



REQUEST FOR PROPOSALS

TOURISM MARKETING CAMPAIGN – SPRING AND FALL

Issue Date: April 14, 2026

CLOSING LOCATION, DATE AND TIME:

Proposals must be submitted electronically via email submission by **3:00 pm** Pacific Standard Time on **April 28th, 2026** (Closing). Title of the email to contain the contract title and Reference No. and must be received at dpetrie@langford.ca on the closing date and time outlined above. Hardcopy or facsimile submissions will **NOT** be accepted.

Late Proposals **will not** be considered, and extensions will not be granted.

Questions and inquiries are to be sent to:

Donna Petrie, Senior Manager of Communications and Economic Development

dpetrie@langford.ca

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1.0. INTRODUCTION

The City of Langford is seeking proposals from qualified marketing and creative agencies to develop and deliver a two-phase tourism marketing campaign consisting of a Spring and Fall campaign.

The purpose of this RFP is to invite agencies to propose an overarching creative and strategic approach that positions Langford as a compelling visitor destination, with a specific focus on driving off-season overnight stays in Langford hotels.

This RFP is intentionally general in scope to avoid limiting creativity. Proponents are encouraged to propose original, thoughtful, and unexpected approaches that authentically reflect Langford as a destination.

2.0. BACKGROUND

Located on the southern tip of Vancouver Island, the City of Langford is one of British Columbia's fastest-growing communities and an emerging visitor destination within the Greater Victoria region. Known for its access to outdoor recreation, year-round sports and events, vibrant local businesses, and proximity to nature, Langford has made strategic investments to grow a sustainable visitor economy that supports local businesses and enhances community vitality. The City delivers destination marketing initiatives funded through the Municipal and Regional District Tax (MRDT) and works collaboratively with regional partners, the accommodation sector, event organizers, and local tourism sector partners to increase awareness of Langford as a place to visit, stay, and experience. Through this Request for Proposals, the City is seeking a qualified proponent to support the next phase of its tourism marketing efforts, building on recent campaign success and helping to position Langford competitively within regional, provincial, and target travel markets.

3.0. DEFINITIONS

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

“Addenda” or “Addendum” means all additional information regarding this RFP including amendments to the RFP.

“Agreement” or “Contract” means a contract that is issued to formalize the Work with the successful Proponent based on the Proposal submitted and incorporate by reference the Request for Proposal, any Addenda issued, the Proponent's response and acceptance by the City of Langford.

“Consultant” means the person(s), firm(s) or corporation(s) appointed by the City to carry out all duties, obligations, Work and Services first contemplated in the Request for Proposal and all associated documentation, which may also include mutually agreed revisions subsequent to submission of a Proposal.

“City of Langford” or **“City”** means the Corporation of the City of Langford and any person authorized to act for or on behalf of with respect to any matter under this Request for Proposal.

“City’s Project Manager” means the City of Langford’s Senior Manager of Communications and Economic Development and their delegate appointed in writing or other persons appointed by the City of Langford.

“Evaluation Committee” means those persons appointed by the City to evaluate the Proposals in accordance with the Proposal Evaluation Criteria as set out in section 12.0.

“Must” or **“Mandatory”** means a requirement that must be met in order for a Proposal to receive consideration.

“Proponent” means an entity that submits a Proposal.

“Proposal” means a Proposal submitted by a Proponent in response to this Request for Proposal.

“Request for Proposal” or **RFP** means the solicitation described in this document, including any attached or referenced appendices, schedules and addenda.

“Services” means and includes the provision by the successful Proponent of all services, duties and expectations as further described in this Request for Proposals.

“Should” or **“May”** means a requirement having a significant degree of importance to the objectives of the Request for Proposals but is not a Mandatory requirement.

“Successful Proponent” means the Proponent selected by the Evaluation Team to enter into negotiations for a Contract.

“Work” means and includes anything and everything required to accomplish the project in accordance with this Request for Proposals.

4.0. PURPOSE/OBJECTIVE

The overall objectives of the Spring and Fall tourism campaigns are to:

- Increase awareness of Langford as a visitor destination
- Drive off-season overnight stays in Langford hotels
- Present Langford in an authentic and compelling way that reflects real places, experiences, and people

5.0. SCOPE OF WORK

The Consultant will provide the following services:

- A Spring Campaign.
- A Fall Campaign.

Project kickoff + discovery

Facilitate a project start meeting to confirm objectives, target audiences, key messages, approvals process, timelines, and roles and responsibilities.

Audience + market approach

Recommend target markets and audience segments, with supporting rationale, aligned to the campaign goal of increasing overnight stays and destination awareness during shoulder and off-season periods.

Video / photography recommendations (as needed)

Assess existing assets and identify gaps. Propose a plan for any new photo or video capture required to support the creative approach.

Media buying + campaign setup (if included in the proponent's approach)

Set up, traffic, and manage paid campaigns.

Configure audiences, pixels and conversions, retargeting pools, and brand safety settings as appropriate.

Partner alignment

Coordinate with City contacts and tourism partners as required to ensure campaign messaging supports overnight stays and aligns with partner priorities.

Influencer / creator component (optional but encouraged)

Propose an influencer or creator approach, if recommended, including selection rationale, deliverables, content usage, and any hosting or coordination requirements.

Optimization

Provide campaign monitoring and optimization recommendations, including creative rotation, audience refinement, budget shifts, and frequency management to improve performance while campaigns are live.

Project management + approvals

Provide day-to-day project management. Maintain schedules, manage deadlines, and implement an efficient review and approval process with the City.

The two campaigns must:

- Complement one another visually and strategically.
- Share a cohesive narrative or strategic lens.
- Be clearly distinct from one another visually and seasonally, particularly through imagery, tone, and asset selection.
- Avoid overly exaggerated or generic tourism marketing narratives.

Proposals should outline:

- The overarching campaign concept and storytelling approach.
- Target audiences.
- High-level creative and media strategy.
- How the campaign will encourage overnight travel.
- How success could be measured.

Seasonal Distinction & Creative Direction

Proponents must clearly articulate how the Spring and Fall campaigns will be visually and emotionally distinct, while still functioning as complementary parts of an overall tourism strategy.

Each campaign should accurately reflect the real seasonal experience of Langford, using imagery, tone, and storytelling that are authentic to the time of year.

- **Spring Campaign** concepts should reflect a sense of renewal and momentum, capturing longer daylight hours, emerging landscapes, outdoor activity, and the transition into the travel season. Imagery and messaging should feel lighter, fresher, and forward-moving.
- **Fall Campaign** concepts should reflect a shift in pace and atmosphere, emphasizing texture, contrast, and depth. Creative direction may include autumn landscapes, layered experiences, and the appeal of quieter travel periods, positioning Langford as an inviting destination beyond peak summer.

While the campaigns should share a cohesive strategic approach, imagery, visual language, and seasonal cues must not be interchangeable. Each campaign should stand on its own as a true and credible reflection of the season it represents.

Visual Direction & Creative Expression

Agencies are encouraged to include visual mood boards to clearly communicate creative direction. Mood boards should illustrate tone, imagery, and aesthetic approach, and demonstrate how the Spring and Fall campaigns will be visually distinct while remaining complementary.

6.0. DELIVERABLES

The key deliverables include but are not limited to:

Campaign strategy + Workplan

Develop an integrated campaign strategy and written workplan for each seasonal campaign, including creative approach, channel strategy, KPIs, flighting, and a production schedule.

Creative concept + Direction

Provide seasonal creative concepts, including a clear “big idea,” tone, messaging, and visual direction.

Include visual mood boards, where appropriate, to communicate creative direction.

Creative development + Production-ready Assets

Create campaign copy, key visuals, and designs across required digital formats and sizes, such as static, animated, and short-form video, including seasonal adaptations for Spring and Fall.

Media Plan (paid + retargeting approach)

Develop a tactical media plan for each campaign that includes both high-impact awareness and high-intent demand capture and retargeting components, with recommended channels and supporting rationale.

Landing Page / CTA Alignment

Provide recommendations for campaign calls-to-action and the most effective path to conversion, including where ads should drive, required content, and access to booking or itinerary information.

Performance Reporting + Insights

Deliver campaign reporting for each seasonal campaign, including performance against KPIs, key learnings, and recommendations for future iterations.

