



**Town of Fairview**  
**Request for Proposals**  
**Local Business Social Media Promotions**  
**& Education Sessions**  
**RFP# ED 08-07-20**

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The Fairview Economic Development Committee wishes to facilitate a relationship with a local promotions and communications company to provide a variety of business promotions products to local businesses. Your proposal should include the services you can provide along with the costs for those services. This RFP should also include your experience, references, and training. Please include in your proposal opportunities to partner with the Economic Development committee that could enhance the level of services provided to our local businesses.

**Project Description:**

The Fairview Economic Development Committee wishes to find options for local businesses to enhance their presence through a variety of business promotion options, online and/or in print aimed to increase visibility. The committee also wants to provide local businesses Social media education sessions.

**Project Scope & expected deliverables:**

The proponent will be expected to provide multiple business promotion services to local businesses which will include but not limited to.

- Organic promotion on multiple social media platforms
- Graphic design & Content creation
- Print media
- Development of specific promotion strategies for the business
- Digital advertising content via Social platforms & Google
- Business Branding
- Targeted social media boosting
- Social media education
- Event strategy development
- Analytic reporting

The proponent will provide an outline of Social media educational programs to offer local businesses which include but not limited too.

- List of programs, social media platforms, business promotion, etc.
- Social posting dashboard
- Online marketing strategy
- Understanding analytic reporting's across social platforms
- Number of proposed sessions

- Minimum number or business participants
- Costing models
- Proposed timelines

**Expected activities from the Contractor:**

- To provide local business promotion services to enhance business awareness while being flexible and understanding to the variable needs and budgets that the local businesses require for their promotion needs.
- To partner with the Fairview Economic Development Committee to provide the local businesses education in the use of social media in order to promote their business.

**Proposal Information**

Please include but not limit the proposal to:

- initial consultation fees,
- monthly/quarterly or other flat fees or hourly fees,
- list of included social media platforms,
- boosting options
- Social Branding examples
- Contract duration expectations
- Digital/print media options
- Business promotion package options
- Education programs, costing models and timelines
- How the Economic Development Committee can participate to enhance or contribute to the promotion companies' level of service for the local business's promotion strategy.
- Experience with similar projects and tasks.
- References

**Terms of this Request for Proposal**

- The Town reserves the right to cancel the RFP for any reason without any liability to any proponent or to waive irregularities at its own discretion
- Proposals may be withdrawn by written notice once provided such notice is received by the CAO, prior to the closing date and time.
- No proponent shall have any claim for any compensation of any kind as a result of participating in the RFP. By the submission of the proposal each proponent shall be deemed to have agreed that it has no claim.
- A proposal which contains an error, omission or misstatement, which contains qualifying conditions, which does not fully address all the requirements of this RFP, or which otherwise fails to conform to the requirements of this RFP may be rejected in whole or in part by the Town at its sole discretion.
- The Town may waive any non-compliance with the RFP, specifications or any conditions including the timing of delivery of anything required by the RFP and may at its sole discretion

elect to retain for consideration proposals which are non-conforming, which do not contain the content or form required by the RFP or because they have not complied with the process for submission set out herein.

- All proposals will remain confidential.

**SUBMISSION DEADLINE:**

All submissions must be received no later than **4:00 pm on August 7, 2020.**

**General:**

For further information contact:

**Inquiries Regarding the RFP**

Daryl Greenhill  
Chief Administrative Officer  
Town of Fairview  
Phone: 780-835-5461  
[cao@fairview.ca](mailto:cao@fairview.ca)

<p><b><u>Return RFP to:</u></b></p> <p><b>Daryl Greenhill</b> Chief Administrative Officer Box 730 Town of Fairview, AB T0H 1L0 Phone: 780-835-5461</p> <p>101, 10209-109 Street</p>	<p><b><u>Closing Date:</u></b></p> <p><b>August 7, 2020 @ 4:00 pm MST</b></p> <p>RFP # 08-07-20, title and closing date are to be marked on the sealed envelope. Will accept bids that are mailed or hand delivered.</p> <p>Bids may be emailed, by closing date &amp; time, to: <a href="mailto:cao@fairview.ca">cao@fairview.ca</a> The RFP# and description must be on the subject line.</p>
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**Terms and Conditions:**

**Contract Award:**

The contract award will be made on a best value basis as determined by the Town of Fairview relating to the evaluation criteria outlined in Schedule 'A'.

**Please complete:**

- Schedule 'A' (Evaluation Criteria) – page 4

- Schedule 'B' (Proposal) – page 5
- References – page 6

**Please Provide**

- Proposal Price
- Scope of work details, please see page 2 “Proposal Information”
- Other relevant information to support the proposal
- Schedule A & B
- References

**Schedule 'A'**

Conditions of Proposal – Privilege Clause

The Municipalities reserve the right to accept or reject any and all proposals and to waive irregularities and informalities at its discretion. The Municipalities reserve the right to accept a proposal other than the lowest proposal without stating the reasons.

By the act of submitting its proposal, the Proponent waives any right to contest in any legal proceedings or action the right of the Municipalities to award the proposal to any Proponent in its sole and unfettered discretion. Without limiting the generality of the foregoing, the Municipalities may consider any other factor besides the price and capability to perform the work that it deems in its sole discretion to be relevant to its decision including but not limited to:

- Pricing
- Promotion options and Packages
- Company experience and history
- References
- Scope of work

The Town reserves the right to seek proposal clarification with the proponents to assist the evaluation process.

The undersigned hereby acknowledges that the “Conditions of Proposal” has been read and accepted:

Legal Name of Firm \_\_\_\_\_

Signed by \_\_\_\_\_ Print Name \_\_\_\_\_

Date \_\_\_\_\_

Schedule 'B': Proposal

**Proponent:**

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**Contact Name:**

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**Address:**

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**City:**

**Province**

**Postal Code:**

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**Telephone:**

**Fax:**

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The Proponent agrees to supply the services quoted at stated price in accordance with the attached Request for Proposal Terms and Conditions.

Legal Name of Firm \_\_\_\_\_

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

This RFP is subject to Chapter Five (Procurement) of the Agreement on Internal trade.

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**Local Business Social Media Promotions & Education Sessions**

**RFP# ED 08-07-20**

Town of Fairview

Box 730

Fairview, AB

T0H 1L0

**Town Office location**

101, 10209 – 109 Street

Fairview, AB

Office hours are 8:30 – 4:30 Monday - Friday

## References

Name	Contact Information

Provide Description of Work Completed for Client:

Name	Contact Information

Provide Description of Work Completed for Client:

Name	Contact Information

Provide Description of Work Completed for Client: