap without impacting quality of deliverables. Temporary websites or landing pages may be required pending the agreed upon project timeline at contract execution. The Branding Development scope will impact the Commercial Complex website timeline.

Brand Development

Applicable to this scope, a preliminary timeline is to be detailed in the response to this RFP and should include at minimum the following categories as well as any additional consultation and TteS touch points.

Discovery (planning, learning, exploration, initial options)	February 20 to March 3, 2023
Consultation (consultations with brand committee)	March 6 to 17, 2023
Development (recommendations on final name, logo, UVP, etc.)	March 20 to 31, 2023
Presentation and Review (consultations with stakeholders)	April 3 to 28, 2023
Finalization of Deliverables	May 1 to 19, 2023

GUIDELINES FOR SUBMISSION

To be considered for this RFP, an electronic copy of the proposal must be submitted to projects@visionquestbc.ca no later than 12:00pm / noon PST on January 4, 2023 and including RFP 29112022 – Branding and Website Design and Production” in the subject line.

VisionQuest Advisors and TteS will make a selection using an established scoring process, prescribed in this RFP under “[Proposal Preparation](#)”. Initial evaluation will be made from the proposals submitted to create a short list of proponents, which may be invited for presentation and interview by a committee. TteS reserves the right to accept or reject any or all proposals received as a result of this request, or to cancel in part or in its entirety this Request for Proposals, if it is in the best interest of TteS to do so.

Proposals should be prepared simply and concisely, providing a straightforward and succinct response as per the outline detailed under “[Proposal Preparation](#)”. Proposals are subject to the following conditions:

- Submission must be contained in one file.
- Submission must be less than 10mb.
- Submission must be in PDF format.
- Submission must be minimum 11-point font.
- All pages must be consecutively numbered.

If the execution of work to be performed by your firm requires the hiring of sub-contractors or sub-consultants, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name and address of the sub-contractor. TtesS will not refuse a proposal based upon the use of sub-contractors but does retain the right to refuse the sub-contractors you have selected.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.



PROPOSAL PREPARATION

To facilitate evaluation of the proposals, proponents are instructed to follow the outline below. Proposals that do not follow the outline or do not contain the required information may be considered as unresponsive proposals and ineligible for consideration. In rating the proposals, the evaluation committee will weigh each section according to the percentages listed.

Cover Page

Mandatory – No Points

Suggested Length – One Page

- a) **Statement** - The proposal must include a cover page signed by the person or persons authorized to sign on behalf of the proponent, and including the following statement:

The enclosed proposal is submitted in response to RFP No. 29112022 including any addenda. Through submission of this proposal, we agree to all the terms and conditions of this RFP and agree that any inconsistencies in our proposal may not be considered. We have carefully read and examined the RFP and have conducted such other investigations as were prudent and reasonable in preparing the proposal. We agree to be bound by the statements and representations made in our proposal.

- b) **Lead Contact** - The cover page must include complete contact information for the lead representative of the proponent including name, mailing address, phone number, and email address(es).
- c) **Scopes** - The cover page must clearly indicate the scopes addressed in the response, meaning:
- ☐ Brand Development – Commercial Complex and/or
 - ☐ Website Design and Production (x2) – Sweláps Market and Commercial Complex

Corporate

20%

Suggested Length – See Below

- a) **Company Overview** – Tell us about your company, your experience in brand development and/or web design and production as applicable to the scope(s) you propose to offer. Provide links to your agency website, online portfolios, and social media. Suggested length one page.
- b) **Capacity and Team** – Identify the team who will work on this project. Include name, title/role, and brief background/experience of each team member. Include sub-contractors if applicable. Briefly outline your firm's organizational capacity to fulfill the deliverables (e.g., staff, equipment, software, physical space, office location, etc.). Suggested length one to two pages.
- c) **References** – As applicable to the scope addressed in your response:
- ☐ Brand Development: Provide a list of three references who can speak to brand development services requested in this RFP. Please include contact information, representative materials, and a brief description of work done for those clients. Suggested length one page, plus appendix for representative materials.
 - ☐ Website Design and Production: Provide a list of three websites your firm has produced that reflects your work and relevancy to this project. List the role your firm played in each project. Please include contact information, the URLs for these sites, and a brief description of work



done for those clients. Only currently “live” sites should be included. Suggested length one page.

Technical

40%

Suggested Length – See Below

- a) **Deliverables** – Based on the elements included in this RFP, and in format substantially similar to Appendix B, describe your proposed solution in terms of strategy, methodology, plan, engagement/consultation, and other important aspects of the process.
- b) **Schedule** – Utilizing the content noted in the preliminary timeline included in this RFP as a starting point, and in a format substantially similar to Appendix C, provide a detailed timeline for project completion. Should your proposed timeline schedule or content vary from the preliminary timeline, please provide rationale.
- c) **Project Management** – Outline your process for tracking and documenting project status. Please state how you intend to communicate with the VQA project lead during all phases and at what intervals. Suggested length one to two pages.
- d) **User Training and Support** – Applicable to website scope of services only. Provide maximum one-page detail on the user training and support included for our content editors along with the training support format (i.e., on- site/in-person, live web, chat, email, phone-based, hard copy, other documentation, etc.). Suggested length one page.

Indigenous Inclusion and Local Knowledge

10%

Suggested Length – One to Two Pages

- a) **TteS Relations** - Demonstrate your familiarity with Tkémilúps te Secwépemc (e.g., people, projects, organization, etc.).
- b) **Reconciliation** - Demonstrate your firm’s commitment to advance reconciliation.
- c) **Experience** - Describe your related experience and in working with/for Indigenous entrepreneurs, organizations, and Nations.
- d) **Ownership** - Indicate if your business has a component of Indigenous ownership, and the percentage of Indigenous ownership.

Costs

30%

Suggested Length – See Below

- a) **Solutions Menu with Pricing** – Based on the elements included in this RFP, and in a format substantially similar to Appendix D, include all project phases and tasks, along with a line-item breakdown of costs. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- b) **Hourly Rates** – Identify staff who will be working on the project. Include standard hourly rates for work that may be needed in the future. Suggested length one page.



APPENDIX A: TERMS AND CONDITIONS

No Lobbying

Proponents must not attempt to communicate directly or indirectly with any employee, contractor or representative of the VQA and/or the Client, including the evaluation committee and any officials of VQA and/or the Client, or with members of the public or the media, about the project described in this RFP or otherwise in respect of the RFP, other than as expressly directed in this RFP.

Changes to Response Wording

The proponent may submit addenda to their response until closing time. The proponent will not change the wording of its response after the closing time, and no words or comments will be added to the response after the closing time unless requested by VQA and/or the Client for purposes of clarification.

Proponent's Expenses

Proponents are solely responsible for their own expenses in preparing a response and for subsequent negotiations with VQA and/or the Client, if any. VQA and/or the Client will not be liable to any proponent for any claims, whether for costs or damages incurred by the proponent in preparing the response, loss of anticipated profit in connection with any final contract, or any other matter.

Acceptance of Responses

Neither VQA and/or the Client are bound to enter into a contract with any proponent. Responses will be assessed using the evaluation criteria. VQA and/or the Client will be under no obligation to receive further information, whether written or oral, from any proponent.

Definition of Contract

Notice in writing to a proponent that they have been identified as the successful proponent will neither constitute a contract nor give the proponent any legal or equitable rights or privileges relative to the service requirements set out in this RFP. Only if the qualified proponent and the Client enter a subsequent full written contract will a proponent acquire any legal or equitable rights or privileges.

Negotiation Delay

If a written contract cannot be negotiated within twenty days of notification of the successful proponent, VQA and/or the Client may at its sole discretion at any time thereafter, terminate negotiations with that proponent and either negotiate a contract with the next qualified proponent or choose to terminate the RFP process and not enter into a contract with any of the proponent.

