



Request for Proposal: Rebranding Services Airdrie Chamber of Commerce

PROJECT OVERVIEW

The Airdrie Chamber of Commerce is ready to make a change to modernize and ensure brand consistency. We are looking to create a vibrant and contemporary brand that represents our organization, the growing Airdrie business community and positions us for the future of commerce in our area.

We seek proposals for the creative development of new logo, style guide, as well as marketing materials (i.e. business cards, letterhead, banners, new member packages, social media templates)

The Chamber's intent is to contract with a firm whose capabilities will perpetuate the Chamber's current brand identity, engage more business people in Chamber programs, strengthen the Chamber's voice, and increase member recruitment and retention.

BACKGROUND OF THE AIRDRIE CHAMBER OF COMMERCE

On the cold night of January 29, 1973, a group of Airdrie leaders gathered in Airdrie for the purpose of establishing a new Chamber of Commerce. The first two Chamber committees were Nomination and Projects and later By-Laws, Membership, Agriculture, Publications, Civic Operations and Recreation Committees were added. The membership count that year was 24.

Airdrie grew to 1,000 inhabitants. Membership fee was a mere \$10 and the membership count grew. Projects increased over the next few years to include cleanup & beautification, working closely with Town Council to assist with expanding industrial and commercial land, EMS and RCMP service.

The Chamber's early purpose was for business people to interact with the Village Administration and Provincial Government to improve the community. Five years later the Chamber membership had increased to 85 members who represented business in the following areas: agriculture, farm machinery, insurance, real estate, banking and service stations. Airdrie was now a town and the key issues were lack of a local hospital and the increase in vandalism.

Formal Bylaws were finalized, and the Chamber was ready to be incorporated under the Boards of Trade Act in November 1978.

Airdrie's first Farm & Trade Fair was held in the spring of 1978 in the Plainsman Arena sponsored by the Airdrie & District Agricultural Society. This group organized the event

for the next 11 years until 1989 when the Airdrie Chamber of Commerce assumed sponsorship. This annual tradition, now called the Airdrie Home & Lifestyle Show, moved to Genesis Place Recreation Centre in 2010 after many years in the Airdrie Twin Arenas. The purpose of this event is to showcase local businesses and it continues to be the Chamber's major source of revenue.

The Chamber of Commerce is a member-driven, volunteer-led organization, proudly representing the interests of businesses in our city. For more than 40 years, the Chamber has stood for promoting, representing and enhancing the interests of Airdrie's business community. The Chamber represents over 500 businesses in our region and is aligned with both the Alberta Chambers of Commerce (ACC), which represents over 25,000 businesses and the Canadian Chambers of Commerce (CCC), which represents over 200,000 businesses. With the largest and most influential business organizations locally, provincially and federally, the Chamber network is the most unified, valued and influential business network in Canada and works together to shape policy and programs that will make a difference to businesses in our region.

SCHEDULE

- RFP Issued: Week of August 08, 2018
- Questions or clarifications concerning this RFP be submitted in writing to Marie Lauer, Interim Executive Director.
- **Deadline for electronic proposals to Airdrie Chamber of Commerce: September 14, 2018, 12:00 noon**
- Selection of agency: September 28, 2018
- Desired completion date for deliverables: December 14, 2018

We will attempt to acknowledge all entries within one week of receipt; however, we cannot be responsible for entries or responses lost in e-mail.

OWNERSHIP RIGHTS

All submissions from unsuccessful proposals will be destroyed.

The agency awarded the RFP must provide all files to the Chamber of Commerce in native format; all logos, marketing materials, etc. included in the rebranding will be the property of the Airdrie Chamber of Commerce.

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The agency is responsible for furnishing all labor, materials, tools, equipment, and methods required to interpret provided data and prepare an effective brand standard.

The process will include three phases with specific milestones and deliverables identified at the end of each phase.

Discovery Phase - Meet with the Chamber staff, board and members to discuss vision

and direction for organization going forward, inventory and assess previous materials.

Development Phase - Develop new Chamber brand. Deliverables to include:

- new logo
- style guide
- marketing materials as determine in the Discovery Phase

Execution Phase – Assist Chamber staff in recommended rollout of new branding.

RESPONSIBILITIES

Agency will establish a work plan and schedule to ensure timely completion of each phase of the project. The schedule shall be prepared by the contractor and submitted and discussed with the Chamber Executive Director before a final schedule can be approved.

Regular meetings, updates, and phone calls and emails with the project team are essential for ongoing communications.

The agency will be responsible for reviewing existing research and materials related to the Chamber of Commerce in Airdrie, including general information, existing materials and images.

In order to include our Chamber membership in this process, the successful agency must provide 2-3 versions of a logo; which our Chamber members will vote on.

PROPOSAL FORMAT

Proposals may be organized as seen fit by the submitting agency. The following content must be included in the proposal, however.

- Why your company is interested and/or passionate about this project
- Qualifications, experience, and references
- General project concept and approach
- Individuals who will make up the project team and their background in working in a similar role on other branding projects
- Proposed work plan - define all work you propose to do for this project. Include a list of deliverables and a work schedule.
- Fee schedule – Clearly outline all costs related to this project. A breakdown of cost components must be included.

Unless otherwise specified by the submitting agency, the Chamber will assume the proposal to be firm for acceptance within 60 days of proposal closing.

PROPOSAL SUBMISSION

Please submit an electronic copy proposal to the attention of:

Marie Lauer

Interim Executive Director
Airdrie Chamber of Commerce
info@airdriechamber.ab.ca

PROPOSAL EVALUATION

RFP responses will be evaluated and ranked according to value based on the criteria below by Airdrie Chamber of Commerce staff and board. The successful agency must be a member of the Airdrie Chamber of Commerce, and must have a valid City of Airdrie business license. Preference will be given to Airdrie based businesses.

1. Creativity and innovation
2. Qualifications, experience, and references
3. Proposed work plan
4. Fee schedule (pricing)

PROJECT BUDGET

While budget is an important consideration, it will not be the sole deciding factor in awarding this project.

PAYMENT TERMS

Full payment will be made upon services rendered.