

City of Langford Request for Proposal 2022 Design Work

This Request for Proposals (“RFP”) is an invitation by the City of Langford (the “City”) to prospective proponents (“Proponent”) to submit Proposals for our 2022 design work needs.

Background

As one of British Columbia’s fastest-growing municipalities, the City of Langford is home to more than 45,000 residents and 3,000 businesses. Boasting a provincial park, four lakes and an abundance of City and regional parkland, outdoor recreation opportunities are plentiful. Langford’s Starlight Stadium is the home of Rugby Canada and Pacific FC and also plays host to other exciting community events. Langford is the ultimate place to live and work.

The City has recently invested in a new brand. The projects included in this RFP will be used to further promote the City and its brand to potential investors, businesses, visitors and residents. We are looking to build a creative partnership with a team that can think big and present above and beyond ideas. We’ll need you to have an understanding of the Langford brand and culture, as well as our City’s natural assets and business community. We’re expecting custom creative work and need you to be highly detail oriented. Fresh ideas and unique thinking are necessary!

Scope of Work/Deliverables

The City of Langford is looking for quotes from Proponents for the following design items in the 2022 calendar year:

- Logo design
- Instagram ads (stories and posts)
- Pattison digital screen ads
- Times Colonist ½ page ads
- Douglas Magazine single and double-page ads
- Goldstream Gazette ads
- Full back of double-decker bus ads

The list above is not exhaustive, and additional projects may be required. Please include examples of your work and references. Please also include your hourly rate (if applicable) for other potential projects.

Communication and Enquiries

All enquiries regarding this RFP are to be directed in writing or by email to the following person prior to March 4, 2022. Information obtained from any other source is not official and should not be relied

upon. Enquiries and responses will be recorded and may be distributed to all Proponents at the City of Langford's option.

Donna Petrie, Manager of Business Development and Events

dpetrie@langford.ca

Submissions

One (1) copy of each submission must be received in a sealed envelope addressed to the City of Langford, 2nd Floor, 877 Goldstream Avenue, Langford, B.C., V9B 2X8, by 4:30 p.m. (Pacific Standard Time), on March 4, 2022, clearly labelled:

Request for Proposals

2022 Design Work

City of Langford

Attention: Donna Petrie

Proposals received after the noted due time WILL NOT be considered. The phone clock at the reception desk is the official timepiece for the receipt of all Proposals. Late or misdirected submissions will not be accepted and will be returned unopened. Proposals will be binding for 90 Days. Unless otherwise specified, all formal Proposals submitted shall be irrevocable for 90 calendar days following the Proposal opening date unless the Proponent(s), upon request of the Purchasing Agent, agrees to an extension. Proposals submitted by fax or email will not be accepted.

Acceptance and Rejection of Proposals

In addition to any rights identified elsewhere in this RFP, the City of Langford reserves the right to:

- a) Accept a Proposal that is not the lowest bid price;
- b) Reject any and all Proposals, including without limitation to the lowest priced Proposal, even if the lowest priced Proposal conforms in all aspects with the RFP;
- c) Reject any Proposal at any time prior to execution of an agreement;
- d) Accept or reject, in whole or in part, any response without giving any reason;
- e) Amend or revise the RFP by Addenda up to the specified closing date and time;
- f) During the evaluation period, seek clarification of any Proponent's response, including consequential amendments or any additional information from any Proponent;
- g) Have any documents submitted by the Proponent reviewed and evaluated by any party, including independent consultants;
- h) Reduce the Scope of Services required within the RFP and negotiate the price to reflect such change after award of an Agreement;
- i) Cancel the RFP process without penalty at any time for any reason;
- j) Negotiate and enter into an agreement with any Proponent, notwithstanding any noncompliance by the Proponent's response with any requirement of this RFP; and
- k) 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 the City, taking into consideration the price and evaluation criteria of the RFP.

Evaluation and Selection

The City of Langford is the sole and final judge with respect to the selection of any Successful Proponent as a result of this RFP process. The City of Langford takes no responsibility for the accuracy or completeness of any information supplied for this project and, further, will not be responsible for any costs incurred in responding to this RFP. This RFP does not commit the City, in any way, to select the preferred Proponent, to proceed to negotiations for a contract, or to award any contract. Under no circumstances will the City be obligated to award an Agreement solely based on the proposed price.

Right of the City of Cancel the RFP Process

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