Reservation of Rights

In addition to any other right or privilege granted to VQA and/or the Client under this RFP, VQA and/or the Client reserves the right, in its discretion, to:

- a) amend, modify, cancel or suspend the RFP process at any time for any reason
- b) accept or reject any proposal based on evaluation of the proposals



- c) waive a defect, irregularity, non-conformity or non-compliance in or with respect to a proposal or failure to comply with the requirements of this RFP and accept that proposal
- d) re-advertise for new proposals to this or a modified RFP, call for quotes, proposals or tenders, or enter into negotiations for work or services of a similar nature to those requested under this RFP
- e) make any changes to the terms of the business opportunity described in this RFP
- f) negotiate any aspects of a preferred proponent's proposal
- g) extend, from time to time, any date, time period or deadline provided in this RFP, upon written notice to all proponent

This RFP does not commit VQA and/or the Client in any way to select a list of qualified proponents or award one or more contracts.

Ownership of Responses

All documents, including responses, submitted to VQA and/or the Client become the property of the Client. They will be received and held in confidence by the Client, subject to the provisions of the *Freedom of Information and Protection of Privacy Act*.

Confidentiality of Information

Information pertaining to VQA, the Client, or the project obtained by the proponent as a result of participation in this RFP is confidential and must not be disclosed without written authorization from VQA and/or the Client.

Contract

By submission of a proposal, the proponent agrees that should its proposal be successful, the proponent will enter a contract with the Client. The contract shall include the following provision:

- The proponent acknowledges that its proposal dated _____ submitted in response to this RFP, was material in inducing the Client to enter the contract, and the proponent agrees that it shall adhere to and perform each and every one of the undertakings and representations contained in its proposal, unless expressly agreed upon in writing between the proponent and the Client that one or more undertakings be excluded. All of the requirements and stipulations on the part of the proponent to be performed as set out in the RFP will be observed, performed and complied with by the proponent, as part of the contract. In the event of a conflict between any of the provisions of the proponent's proposal; and any of the provisions of the subsequent contract; the latter shall govern.
- The Client will not be obligated by anything contained in the proponent's proposal unless expressly accepted by the Client and incorporated into the contract.

Contract Negotiation and Award

Following the recommendation of the evaluation committee, VQA and the Client may select a proponent to engage in negotiations with to establish a lease and operating agreement. If negotiations with any proponent are not successful within twenty days, VQA and/or the Client may at any time after the expiry of such time period discontinue further negotiation with that proponent by written notice to the proponent and commence negotiations with another proponent to negotiate a contract. The foregoing process may be undertaken and/or repeated until either a contract is awarded by the Client or until negotiations have been terminated by the Client.



Sub-Contracting & Sub-Consultants

The use of a sub-consultants and/or sub-contractors must be clearly defined in the proposal. This includes a joint submission by two proponents having no formal corporate links. In such a case, one of the proponents must be prepared to take overall responsibility for successful performance of the contract and this must be clearly defined in the proposal.

Clarifications

VQA and/or the Client may, at their discretion, request clarifications from a proponent with respect to any information contained in their response and VQA and/or the Client is not obligated to make such a request to all proponents. VQA and/or the Client may consider such clarifications in evaluating a response. The clarification will be solicited by way of an RFI directed to the representative acting on behalf of the proponent.

Liability for Errors

While VQA and the Client have used considerable efforts to ensure information in this RFP is accurate, the information contained in this RFP is supplied solely as a guideline for proponents. The information is not guaranteed or warranted accurate by the VQA and/or the Client, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve proponents from the responsibility of conducting their own investigations and research and forming their own opinions and conclusions with respect to the matters addressed in the RFP. Proponents will be solely responsible to ensure their proposal meets all requirements of the RFP, to advise VQA and/or the Client immediately of any apparent discrepancies or errors in the RFP, and to request clarification if in doubt concerning the meaning or intent of anything in the RFP.

Omission and Discrepancies

The proponent shall be responsible for any errors, omissions, discrepancies, or misunderstandings resulting from the proponent's failure to examine thoroughly the RFP documents and from the proponent's failure to inquire with VQA and obtain clarification.

