

REQUEST FOR PROPOSAL (RFP)

Provincial Marketing Strategy for the Self Employment Benefits Program

Deadline – July 8th, 2022

TABLE OF CONTENTS

Contents

1.0 Introduction 3

2.0 Project Description..... 3

 2.1 Project Scope 3

 2.2 Project Schedule..... 4

3.0 Project Budget..... 4

4.0 RFP Requirements 4

5.0 Administrative and Legal Requirements 4

 5.1 Contract 4

 5.2 Asking Questions 4

 5.3 Conflict of Interest 5

6.0 Response Requirements..... 5

 6.1 Disbursements 5

7.0 Proposal Format..... 5

8.0 Proposal Evaluation 5

 8.1 Evaluation Process 6

1.0 Introduction

The Nova Scotia Association of Community Business Development Corporations (NSACBDC) is a network of independent, not-for-profit corporations (CBDCs) that work in cooperation with all levels of government and the private sector to meet the needs of small businesses.

The NSACBDC is responsible for coordinating delivery of a number of projects like SkillsOnlineNS, the Consulting Advisory Services program, Grow Export and the Spark Innovation program. Over the years, CBDCs have fostered a reputation of trust and respect from the business community as a reputable organization and the backbone of business development in rural Nova Scotia.

Twelve of the 13 CBDCs in Nova Scotia, along with three other community service providers deliver the Self Employment Benefit (SEB) Program on behalf of Employment Nova Scotia. Some have been delivering the program since its inception as a pilot project in 1987.

The NSACBDC is currently seeking a firm/consultant to develop a provincial marketing strategy to create more awareness of the program and provide marketing assets to the service providers across the province to augment their existing marketing efforts.

2.0 Project Description

2.1 Project Scope

This strategy will include plans to reach all Nova Scotians and a targeted approach for historically marginalized communities (Black, Indigenous, Francophone communities and new immigrants). The successful proponent will determine the best forms of advertising and create content and a schedule for implementation of the plan. There is a \$40,000 budget for implementation of some of the components. The plan will include a suggested list of items to use this budget toward.

Key messages will be developed so that local service providers can implement them into their existing marketing efforts.

The successful proponent will work with government representatives to ensure all materials meet provincial visual standards requirements. All content will be translated (cost will be covered separately).

It is expected that this marketing strategy will result in increased awareness of the SEB Program.

Content creation will include:

- 4 social media posts,
- a poster/flyer,
- static image file for Access NS screens across the province;
- print ad template and
- a pull up banner design

Two client testimonials (French speaking clients) will also be arranged (cost to be covered outside of this agreement).

2.2 Project Schedule

The approximate schedule that is expected to be followed for this RFP is as follows.

Activity	Date
RFP is awarded	July 15 th , 2022
Meeting with the Committee	July 2022
Draft Strategy	September 30 th , 2022
Final Strategy and Content	November 30 th , 2022

3.0 Project Budget

The maximum budget associated with this project is \$17,000 (CDN) plus HST. This budget is further broken down in the following categories:

Strategy development: \$12,000 plus HST

Design Costs: \$5,000 plus HST

4.0 RFP Requirements

The successful proponent is expected to provide all the necessary skills/resources to complete the services proposed in response to this RFP (subcontracting is permitted). Please identify and provide profile information for any subcontractors in your proposal.

In addition the proponent must demonstrate that they have:

- Experience in marketing strategy development.
- The ability to deliver the program within the stated time frame.
- The ability to ensure the completion of project deliverables on time and within budget.

5.0 Administrative and Legal Requirements

5.1 Contract

The successful proponent will be expected to sign a contract that will constitute the legal agreement with the Nova Scotia Association of Community Business Development Corporations (NSACBDC) for this project and will govern all aspects of the services to be delivered. The contract will incorporate the content of this RFP, the successful proposal, and any other relevant terms.

5.2 Asking Questions

The proponent is responsible for obtaining any needed clarification of the RFP requirements while the RFP is open. Questions should be directed in writing to the RFP Contacts identified. Email is the preferred method of contact.

Questions and responses that are deemed to materially affect the RFP requirements, project scope, time lines, etc. will be made available to all prospective proponents.

Questions about this RFP should be directed to the individual listed below, or their designate(s). Information that is obtained from any other source is not official and may be inaccurate.

Erinn Smith
Executive Director
NS Association of CBDCs
12280 Highway 224, Unit 5, PO Box 102
Middle Musquodoboit, NS B0N 1X0
Ph: (902) 384-3346
E-mail: erinn.smith@cbdc.ca

5.3 Conflict of Interest

The Nova Scotia Association of Community Business Development Corporations (NSACBDC) reserves the right to disqualify any Proponent that, in NSACBDC's sole opinion, has an actual or potential conflict of interest or an unfair advantage, whether existing now or is likely to arise in the future. Proponents are required to disclose any potential or perceived conflict of interest issues prior to RFP closing date and time.

6.0 Response Requirements

The proposal shall include an overview of your expertise, a summary of your understanding of the requirements defined in this RFP, a description of your proposed approach and a detailed budget. Please outline experience with comparable projects and provide two references for work you have done within the last two years (include contact name and e-mail addresses).

6.1 Disbursements

Financial contributions in support of this initiative will be disbursed as follows.

An advance payment of up to 50% of the strategy and design costs can be disbursed at the request of the proponent.

Final payment will be made at the request of the proponent upon satisfactory completion of the project and delivery of the final strategy, and of all conditions of the agreement.

7.0 Proposal Format

The proposal is to be submitted electronically to erinn.smith@cbdc.ca in pdf format by 4pm July 8th, 2022.

8.0 Proposal Evaluation

An Evaluation Team consisting of members of the Nova Scotia SEB Committee will be established. It is to be understood and accepted by the proponent that all decisions about the degree to which a proposal meets the requirements of this RFP are the judgment of this Evaluation Team.

To assist in the evaluation of the responses, the Evaluation Committee may, but is not required to:

- Conduct reference checks relevant to the proposal with any or all of the references cited in a response to verify any and all information regarding a proponent and rely on and consider any relevant information from such cited references in the evaluation of responses.
- Will only seek clarification from a proponent if the requested information is ambiguous or missing and if such clarification does not offer the proponent the opportunity to improve the competitive position of its response. To the extent possible, requests made by the Evaluation Team will be sent from the email addresses of the RFP Contacts.

The proposal will be examined in accordance with the evaluation process and criteria outlined in the sections below.

8.1 Evaluation Process

The bid will be evaluated using the following process:

Criterion	Weight (%)
Demonstrated Expertise <ul style="list-style-type: none"> • Understanding of subject matter • Knowledge, skills and experience • Methodology • Sample of previous work 	80%
Cost of Proposal <ul style="list-style-type: none"> • Detailed feasible budget (demonstrating value) 	20%
Maximum Score Possible	100%

A minimum qualifying score of 70% is required for the bid to be deemed compliant. The successful proponent may not necessarily be the lowest bid submitted.