



## **REQUEST FOR PROPOSAL**

### **RE: Regional Branding & Collective Communities Promotional Project Live, Work, Play**

Chukuni Communities Development Corporation (CCDC) is seeking proposals from qualified proponents to complete a regional branding and promotional project focused on the remote Northern communities of Perrault Falls, Ear Falls, and Red Lake. There is huge potential to make our remote Northern communities "branded" communities to contribute to increased competitiveness for existing businesses, employee attraction and retention for industry and business, and tourism attraction to increase economic growth, as well as foster development of community pride and overall revenue intakes through exposition and promotion of the area.

The area currently does not have a comprehensive community branding strategy, nor does it have the capability to provide digital promotional opportunities for business and industry to attract the labour force they need to optimize operations. Having a strategy with realizable goals and expectations will assist in developing a strong, relevant, and cohesively thematic community branding strategy which falls in line with economic development goals in the Northern region while focusing on collaboration among stakeholders.

Building off of the contents of the Community Promotional Video tool developed by CCDC, and the Township of Ear Falls, Perrault Falls and Red Lake Tourism Sector and Marketing Strategic Plan completed in 2021 with the input of businesses, tourism operators, industry stakeholders, the Township of Ear Falls, the Municipality of Red Lake, several unincorporated areas within the region, and professional groups and associations, the completed branding will be used on all components and in the distribution of our promotional video – including video components in use by secondary and stakeholder partners.

#### **Project Deliverables:**

1. Regional brand, logo and style guide development.
2. Regional marketing collateral development: for use in online mediums, print and signage.
3. Marketing strategy development – regional, national, and international options, each priced separately.
4. Regional website development: website will be brand-focused and include interactive links, pertinent information, and photos for each individual government organization, business,

industry, service provider, service and volunteer group, and assets and attractions within the region, providing a “one-stop” site to access a comprehensive regional and community-based catalogue tool of benefit to investors, new residents and businesses, those seeking to relocate to the area, visitors, tourists, and locals.

5. Regional promotional campaign implementation based on marketing strategy. Must include distribution/exposition of CCDC Community Promotional Video.

Proposals for the Regional Branding & Collective Communities Promotional Project must include the following information for each identified deliverable:

- a) a concise outline of proposed proponent activities;
- b) associated cost;
- c) length of time (number of weeks or months) from starting point to completion.

Proposal must include description of proponent’s qualifications and experience, and examples of their work, in each area of the identified deliverables.

In addition, proponent must identify their experience and methodology regarding the following website components:

- Purpose & Clarity.
- Usability.
- User-Focus.
- Navigation.
- Appearance.
- Ease of Updates and Content Management.
- SEO & Analytics.

**Submission Deadline: February 28, 2023 - 4:00 pm CST.**  
**Attention to: Michelle Hiscox, Economic Development Officer**  
**Chukuni Communities Development Corporation**  
**Email: [edo@chukuni.com](mailto:edo@chukuni.com)**

For those interested, a viewing of the CCDC Community Promotional Video and receipt of a copy of the 2021 Township of Ear Falls, Perrault Falls and Red Lake Tourism Sector and Marketing Strategic Plan can be arranged to support proposal development. If you require more information or have clarification questions, please contact:

Michelle Hiscox, Economic Development Officer  
Chukuni Communities Development Corporation

Phone: 807-727-3275

Email: [edo@chukuni.com](mailto:edo@chukuni.com)