



York-Eglinton Business Improvement Area Brand Refresh and Marketing Plan

REQUEST FOR PROPOSAL

August 18, 2023

Project Overview

The York-Eglinton Business Improvement Area (YEBIA) is requesting proposals from qualified firms to conduct a brand refresh and marketing plan. We are looking to update our brand identity to align with our strategic vision and recommend an integrated marketing and communications plan to activate our refresh brand.

The YEBIA represents all the small businesses along Eglinton West corridor between Marlee and Dufferin. Our BIA is the proud home and heart of the new Little Jamaica Cultural District recently designated by the City of Toronto. Activities of the BIA include representing the area on key policy and advocacy issues, making targeted public realm improvements, and highlighting the area's vibrancy with activations and daily promotion online.

Since the BIA was founded in 1982, Eglinton West has evolved significantly and our mandate has evolved along with it. Interested bidders will be provided with documents outlining the YEBIA's core purpose, objectives and strategic directions.

We have an understanding of what we wish our brand to represent through this work but require an updated brand identity that reflects our evolution and strengthens our brand. In addition, our marketing and communications strategies should be evaluated to understand their impact on stakeholder knowledge, perceptions and attitudes about the YEBIA.

The YEBIA is governed by an elected Board of Management who will review all proposals and select an appropriate vendor that can best address the scope of work outlined below. An appointed advisory committee consisting of local partners and community stakeholders will be an important resource, sounding board and guide for this project.

As an agency of the city of Toronto, the YEBIA has a procurement process requiring us to consider a minimum of three qualified vendors for this service.



Project Scope – Approach and Deliverables

The YEBIA is looking to retain a firm who is qualified to carry out a brand refresh and update our brand identity to align with our objectives. All materials related to YEBIA brand work must remain the property of the WBIA and be available to the organization beyond the terms of any agreements or contracts.

Due to the creative nature of the work required, we wish to allow you the space to submit a proposal that best suits your style and abilities. However, your proposal must address how you will plan and manage the following deliverables.

- **Discovery/Research**
 - Review current mandate, key messages and brand position
 - Review existing research, strategic framework and organizational plans
 - Audit existing brand communications
 - Conduct interviews with staff, board of management and key stakeholders to gather knowledge and perceptions about the YEBIA role

- **Strategy/Recommendations**
 - How a new visual and verbal brand identity and messaging can strengthen the brand
 - Identify gaps and opportunities for effective communication of our mandate
 - How to bring brand to life and activate the brand most effectively

- **New Brand Elements**
 - Visual and verbal brand identity
 - Brand guidelines – including colour palettes, typography, design formats for digital and print
 - Other branded elements including stationary (*letterhead, signature, PowerPoint template*), signage templates (*posters, banners*), online marketing templates (*social media, website, e-newsletter*), advertising and media templates (*ads, reports, video*)

- **Brand Implementation and Launch Recommendations**
 - Strategy and communication tactics to launch new brand
 - Recommended launch elements and cost estimate (*website, banners, social media, activations*).
 - The brand launch recommendation tactic costs are outside this RFP's brand budget.



RFP Submission Requirements

1. Executive summary
2. Description of the services provided and your proposed approach for developing a brand refresh and marketing plan for the YEBIA
3. Timeline, availability and plan of action for implementing services
4. Profile, background and qualifications of firm and the specific personnel assigned to this project, including relevant case histories involving any organizations similar to the YEBIA
5. Key competitive differentiators, other value-added services or benefits
6. References of other similar projects
7. Your proposed fees/compensation structure
8. Key contact information
9. Your standard contract you would expect the YEBIA to execute if selected (*if available*)

Your response to the RFP will be used to screen all bidders. A meeting with members of the YEBIA's Board of Management and staff members may be held with one or more selected bidders for the purposes of proposal clarification. All information provided in your RFP and any individual meetings will be considered when making a recommendation to the Board of Management.

Questions regarding specifications of this RFP may be addressed to Mario Palmer, Manager of the YEBIA via email at mario@yorkbia.com.

Project Timeline

RFP Received	September 15, 2023
Meetings completed (<i>if required</i>)	September 18-22, 2023
Engagement/Retention letter negotiated and executed	September 29, 2023
Firm commences work	October 2, 2023



Terms of Agreement

The YEBIA will not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any person or business prior or subsequent to, or by reason of the acceptance, or non-acceptance by the YEBIA of any submission, or by reason of any delay in the acceptance of any submission. All materials submitted by the vendor in response to this RFP will become the property of the WBIA and will not be returned.

Information pertaining to the YEBIA by the vendor as a result of participating in this RFP process is confidential and shall not be disclosed by the vendor without prior authorization in writing from the YEBIA Manager.

In the receipt of proposals, no obligation is incurred by the YEBIA to accept the lowest, highest or any proposal.

Should a dispute arise from the terms and conditions outlined herein, regarding meaning, intent or ambiguity, the decision of the YEBIA shall be final.

The submission of a proposal will be considered presumptive evidence that the bidder has carefully examined the YEBIA's requirements, investigated and is fully informed of all conditions which may be encountered and may affect the delivery of the services, quality and volume of work to be performed as outlined within the Scope of Work.

The YEBIA reserves the authority to award this contract based on their review and evaluation of the submissions. The YEBIA does not bind itself to accept the whole or any part of any proposal. If only one proposal is received, the YEBIA reserves the right to reject it. The YEBIA reserves the right to determine if the successful bid will be announced. It is the YEBIA's practice not to disclose prices submitted by bidders.

The bidder awarded with this contract does not guarantee, nor provide any special consideration, for the award of any future work related to the execution of the brand work.

Contact Information

Your response should be submitted electronically to Mario Palmer, as indicated below in a PDF format no later than **5:00 p.m. EST, September 15, 2023**. Please request a delivery receipt to confirm submission by the appointed time frame.

Mario Palmer | Manager
York Eglinton Business Improvement Area
mario@yorkbia.com