



INVITATION TO QUOTE

RFQ NO. ED 23-01

**TOWNSHIP OF ESQUIMALT
PLACE BRANDING & MARKETING PLAN**

DUE DATE:

December 13, 2023

CLOSING TIME:

2:00 PM Local Time

INVITATION TO QUOTE
RFQ NO. ED 23-01
ESQUIMALT PLACE BRANDING & MARKETING PLAN

INVITATION TO QUOTE

The Corporation of the Township of Esquimalt invites qualified persons/businesses to submit a quote to deliver an Esquimalt Branding Playbook through a Place Branding and Marketing Plan.

Submit by email or a physical copy with the subject heading “**ITQ No. ED 23-01 – ESQUIMALT PLACE BRANDING & MARKETING PLAN**” to be received by the Economic Development Department, Corporation of the Township of Esquimalt, 1229 Esquimalt Rd, Esquimalt, BC V9A 3P1, up to **2:00 PM (PST) on December 13, 2023**.

Contact: Terése Finegan, Manager of Economic Development
Email: terese.finegan@esquimalt.ca
Phone: (250) 414-7164

SCOPE OF WORK

The attached Project Brief offers additional detail with a copy of the Scope included in this page.

DELIVERABLE	DETAILS
Introduction and Background	<ul style="list-style-type: none">• A brief overview of Esquimalt, its location, demographics, and key features.• The need for a place branding strategy to improve Esquimalt's image and reputation.• The objectives of the marketing plan.
Research and Analysis	<ul style="list-style-type: none">• Conduct a SWOT analysis to identify Esquimalt's strengths, weaknesses, opportunities, and threats.• Analyze the target audience, including residents, visitors, and potential investors.• Assess the current perception of Esquimalt among different groups and partners.• Present a competitive analysis of neighbouring areas and their branding strategies.

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Community Engagement	<ul style="list-style-type: none"> • Extend an invitation to the Esquimalt First Nations and Songhees First Nations for meaningful discussions centred on envisioning the future and sharing stories that encapsulate the essence of Esquimalt. • Involve the community, local businesses, and key organizations in the branding process. • Facilitate public engagement sessions with key partners and community groups. • Author surveys and focus groups to gather feedback and ideas from residents and other stakeholders. • Develop promotional collateral to be used to notify key groups about engagement opportunities and events. Collateral should be designed for distribution on multiple platforms and use logos and branding from the Township. Platforms include X, Facebook, Instagram, LinkedIn, Engagement HQ (survey tool) and the Township website.
Brand Positioning and Identity	<ul style="list-style-type: none"> • Define Esquimalt's unique value proposition and brand personality. • Develop a brand identity, including a logo, tagline, and visual elements that reflect the essence of Esquimalt. • Establish key brand messages that convey the identity and appeal of Esquimalt.
Marketing Strategy	<ul style="list-style-type: none"> • Define the target audiences for the branding campaign (e.g., residents, tourists, and investors). • Brand Activation Strategies including marketing and communication plan, content strategy and Partnerships and Collaborations.
Esquimalt Branding Playbook	<ul style="list-style-type: none"> • Final Document and presentation. The Esquimalt Branding Playbook serves as a comprehensive guide to ensure a consistent and impactful representation of the region, fostering recognition, attraction, and positive perception among target audiences.

Quotes received after the Closing date and time will not be accepted.

The Township may not necessarily accept the lowest price tendered or any tender. At its sole discretion, the Township reserves the right to reject any or all quotes received and to accept any quote that it considers advantageous, whether or not it is the lowest-priced quote. The Township is under no obligation to award a contract, and reserves the right to terminate the Invitation to Quote process at any time, and to withdraw from discussions with all or any of the bidders who have responded.

Terése Finegan
 Manager of Economic Development



Place Branding & Marketing Plan

PROJECT BRIEF

December 2023

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1. Project Name

Township of Esquimalt Place Branding & Marketing Plan

2. Project Lead on behalf of Township of Esquimalt

Terése Finegan, Manager of Economic Development

Terese.finegan@esquimalt.ca/ 250-414-7164

3. Project team and activity tracking

PROJECT TEAM – CORE MEMBERS				
RACI	Name	Position	Organisation	Last Activity Date
R	Terése Finegan	Manager of Economic Development	ToE	November 29, 2023
C	TBD	Marketing Agency	TBD	
Additional organisations and/or representatives to be connected				
A	Vicki Gannon	HR and Community Relations Director	ToE	
C	Dan Horan	CAO (Chief Administrative Officer)	ToE	
C	Tara Zajac	Manager of Communications	ToE	
I		Mayor and Council	ToE	

Table 1.0: Project Team members/stakeholders.

RACI model: R = Responsible, A = Accountable, C = Consulted, I = Informed

4. Background

The Manager of Economic Development (a new role in Esquimalt filled on July 10, 2023) has actively engaged with internal stakeholders and external partners to present an Economic Development Action Plan for Council. The following base documents were reviewed:

- 2014 Economic Development Strategy;
- 2018 Official Community Plan (OCP);
- 2019 Strategic Priorities;
- 2020 Business Investment Roadmap;
- 2021 Regional Growth Strategy (CRD (Capital Regional District)); and,
- 2023 Council Priorities.

Themes and actions from the 2020 Roadmap were assessed against current conditions, re-categorized into new themes and renamed 'Projects 2023 to 2025'.

The cluster of new themes are as follows.

- Customer Relationship Management & Business Retention Expansion (BRE)
 - Business Façade Program
- Economic Reconciliation
 - First Nation Partnerships and Reconciliation
- Partnerships
 - Community Engagement
- Investment Attraction
 - **Place Branding & Marketing Plan**
 - Economic Development Website & Investment Dashboard
 - Investment Prospectus
 - Wayfinding & Signage
 - Commercial Market Feasibility/ Land Use Study
 - 500 Park Place – Options Analysis (Council Priority)
 - Esquimalt Business Park
 - Esquimalt Road
 - Vision Documents (Town Centre, Esquimalt Road, Business Business Park)

5. Alignment and Objectives

Alignment to Council's Strategic Goals;

- Strong Relationships and Partnership
- Diversified, Thriving Economy
- Engaged, Healthy Community

6. Proposal

Deliver an Esquimalt Branding Playbook through a Place Branding and Marketing Plan. A successful place branding marketing plan for Esquimalt should involve a multi-faceted approach that includes research, strategy development, and execution.

Place branding plays a crucial role in investment attraction for several reasons:

- Differentiation and Competitive Edge
- Perception and Reputation
- Confidence and Trust
- Attraction of Talent
- Economic Development
- Long-Term Sustainability

The Esquimalt Branding Playbook will help determine the tone and content of the Economic Development Website, Investment Dashboard, and Investment Prospectus, as well as future wayfinding and signage.

7. Scope

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8. Objectives and Metrics

Goals	Key Outcomes	Measurements
Brand Awareness & PR	Increased brand recognition and recall	<ul style="list-style-type: none"> • Surveys or polls measure recognition and awareness of the place's brand among the target audience. • Monitor media mentions and coverage in local, national, and international media outlets.

		<ul style="list-style-type: none"> PR metrics: track press releases, media pickups, and the reach of media campaigns.
Enhance image and perception	Improved public sentiment and brand sentiment	<ul style="list-style-type: none"> Sentiment analysis of social media mentions and online reviews to gauge the overall sentiment and perception of the brand. Perception surveys or focus groups to understand how the brand is perceived by residents, visitors, investors, and other stakeholders.
Economic Impact	Growth in local economy and job creation	<ul style="list-style-type: none"> Track new business establishments, real estate investments, and job creation resulting from the branding efforts. Brand Activation Strategies and Initiatives.
Digital Engagement	Increased reach and Community Building	<ul style="list-style-type: none"> Social media metrics: follower growth, engagement rates, shares, comments, and mentions related to the brand. Website analytics: time spent on the site, pages visited, conversion rates, and bounce rates.

9. Project periods and deliverables

Date/Time	Activity
Nov 30, 2023	RFQ Release
Dec 13, 2023	Proposal Submission
Dec 15, 2023	Proposal Evaluation and Award
Dec 20, 2023	Project Start
Jan – April 2024	Project
May, 2024	Delivery and presentation of final project

10. Project risk management

Risk	Risk rating (hi, med, lo)
Extended period needed for community engagement with partners, community members and interested stakeholders.	High