Modification of Terms

VQA and/or the Client reserve the right to modify the terms of this RFP at any time in their sole discretion. This includes the right to cancel this RFP at any time prior to entering into a contract with the successful proponent.

Client Discretion

VQA and/or the Client and their consultants may seek the professional advice or opinion of any published source or third party that does not create a conflict of interest, as they deem appropriate to assist in their evaluation of the proposal.

VQA and/or the Client are not bound by industry custom or practice in exercising any of their discretions, in formulating its opinions and considerations, or in discharging its functions under or in connection with this RFP.

VQA and/or the Client may, in their discretion, at any time, conduct a credit, criminal record, litigation, bankruptcy, taxpayer information or other check.



No Collusion

The proponent declares that, (i) there is no collusion or arrangement, formal or informal, between the proponent and any other actual or prospective proponents in connection with proposals submitted for this RFP; (ii) the proponent has no knowledge of the contents of any other proposal; and (iii) the proponent has made no comparison of figures, agreement, or arrangement, express or implied, with any other party in connection with the making of its proposal.

Downloading and Use of Files

VQA and/or the Client accept no responsibility or liability for any loss or damages that may be caused by downloading or use of downloaded files and makes no warranty or representation either expressed or implied, with respect to such files. They are provided "as is" and proponents assume the entire risk when downloading and using them.

Open for Acceptance

The proponent's offer shall remain open for acceptance for at least sixty (60) days from the time of closing.



APPENDIX B: DELIVERABLES RESPONSE TEMPLATE

Scope: Websites

Describe your proposed solution in terms of strategy, methodology, plan, engagement/consultation, and other important aspects of the process. As appropriate, differentiate between the two websites

Include the following phases.

- Discovery
- Design and Site Architecture
- Development and Programming
- Content Writing and Assembly
- Testing and Review
- Site Launch
- Training

For clarity, deliverables will include the design, production, and launch of two websites. Please address the requirement to prospectively design and launch temporary websites. Additional related detail is included under [“Description”](#).

Scope: Brand Development

Describe your proposed solution in terms of strategy, methodology, plan, engagement/consultation, and other important aspects of the process. Include at minimum the following phases.

- Discovery
- Consultation
- Development
- Presentation and Review
- Finalization of Deliverables

For clarity, deliverables will include the following. Additional related detail is included under [“Description”](#).

- Facilitated Branding Exercise
- Branding Strategy Document
- Name and Logo Concept Development and Final Design
- Brand Style Guide and Files
- Brand Identity Templates
- Ad Campaigns and Marketing Collateral Idea Brief



APPENDIX C: SCHEDULE RESPONSE TEMPLATE

Utilizing the content noted in the preliminary timeline included in this RFP as a starting point, provide a detailed timeline for project completion using the following project phases. Additional detail on tasks under each phase is welcome. Should your proposed timeline schedule vary from the preliminary timeline, please provide rationale.

Include expected duration, deliverables, milestones, and client touchpoints.

Scope: Websites

Differentiate between the two websites and address the requirement to prospectively design and launch temporary websites.

- Discovery
- Design and Site Architecture
- Development and Programming
- Content Writing and Assembly
- Testing and Review
- Site Launch
- Training

Scope: Brand Development

- Discovery
- Consultation
- Development
- Presentation and Review
- Finalization of Deliverables



APPENDIX D: COST (SOLUTIONS MENU) RESPONSE TEMPLATE

Include all project phases and tasks, along with a line-item breakdown of costs. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

VQA and the Client reserve the right in their sole discretion to negotiate further with any Proponent(s) prior to an award pursuant to Appendix A of the RFP. VQA and the Client shall not be bound to accept any term or provision proposed or stipulated by the Proponent, regardless of the other strengths or merits of the Proponent's Response.

Scope: Websites

Include at minimum the following categories. As appropriate, differentiate between the two websites.

- Discovery
- Design and Site Architecture
- Development and Programming
- Content Writing and Assembly
- Testing and Review
- Site Launch
- Training

Scope: Brand Development

Include at minimum the following categories.

- Discovery
- Consultation
- Development
- Presentation and Review
- Finalization of Deliverables