

Alternative Resource Energy Authority

Request for Proposals: Brand Development

September 2020

1.0 Purpose

The purpose of this Request for Proposal is to develop a new brand, value statement and accompanying marketing materials for Alternative Resource Energy Authority (AREA). AREA intends to use these materials to further establish its role in the decarbonization of Nova Scotia's energy systems.

2.0 Overview

AREA is a partnership formed by the Towns of Berwick, Mahone Bay, and Antigonish. Each Town owns their municipal electric utility and purchases part of their energy requirements from AREA's 23.5 MW Ellershouse Windfarm. The Ellershouse Windfarm also supplies power to the Riverport Electric Light Commission, another key AREA customer.

Thanks to the success of AREA and the Ellershouse Windfarm, the municipal electric customers of AREA are the only electric utilities in the Nova Scotia to meet the 2020 provincial 40% Renewable Energy Standard. AREA is a trusted partner in delivering economic and environmental results that directly benefit Nova Scotians and all its activities are aligned with the provincial government's Sustainable Development Goals Act.

AREA has seen significant growth since the initial partnership began in 2013. A strong brand and company identity is needed for AREA to achieve its objectives with respect to decarbonization in the province. Working with staff from AREA, the successful vendor will develop a brand and supporting materials that will give AREA the legitimacy and tools needed to position itself as a trusted partner in the federal and provincial government's decarbonization ambitions.

2.1 Current Content

Currently, AREA has a website, www.areans.ca. The website's homepage has the seven-minute video that was produced by Picnic Studios in 2017 and a boilerplate heading about the 10-turbine windfarm mentioning each of the partners. The additional pages have some information specific to the Ellershouse Windfarm such as location, the various phases of the windfarm development, how to access the site and the community of Ellershouse. Each partner also has some content on their respective municipal website's for AREA. This content is all now out of date as AREA's portfolio has expanded and its robust track record continues to grow.

3.0 Scope of Work

The terms and conditions of the Brand Development offer apply in full to the services and products under this Statement of Work.

AREA is looking for a vendor(s) to develop a brand, vision/value statement, stationary package; photography services for marketing collateral; and a website. Establishing a strong brand for AREA will demonstrate credibility as AREA looks to strengthen its position within Nova Scotia's energy sector and expand its green energy portfolio to decarbonize Nova Scotia.

The vendor(s) will lead AREA through a brand creation process by liaising with the management team, scheduling meetings either in person or virtually, development of brand creative session, management of the project to ensure that all milestones are met and completed by contract dates and provide the final brand and supporting materials in all required formats.

3.1 Project Tasks & Deliverables

Develop a strategic brand for AREA and its impact in Nova Scotia. The scope of this project can be separated into three categories: Brand Design; Imagery; and the Website. Vendor(s) are invited to submit a proposal to all or a portion of the project scope.

The project includes the following tasks & deliverables.

1. Brand Design

- Brand Archetype / Identity
- Logo (including color palette and typeface)
- Branding and or styling guidelines
- Vision / Values Statement Creation
- Stationary Package

2. Imagery / Photo Library for Marketing Collateral

- Head shots of AREA Staff
- Heat Pumps, Electric Vehicles and Electric Vehicle Charging Stations, Solar Gardens
- Ellershouse Windfarm
- Drone Photography of the Ellershouse Windfarm

3. Website

- Design
- Hosting
- Staff training
- Content Development (with support of AREA staff)
- Optimized for mobile

3.2 Value Added Services or Innovative Methods

Given the vendor(s)' experience, the vendor(s) may have additional product or service offerings that are aligned with AREA's objectives and overall long-term success. Vendor(s) may include ideas beyond the scope of the RFP that provide added benefit to AREA not specifically asked for in this RFP. Proponents are encouraged to present to AREA any value-added services, innovative methods, or cost saving opportunities that could be applied to the scope of work above and to achieve the project objectives.

Vendor(s) are free to suggest alternative approaches to the work that could result in project efficiencies or improved results, while still meeting the overall objectives. This could result in omission, or additions, of certain scope items and a change in overall project cost. Vendor(s) should describe their approach to the work to realize efficiencies and present the potential impact on cost and schedule alongside the description of the alternative approach (ex. this alternative approach could result in an approximate 5% reduction in overall project cost, and reduce the reporting turn-around time by one week).

3.2 Budget

Working with AREA, the successful vendor(s) will develop a brand, values and stationary package; provide photography services; and create a website.

Vendors are asked to please outline the estimated cost per line item in the final proposal. Proposals may be submitted for all or just a portion of the scope of work.

Total Budget: \$15,000 - \$25,000 (+ tax)

3.3 Submission Requirements

Project Name	AREA Brand Development
Company	Alternative Resource Energy Authority (AREA)
Contact Name	Kate Gorman
Contact Phone	902-318-6758
Contact Email	kgorman@townofantigonish.ca
Submission Date	October 23, 2020 at 4:30 p.m.
Begin Date	Upon awarding of the contract
End Date	TBD between AREA and vendor(s).

4.0 Evaluation Criteria

AREA will evaluate submissions based on approach, performance, timeline and price. The vendor(s) proposals must include:

- An estimate of all associated costs per line item, including development and production of the materials in the stationary package, including business cards, letter head, etc.
- A timeline and planned approach/methodology for the complete brand development process and how the vendor plans to meet indicated milestones.
- A portfolio of past brand development projects from previous clients and CVs or resumes of those individuals assigned to complete the project.
- At least five (5) references including, portfolio from similar scope and type of projects completed. References should include at a minimum description of the related project, client name, contact person, email, phone number, address, and value of the project in terms of fees.

4.0 Terms and Conditions

This is an invitation for proposals and not a tender call. Its purpose is to initiate negotiations which, if satisfactory, will lead to the selection of a vendor, or vendors, to complete the scope of work.

This RFP neither expresses nor implies any obligations on the part of AREA to enter a contract with any vendor(s) submitting a response or responses. The award of any contract is subject to further negotiations.

AREA reserves the right to reject all or any proposal, and to not necessarily accept the lowest or any quote or proposal submitted. AREA may accept any quote or any portion of any proposal that may be considered to be in the best interests of AREA. AREA reserves the right to cancel with RFP process at any time. All proponents acknowledge that they are undertaking all expenses associated with the RFP at their own risk and shall have no claim against AREA for any matter related to this RFP.