



Roncesvalles Village BIA Request for Proposal: Marketing Initiative

Organization: A Business Improvement Area (BIA) is an association of commercial property owners and their commercial tenants within a defined area who work in partnership with the City to create thriving, competitive, and safe business areas that attract shoppers, diners, tourists, and new businesses.

The Roncesvalles Village BIA (RVBIA) includes all commercial properties located on Roncesvalles Avenue in Toronto's west end, known as Roncesvalles Village. It is an urban community with a unique village vibe produced out of the unique balance of commercial and residential properties that not only bracket the street but are mixed in along our main street. The RVBIA covers the entirety of Roncesvalles Avenue, from most northern point, intersecting Dundas Street West, to the most southern intersection where Roncesvalles Avenue meets King and Queen Street West and the Queensway, and the Roncesvalles pedestrian bridge to the south, which connects the village to Lake Ontario's waterfront. It is also the home of the Roncesvalles Polish Festival which takes place annually in September.

Project Overview: The Roncesvalles Village BIA is seeking proposals for an upcoming marketing initiative to showcase the amazing businesses on the street and all they have to offer, as well as the history, destination attractions and points of interest of Roncesvalles Avenue.

We invite prospective vendors to submit proposals that encompass multiple components or focus on a single aspect, depending on their capabilities and expertise.

This marketing initiative consists of the following components:

- Video: 20-30* one-minute videos for social media use.
- Graphic Design: project graphic and design for both print (posters, TSA etc.) and digital materials (Insta GIFs, social media etc.)
- Destination Photography: high-quality exterior/outdoor photography
- Digital Map (interactive)
- Virtual Tour (this can come in the shape of video and photography linking to the digital map via markers)

Ownership of all content created /produced for this initiative including photographs, video, graphic designs, logos etc. will be retained by the RVBIA.



Scope of Work:

Video: The selected vendor will be engaged to create engaging, appealing, curated 1-minute videos which introduce/feature our members (ready made for social media platforms such as Instagram/TikTok). The Roncesvalles Village BIA will manage the selection of members (Roncesvalles businesses) based on their interest and from a variety of industries to participate. The RVBIA will coordinate a schedule for filming, permissions etc. with participating members once a schedule has been determined between the videographer/social media vendor and the RVBIA. Additional short videos showcasing Roncesvalles Ave should be included in proposals.

Destination Photography: The vendor will be guided in capturing the specified points of interest and the personality of Roncesvalles Village. Showcase the unique features and attractions of our main street. Predominantly exterior images.

Graphic Design: The vendor, working with the Manager and Board will provide visually appealing designs for various print and web materials, aligning with our branding guidelines (the RVBIA has an up-to-date brand book available as reference guide). Vendors, please include items in your quote (logo, posters, TSA, decals, Insta GIFs, etc.).

***Digital Map:** The map must be interactive, hosted on the RVBIA website (WordPress) and be easily updated/user friendly.

***Virtual Tour:** Through video or photography and linked via markers to the map. We welcome creative proposals to this component.

Dates:

RFP Submission Deadline – July 19th, 2023, 5pm

Contract(s) Signed – End July, 2023

Consultations, Planning, Scheduling, Permissions, etc. – Mid August 2023

Filming Videography (Exterior & Interior) – August to October 2023

Videography Deliverables (final edits) – November 2023

Photography (Exterior & Interior) – August to September 2023

Digital Map – August to November 2023

Virtual Tour – August to November 2023

Completion Date (All Components): As this project is funded through the Mainstreet Innovation Fund, it must be completed by in this calendar year in accordance with the requirements of the grant. Items with an asterisk may continue to be expanded upon provided they are functional as of the completion date.



Please note dates may be adjusted based on technical recommendations and requirements at the discretion of the RVBIA in cooperation with vendors and our membership. N.B: Launch date firm due to grant timeline requirements.

Budget:

Video (inclusive of all costs such as administrative, labour, equipment, editing, associated fees, software, etc.)	\$36,000
Photography, Graphic Design & Digital Map	
Virtual Tour	

Print costs paid for by the RVBIA.

Vendor Qualifications:

- Provide information about relevant experience and expertise for each component being quoted for.
- Share examples of past work, emphasizing projects related to videos created for use on social media and web, graphic design, and photography as applicable.
- Highlight any relevant recommendations or references.
- Familiarity of Roncesvalles Village is preferred.
- Please note any previous experience with Non-Profit Organizations or BIAs.

Proposal Guidelines: To ensure a comprehensive evaluation, please adhere to the following guidelines:

- Present your proposal in a well-structured and organized manner, preferably in PDF format.
- Vendors are encouraged to include multiple components in their quote as applicable to their services.
- Include an executive summary highlighting the main points of your proposal.
- Clearly distinguish and address each component included in your quote/proposal (video, graphic design, photography etc.) and details on execution.
- Photographers are encouraged to submit a quote for destination photography only (if they do not provide video services).
- For video quotes, please indicate the number of member videos included in your quote and costs for additional videos.
- Experienced and professional Social Media contractors are encouraged to submit a quote for proposal for the video component.
- Vendors quoting on the video component are requested to include information on availability/cost for additional videos in future.



Cost and Budget:

- Provide a detailed breakdown of costs associated with each component included in your quote.
- Specify any additional expenses.

Evaluation Criteria:

- Proposals will be evaluated based on creativity, quality of past work, cost-effectiveness, and ability to meet deadlines.
- Proposals will be considered by the RVBIA board of management. An interview may be required during the selection period.

Confidentiality: Vendors must maintain the confidentiality of all information shared during the proposal process.

Please send your proposal in one PDF file via email to Daniele Stoddard at manager@roncesvallesvillage.ca no later than **July 19th, 2023, 5pm** with "Roncesvalles Village 2023 Marketing Initiative Proposal" in the subject line.

Please email any questions regarding this initiative or your proposal to the address above, no phone calls please.

This project is funded by the City of Toronto's Main Street Innovation Fund, as part of Government of Canada support through the Federal Economic Development Agency for Southern Ontario.