Final Report

At project completion, provide a complete archive of final creative files, campaign specifications, and a summary of recommendations to inform subsequent seasonal campaigns.

7.0. INSTRUCTIONS TO PROPONENTS

7.1 EXAMINATION OF RFP PROPOSAL DOCUMENTS AND KNOWLEDGE OF SERVICES

It is each Proponent(s) responsibility to carefully examine the RFP documents. The Proponent may not claim, after the submission of the Proposal, that there was any misunderstanding with respect to the Services imposed by the City of Langford.

There will be no opportunity to make any additional claim for compensation or invoice for additional charges that were not considered and included in the Proposal price submitted, unless the City, at its sole discretion, deems that it would be reasonable to do so, or there are additional Service requirements due to unforeseen circumstances.

7.2 PROPOSAL CLOSING DATE AND DELIVERY INSTRUCTIONS

Proposals must be submitted electronically via email submission by **3:00 pm** Pacific Standard Time on **April 28th, 2026** (Closing). Title of the email to contain the contract title and must be received at dpetrie@langford.ca on the closing date and time outlined above. Hardcopy or facsimile

submissions will **NOT** be accepted.

*****Max 30MB incoming email size*****

Requested Files:

Organize your submission into the following individual files (note the required file types):

- Cover Letter (File Type: PDF) – required
- Proposal Submission (File type: PDF) – required

Important Notes:

Uploading and e-mailing large documents may take significant time, depending on the size of the file(s) and your Internet connection speed. Allocate sufficient time for all uploads to complete prior to closing time.

The City will not be liable for any delay in uploading/e-mailing submissions for any reason including technological delays, or issues by either party's network. The City will not be liable for any damages associated with Submissions not received prior to the closing time.

Proposals received and not conforming to the above will be returned (unopened) to Proponent(s) without consideration.

Proposals, rather than tenders, have been requested in order to afford proponents a more flexible opportunity to employ their expertise and innovation, and thereby satisfy the City's needs in a more cost-effective manner.

7.3 QUESTIONS AND INQUIRIES

All questions and inquiries related to this RFP shall be directed in writing to:

- Donna Petrie, Senior Manager of Communication and Economic Development
(dpetrie@langford.ca).

Information received from any other persons may be inaccurate and not relied upon.

Questions are to be submitted in writing via email before end of business day on **April 24, 2026**. The City reserves the right to not answer questions after this date.

If a change or additional information is warranted, the City's response will be communicated to all Proponents by means of written Addenda issued by the Project Manager prior to the closing date and time.

The City will attempt to respond to all reasonable inquiries but reserves the right not to respond to inquiries. Proponents finding discrepancies or omissions in the RFP documentation or having doubts as to the meaning or intent of any provision should immediately notify the contact person listed above. If

the City determines that an amendment is required to this RFP, the Project Manager will issue an addendum and such an addendum will be posted on the BC Bid website and the City's website.

No oral conversation will affect or modify the terms of this RFP or may be relied upon by the Proponent.

Proponents are required to check the BC Bid and City of Langford websites for any updated information and Addenda issued up to and including the "closing date & time".

7.4 ADDENDA

Each addendum will be incorporated into and become part of the RFP Document. No amendment of any kind to the RFP is effective unless it is contained in a written addendum issued by the Project Manager. Upon submitting a Proposal submission, Proponents will be deemed to have received notice of all addenda that are posted on the City of Langford and BC Bid websites.

7.5 PROPONENT EXPENSES

Proponents are solely responsible for their own expenses in preparing and submitting Proposals, and for any sample requests, meetings, negotiations or discussions with or presentations to the City or its representatives and consultants, relating to or arising from this RFP.

7.6 NO OBLIGATION

This RFP is not a tender and does not commit the City in any way to select a Leading Proponent or to proceed to negotiations for a Contract, or to award a Contract to any Leading Proponent, and the City reserves the right at any time to reject all Proposals, terminate this RFP process and, if the City elects, obtain or proceed with obtaining the Services in some other manner, including by advertising for new Proposals.

7.7 NO CLAIMS

The City and its representatives, agents, consultants and advisors will not be liable to any Proponent for any claims, whether for costs, expenses, 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.

7.8 LIABILITY FOR ERRORS

While the City has used considerable effort to ensure an accurate representation of information in this RFP, the information contained is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the City, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve the Proponent from forming their own opinions and conclusions with respect to the Services in this RFP.

7.9 CHANGES TO RFP DOCUMENT

Proponent(s) must not alter any portion of this RFP documents, with the exception of adding the information requested. To do so will invalidate the submission of its Proposal.

7.10 CHANGES TO THE PROPOSAL WORDING AND CONTENT

The Proponent will not be allowed the opportunity to change the wording or content of its Proposal after closing and no words will be added to the Proposal, including changing the intent or content of the presentation of the Proposal, unless requested by the City (e.g. minor clarifications).

7.11 INSURANCE REQUIREMENTS

The Proponent, at the reasonable request of the City, will provide to the City evidence of all required insurance in a form acceptable to the City, within five (5) working days of such a request. No Contract will be awarded to any Consultant who cannot meet the insurance requirements.

7.12 WORKING LANGUAGE

The working language of the City is English and all Proposals must be submitted in English.

7.13 PROPOSAL OPENING

Proposals **will not** be opened in Public.

8.0. RFP GENERAL TERMS AND CONDITIONS

8.1 CONFLICT OF INTEREST

By submitting a Proposal, the Proponent warrants that neither it nor any of its officers or directors, or any employee with authority to bind the Proponent, has any financial or personal relationship or affiliation with any elected official or employee of the City or their immediate families which might in any way be seen by the City to create a conflict.

8.2 LAWS, REGULATIONS AND PERMITS

This RFP and any Contract formed shall be governed by and construed in accordance with the laws of the Province of British Columbia which shall be deemed to be the proper law hereof and in so doing shall have exclusive jurisdiction to determine all disputes and claims arising out of or in any way connected with this RFP or any Contract.

8.3 WITHDRAWAL OF PROPOSALS

The Proponent may withdraw their Proposal at any time prior to the Proposal closing time by submitting an e-mail to the Project Manager via: dpetrie@langford.ca.

8.4 ACCEPTANCE AND REJECTION OF PROPOSALS

This RFP is not an agreement to purchase goods or services. The City is not bound to enter into a Contract with any Proponent. The City reserves the right to:

- Not accept any Proposal in response to this RFP;

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- To 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;
 - To reject any Proposal at any time prior to execution of a Contract;
 - To reject Proposals which are incomplete, conditional or obscure or erasures or alterations of any kind;
 - To waive immaterial defects and minor irregularities in any Proposal, to request clarification and/or additional information, and to negotiate modification of any Proposal;
 - To assess the ability of the Proponent to perform the Contract and reject any Proposal where, in the City's sole estimation, the personnel and/or resources of the Proponent are insufficient.

8.5 RIGHT TO CANCEL THE RFP PROCESS

The City reserves the right in its sole discretion to postpone or cancel this RFP process at any time and may, in its discretion, elicit offers from other parties (whether or not such parties have responded to this RFP) or engage in another procurement process, including re-issuing a substantially similar RFP or negotiating with any party if:

- Only one Proposal is received;
- A suitable Proponent has not been selected;
- Approval is not granted by the City of Langford Council, the City Administrator or the Director of Finance;
- All Proposal(s) exceed the City's set budget; or
- Contract negotiations have not been reached within a reasonable time as solely determined by the City.

8.6 LITIGATION CLAUSE

The City may, in its absolute discretion, reject a Proposal submitted by Proponents if the Proponent, or any officer or director of the Proponent is or has been engaged either directly or indirectly through another corporation in a legal action against the City, its elected or appointed officers and employees in relation to:

- Any other contract for works or services; or
- Any matter arising from the City's exercise of its powers, duties or functions under the Local Government Act for another enactment; within five years of the date of this Request for Proposal.

In determining whether to reject a Proposal under this clause, the City will consider whether the litigation is likely to affect the Proponent's ability to work with the City, its consultants and representatives and whether the City's experience with the Proponent indicates that the City is likely to incur increased staff and legal costs in the administration of this Contract if it is awarded to the Proponent.

8.7 LIMITATION AND EXCLUSION CLAUSE

Each Proponent acknowledges and agrees that the City will not be responsible for losses incurred by the Proponents as a result of or arising out of submitting a Proposal, or due to the City's acceptance or non-acceptance of its Proposal, or any part thereof, or any breach by the City of the Agreement between the City and the Proponent, or arising out of any Agreement award not being made in accordance with the express or implied terms of the RFP.

8.8 FREEDOM OF INFORMATION AND PRIVACY PROTECTION ACT (FOIPPA)

The contents of the Proposal are subject to the Freedom of Information and Privacy Protection Act (FOIPPA). The Proponent should note within its Proposal whether it considers any part of the Proposal as proprietary or trade secret. The City attempts to keep, to the best of its ability, proprietary or trade secret material confidential, only to the extent permitted by law. Notwithstanding the foregoing, the City has the sole discretion in determining whether any part(s) of Proponent Proposals contain information that is exempt from FOIPPA legislation.

8.9 OWNERSHIP OF PROPOSALS

All Proposals submitted, other than any Proposal withdrawn prior to the opening of Proposals or any late Proposals, become the property of City and will not be returned to Proponents.

8.10 DEBRIEFING

Proponents may request a debriefing which may be made available at the City's convenience and must be made within fifteen (15) calendar days of notification of award. The intent of the debriefing information session is to aid the Proponent in presenting a stronger Proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process. The City will provide a debriefing upon request, after Contract award has been completed.

9.0. PROJECT TIMELINES

The project shall be completed in two phases. The first campaign must be launched by May 30, 2026, and the second campaign by October 15, 2026. The proposal must include a schedule of dates based on interim deliverables.

The City reserves the right to engage the Consultant chosen from this RFP for future work related to this project.

10.0. PROJECT BUDGET

The City has established a maximum budget of \$150,000 for this project. Funds may be distributed over the two campaigns in accordance with the tactics and strategies outlined in the proposal. The Project budget includes all fees, costs, and disbursements and excludes applicable GST.

Each seasonal budget must be inclusive of:

- Strategy
- Creative development
- Design
- Media planning and media buys

Campaign budgets may include funding toward the creation of new photography, video, or creative assets where appropriate. The successful proponent will have full access to the City of Langford’s existing video and photography library.

10.1. PRICING

The submitted proposal should identify the ‘Net Total Cost’, including PST and GST, to provide the services as outlined in the Scope of Services. The Proposal must include a breakdown of the hourly charge out rates of key personnel and support staff (which must include labour and material costs, applicable taxes, expenses/disbursements, and any other charges).

All prices must be submitted in Canadian funds.

The Proposal may also provide separate pricing on additional features the applicant feels would benefit the City of Langford in meeting its goals.

10.2. EXTRA WORK

The consultant must receive written approval prior to commencing any additional works which will affect the project cost or schedule. The consultant is to submit a Change Order indicating the impact these extra or additional works will have on the project for written approval from the City.

A Change Order must also be submitted in the event the consultants’ fees will exceed the original Proposal amount (i.e. change to original budget must be requested and must be approved in writing). In this situation the consultant may be requested to provide scope change alternatives to meet the original budget.

An invoice encompassing additional works that has not been approved in writing will not be accepted by the City.

11.0. PROPOSAL FORMAT

This section describes the expectations for Proposal formatting. Any Proposal submitted should be in general alignment with these expectations to facilitate comparative evaluation.

Proponents should respond to the questions under each heading clearly and concisely.

Through the information provided in your Proposal, the City of Langford expects to gain an in-depth understanding of a Proponent’s experience, capabilities, and the capacity to provide the Services outlined in Sections 5.0. and 6.0.

Your submission should be organized into the documents and file types listed below:

- Cover Letter (pdf)
- Proposal submission (pdf)
- Complete proposal submission highlighting the below evaluation criteria, including links or samples of similar work,
- Appendices – if required including any proposed changes to the Professional Service Agreement (any)

12.0. PROPOSAL EVALUATION CRITERIA

The following items should be included in your proposal submissions and will be the basis for evaluation. Information should be provided sequentially as shown:

No assumptions should be made that information regarding the Proponent or its participants, their experience, expertise and performance on other projects is known, other than the documentation and responses submitted by the Proponent.

Criteria	Points
<p><u>Cover Letter</u></p> <p>Your proposal should include a Cover Letter containing the following information:</p> <ul style="list-style-type: none"> • Should identify the Prime Consultant and any sub-consultants that make up the team. • Should contain company name, address, website, telephone number, email address and primary contact person. • Signed by the person or persons authorized to sign on behalf of the company. • Should acknowledge any addendums issued for this Request for Proposal. 	<p><i>0 points</i></p>
<p><u>Corporate Experience/Proposal Submission</u></p> <ul style="list-style-type: none"> • A summary of relevant corporate experience • The quality of the proposal should demonstrate the Respondent’s ability to organize and present a complete document, such as: <ul style="list-style-type: none"> ○ All of the necessary information is included and easy to locate; ○ Graphics and figures are useful in conveying information; ○ The document reads well and is concise; and ○ The document is visually appealing. 	<p><i>5 points</i></p>

<p><u>Qualifications</u></p> <ul style="list-style-type: none"> • Provide qualifications for the Proponent who has the lead responsibility for the project. The lead Proponent should designate the backup person to act on their behalf during holidays, sickness, etc. • Provide qualifications of the key staff or any key sub-consultants in each discipline who will be involved in the project; their duties, their role in the project and percentage of their time devoted to this project. 	<p>10 points</p>
<p><u>Knowledge and Experience</u></p> <ul style="list-style-type: none"> • The proposal shall demonstrate the knowledge and experience of the lead Proponent as well all required specialists and experts that may be necessary to complete the Work. • Demonstrate they have expertise and experience in projects of similar scope, size and complexity and are familiar with challenges of the project. 	<p>10 points</p>
<p><u>Project Understanding and Methodology</u></p> <p>Proponents shall outline an approach to the project reflecting a clear understanding of the Scope of Work.</p> <ul style="list-style-type: none"> • Demonstrate your understanding of the project. • A clear and credible understanding of Langford’s identity and an overview of the proposed Spring and Fall campaign approach. • Timeline overview. • Visual mood boards illustrating creative direction. • Over arching media approach. • High-level strategy and creative rationale. • Strategic alignment with off-season travel goals. • Strength of visual direction and design thinking. • Outline your abilities to use creative solutions, originality, out-of-the-box story telling approaches, innovations, methodology or other traits that will allow your firm to successfully complete this project. • Strong grounding in authentic, experience-led messaging. • Avoidance of exaggerated or generic tourism marketing copy. • Proponents should provide their methodology and work plan to achieve the program objectives and timelines. • Provide cost control procedures and the Proponent’s method for monitoring the project timeframe, quality of work and budget. 	<p>65 points</p>

<p><u><i>Fee Proposal</i></u> Proponents should provide a fee proposal, preferably in an Excel styled spreadsheet, including a detailed explanation of the makeup of the total cost for this project including:</p> <ul style="list-style-type: none"> • Budget breakdown by season. • Breakdown of project tasks, personnel responsible, number of hours, total number of staff hours, hourly rates and total proposal costs; • Submit a schedule of hourly rates should additional services be required. • List of expected expenses, disbursements and any other probable costs. • All applicable value added taxes. 	<p><i>10 points</i></p>
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The Evaluation Committee may apply the evaluation criteria on a comparative basis, evaluating the proposals by comparing one Proponent’s proposal to another Proponent’s proposal. The Evaluation Committee will not be obligated to select the proposal that offers the lowest price or cost or any proposal at all.

The weighting listed above with the evaluation criteria indicate the relative weighting anticipated by the City and is shown to give general guidance to Proponents in the preparation of proposals. The evaluation criteria will be applied to all proposals fairly and without bias to any Proponent or Proposal and the same criteria and weightings will be applied to all proposals.

The Evaluation Committee reserves the right to not complete a detailed evaluation of a proposal if the Evaluation Committee concludes, having undertaken a preliminary review of the proposal, that the Proponent or proposal as compared to all the proposals is not in contention to be the Successful Proponent.