

STAFF REPORT

TO: Warden and Members of Shelburne Municipal Council

FROM: Val Kean, Community Development Coordinator

APPROVED BY: Trudy Payne, Chief Administrative Officer

DATE: July 13, 2022

SUBJECT: **Digital Marketing Assets – Video and Photography**

PURPOSE

To present Council with recommendation for awarding the Community and Business Marketing Assets Request for Proposals contract.

RECOMMENDATION

It is recommended to Council that:

The Municipality of the District of Shelburne award the Community and Business Marketing Assets contract to Flow Video, for the amount of \$54, 910 plus HST, and;

THAT funds in the amount of \$55, 000, be transferred from the Economic Development Reserves and the remainder of up to \$2,500 to come from the Economic Development GL #00-26210-050.

BACKGROUND

In conjunction with the re-design of the new municipal website, there is a three-fold requirement to provide new and up to date images and videos for the website, a new community profile video and the ability for up to 25 local businesses to have business profile videos made to promote their businesses. The videos will not only be available for the businesses to use themselves, but the Municipality will also utilize the videos for the new business directory that will be launched on the new website.

DISCUSSION

At the May 25, 2022, meeting Council approved funding up to \$55,000, for the development of digital marketing assets, funds to come from the Economic Development reserve. On June 7th, staff released a Request for Proposal (RFP) seeking proposals for the development of community and business marketing material for industry and resident attraction for the Municipality and surrounding area. The RFP closed at 4 pm on Friday, June 24, 2022.

Included in the RFP were the following deliverables:

1. Community Profile

Work with MDS Staff to:

- a) Identify and recommend a comprehensive video and production plan to develop a minimum, 90sec to 3min, Community Profile video.
- b) Provide draft video to MDS staff for review
- c) Allow for 2 review and revise sessions with MDS staff
- d) Finalize video and provide hard drive copy with both high resolution and social media (max file size 512MB) format videos.

Timeline – start at contract signing, finished video submission on or before Friday, September 30, 2022.

2. Targeted Marketing Business Videos

Work with MDS Staff to:

- a) Identify and recommend business sector and community partners that will be used to provide testimony of their experience starting and operating a business or examples of local innovation projects in Shelburne.
- b) Develop and coordinate appropriate participants and targeted script for each video
- c) Film and produce 25 business profile videos, ranging in length from 30 seconds to one minute.
- d) Provide draft videos to MDS staff for review
- e) Allow for 2 review and revise sessions with MDS staff
- f) Finalize videos and provide hard drive copy with both high resolution and social media (max file size 512MB) format videos.
- g) Note that these videos may be filmed over a period of at least a year from award of the contract, depending on uptake by businesses and or community groups. The consultant will provide a total quote for all 25 videos as well as a breakdown of that quote on per video basis. Depending on the uptake by local businesses and/or community groups, the Municipality reserves the right to pay for only those videos that are filmed within the year from the time of award of contract. This period may be extended upon mutual agreement between the consultant and the Municipality.

Timeline – start at contract signing, finished videos to be submitted no later than Friday, March 31, 2023.

3. Stock Images & videos:

- a) Coordinate locations and themes for desire photography, video and drone assets:
 - Locations to consider:
 - Sandy Point Lighthouse
 - McNutts Island – if possible
 - Shelburne Historic Waterfront

- Museums
 - Trails and Parks
 - Hospital, Schools, Industrial Park
 - Harbours and Wharfs
 - Beaches
 - The Islands Provincial Park
- Themes to consider:
 - Industry (fishing, workers in uniform, etc.)
 - Food (Lobster, seafood etc.)
 - Recreational and Leisure Activities with a human component (beach BBQ's, recreational activities or sports etc.)
 - Quality of Life (festivals, culture, local people, etc.)
 - Scenery (water, sunset, sunrise, greenspace, etc.)

- b) Provide the Municipality with a minimum of 500 high resolution photos, of which MDS staff will review and select 250 images.
- c) Provide the Municipality with a minimum of 50 ground and drone videos, of which MDS staff will review and select 25 videos.
- d) Finalize photos and video clips and provide hard drive copy with all selected high-resolution images and videos.

Timeline – start at contract signing, final selected images and video to be submitted no later than Friday, November 4, 2022.

The RFP was advertised on the Nova Scotia Procurement website as well as our Municipal website and social media. In total four submissions were received; one submission was not accepted as the proponent failed to meet the submission deadline. Below are details of the three accepted submissions:

Company	Bid Amount	Score Percentage
Picnic Studios	\$48,817.50 including HST	76.5%
Jackson Studios	\$55,000 plus HST	78.7%
Flow Video	\$54, 910 plus HST	92.7%

Each response to this Request for Proposals was evaluated based on the following criteria, which were pre-determined and included in the RFP document:

Evaluation Criteria	Score
Understanding, methodology, approach, qualifications, experience & examples	90%
Budget	10%
Total Score	100%

After review and evaluation of the proposals, staff determined the successful proponent to be Flow Video.

BUDGET IMPLICATIONS

Funds in the amount of \$55, 000, will be transferred from the Economic Development Reserves and the remainder of up to \$2,500 to come from the Economic Development GL #00-26210-050.