



Staff Report

Report Title: Secrets of the Back 40 Branding RFP

Prepared By: Amy Irwin

Department: BED

Date: Apr. 4, 2022

Report Number: BED-2022-04-22

File Number: D06

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby approves report number BED-2022-04-22, prepared by Amy Irwin, Business and Economic Officer AND approves the proposal from Interkom for Secrets of the Back 40 branding, not exceeding \$15,000 + HST AND FURTHER authorizes the appropriate By-Law coming forward

Background:

The Secrets of the Back 40 branding was included as an important step in our Tourism Strategy and Action Plan (approved by Council at the Feb. 7, 2022 meeting). This project was also included in the 2022 Economic Development Business Plan.

Discussion:

The Township received 5 proposals through the Request for Proposals process. (quotes do not include HST)

- Alicia Riley Design - \$6300
- Interkom Inc. - \$15,000
- The Blondes Branding and Desing - \$19,850
- Kitestring Marketing Inc. - \$25,000
- Trajectory - \$25,500

The team reviewed all proposals using a weighted scoring matrix to determine who was the best fit for this project. We are recommending accepting the proposal submitted by Interkom.

Interkom has a great understanding of what we are trying to achieve through the branding process and has extensive experience working with Municipalities of varying sizes across Ontario, including the County of Bruce. Interkom clearly articulated and presented their project methodology and understands the project goals, as outlined in their proposal. With nearly 40 years in business, Interkom has extensive experience in branding, marketing, strategic planning, website design and development, digital marketing and social media. The Managing Partner with Interkom has summered on the shores of Point Clark for years and understands the significance of this branding project for the Township, putting together a team of individuals with vast experience, knowledge and expertise, to work on this project.

Financial Impacts:

\$20,000 for all initiatives related to Secrets of the Back 40 has been included in the approved 2022 budget for this project.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision and Mission. The recommendations contribute to our goals in achieving a prosperous community, a vibrant community, and a spirited community.

Respectfully Submitted By:

Amy Irwin, Business and Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer