



Request for Proposal for a  
Marketing Strategy and Marketing Coordinator  
For the City of Grand Forks and surrounding  
Area D of the Regional District of Kootenay Boundary

Issue Date: February 8, 2019

Closing Date and Time: February 28, 2019, 2:00 PM

Submission by email: [dheinrich@grandforks.ca](mailto:dheinrich@grandforks.ca)

Questions must be directed to: [jennifer@boundarycf.com](mailto:jennifer@boundarycf.com)



## Introduction:

The City of Grand Forks and the immediate outlying area are located in the South Eastern part of the Province is home to just over 7000 residents inclusive of nearby Area D (<http://www12.statcan.gc.ca/censusrecensement/2016/dp-pd/prof/index.cfm?Lang=E>).

As is the case in most of rural BC, small businesses plays a crucial role in Grand Forks and the surrounding region; they employ local citizens and are an economic engine that enables cash to flow through the regional economy. In addition to contributing to the uniqueness of Grand Forks, they build a sense of community.

In 2014 the City of Grand Forks initiated a very successful “Open for Business” campaign and by the spring of 2018 there was very little vacancy in the downtown core as the community welcomed and supported the opening of many new businesses. Businesses were ordering stock and preparing for the busy summer season, hiring new staff, ramping up marketing and advertising.

On May 10, 2018 the Kootenay Boundary experienced one the most devastating flooding events in British Columbia’s history. The Province of British Columbia’s River Forecast Centre estimates this event was a 1-in-1000 year flood event. Caused by a record snow pack, unseasonably high temperatures and a heavy rain-on-snow event. The result was substantial damage to residential, commercial, industrial, agricultural, and environmental and government critical infrastructure throughout with an estimated 500 impacted residences and/or families, and businesses mostly in the Grand Forks area. The diking system failed in several locations. The Granby, Kettle and West Kettle rivers established new courses in several locations and substantial amounts of (un)natural debris were liberated.

Along with residents, businesses in the region were evacuated from their locations and many were unable to return. The entire downtown core was evacuated and many businesses were flooded out. To date, of the 130 businesses downtown more than a 1/3 are still closed. Businesses that were able to re-open have seen declines in sales compared to the previous year. Many more are unsure on what steps to take to re-brand themselves, attract new customers, entice locals to shop, all while continuing to run their day-to-day operations.

According to the Institute for Business and Home Safety, at least one in four businesses will not re-open after a catastrophic event for many reasons and communities affected by the 2017 wildfires advise that 25% - 30% of their workforce did not return. **These business closures have had a significant impact on a local economy and the community’s recovery.**

In the wake of the devastating event, there is a dire need to revitalize the local and area business community. The City of Grand Forks has approved funding from the Ministry of Forests, Lands, Natural Resources Operations and Rural Development – Rural Dividend Program from the Province of B.C., for a program aimed at bolstering the economic health of Grand Forks and area.

This work will focus on strategies related to the economic revitalization of the business community and will require market research, community consultation and strategy development. It must include a focus (but not be limited to) on the development of a “Shop Local” campaign and culture, the development of a brand, marketing plan and all related strategies required to execute the

plan. There is also funding available for a Marketing position which may be responsible for the development of this work or may provide input into this work.

**General Scope of Services:**

The current portfolio of work and priorities identified include:

1. **Marketing Strategy:** A strategy must be developed, and in the scope of this work, existing documentation must be reviewed, and relevant strategy/direction must be extrapolated and incorporated into the strategy/workplan.
2. **Shop Local Campaign and Readiness/Risk Assessment:** As noted, there is a need to ensure that remediation of the economy start with the community itself. A Shop Local Campaign must be developed and research must be undertaken regarding the ability of the business community to provide residents with the goods and services they need. Recommendations for the execution of this plan must also be included.
3. Content development, coordination and entry of data for a **Boundary Country Regional App**
4. **Communications:** With the local business community and local stakeholders

While the above key areas have been identified as priority areas, largely based on discussions with key stakeholders and businesses, the strategy should also identify other initiatives that will help to create an environment conducive to revitalizing and retaining current business which will assist in economic recovery and revitalization of the area.

**Deliverables:**

- I. Marketing Strategy and Workplan - The Strategy must also feed into a workplan that outlines tactics for implementation of the objectives and goals set forth in the strategy as well as performance measures with timelines to evaluate whether, and to what extent, plan goals and objectives have been or are being met.
- II. Shop Local Campaign and Readiness/Cultural Assessment
- III. Review and analyze existing demographic and socio-economic data, labour force characteristics and key economic recovery data. Extrapolate relevant strategy/deliverables and ensure this is reflected in this scope of work.
- IV. Community/public consultation and engagement process that may include, but not be limited to:
  - a. On-line survey(s)
  - b. Community focus groups
  - c. One-on-on stakeholder interviews
  - d. Youth engagement
- V. Make specific recommendations in the aforementioned priority areas and any other relevant priorities that will support sustainable economic growth and diversification as well as ensure a focus on already existing business in the area. These recommendations must be well researched and grounded in best practices for small

rural communities. Marketing focus to be primarily local with consideration for external marketing for tourism opportunities.

- VI. Funding sources for implementation of strategy must be researched, and details must be included in the workplan.
- VII. Submit 6 bound copies of the final Marketing Plan and Workplan and an electronic PDF version on or before May 31, 2019, Along with all invoices. In addition, an executive summary and PowerPoint presentation of the final report will be required to present the overall strategy to the City of Grand Forks, the Downtown Business Association and the Boundary Country Regional Chamber of Commerce and other key stakeholders,
- VIII. Completion of a comprehensive data entry for a Boundary Country Regional App
- IX. Creation of a job description for Marketing Coordinator

**Timelines of the Project**

Request for Proposal Issued	February 8, 2019
Questions regarding the RFP must be received by	February 15, 2019
Submissions must be received no later than (2:00 PM)	February 28, 2019
Evaluation process completed by	March 11, 2019
Contract is anticipated to commence on	March 18, 2019
Final Economic Development Strategy/Workplan must be delivered by	May 31, 2019
Executive Summary and PowerPoint presentation of the final report must be completed by	May 14, 2019

**Evaluation Criteria**

The Rural Dividend Stakeholders will compare and evaluate all Proposals to determine the Proponent’s strength and ability to provide the services in order to determine the Proposal which is most advantageous to the project, using the following criteria:

**Experience**

The Proponent will have at least five years’ experience as a consultant in the business of developing economic development strategies specifically for rural communities, and experience working with local governments, committees, community stakeholders, and residents. The Proponent should have a good understanding of the specific challenges faced by the City of Grand Forks and Area D, as well as the surrounding area.

## **Reputation and Resources**

Proponents will provide complete information on experience of key personnel to be involved in the project and references from work on similar projects. The Proponent must include a minimum of three references complete with contact information in the proposal for projects similar to the project described herein. Proponents will submit evidence of previous successful performance in comparable work. A brief description of the projects completed with each reference should be provided.

## **Submission of Proposal**

All proposals shall be submitted in a PDF format by e-mail to [dheinrich@grandforks.ca](mailto:dheinrich@grandforks.ca)

Proposals will be accepted no later than 2:00 pm. February 28, 2019

Questions concerning this proposal shall be directed to:

All communication regarding this RFP shall be in writing and directed to:

Jennifer Wetmore, Manager Community Economic Development  
Community Futures Boundary  
(250) 442-2722 Ext. 225  
jennifer@boundarycf.com

No other persons other than the above named are authorized to speak in respect of this RFP. Answers to questions and clarifications may be released in the form of an addendum should it be determined the information is relevant to all proponents. Questions may be submitted up to February 15, 2019.