



THE CORPORATION OF THE TOWN OF GODERICH

Request for Proposal (RFP)

Salt Industry Video

for the Town of Goderich

Date of RFP Issue: **November 2, 2021**
Submissions must be received on or before:
November 16, 2021

Proposals are to be submitted via email to:
Town of Goderich Salt Industry Video RFP

Andrea Fisher, Clerk at afisher@goderich.ca and copied to Amanda Piskorski, Administrative Assistant at apiskorski@goderich.ca

Introduction

The Town of Goderich, in partnership with Compass Minerals is seeking to have a salt industry video completed. The purpose of the video is to encourage a sense of excitement among locals and tourists, showcase the salt industry in Goderich to the public, replace the current video and to promote the Town as a unique place to live and visit.

Background

The Town of Goderich is home to the largest operating salt mine in the world. It is the most inquired about feature of the Town of Goderich. In 2019 alone, Tourism Goderich distributed 1309 packages made with a salt card included, 300 promotional salt cards, received over 700 inquiries about the salt mine and had 3500 walk-ins asking about the salt mine. Many people are interested in the history and how the mine itself works. Tourism staff currently print and hand out a 2013 article that speaks about the salt mine to many tourists.

Compass Minerals Goderich salt mine, located 1,800 feet under Lake Huron, is the largest underground salt mine in the world. The mine is as deep as the CN Tower is tall. It has operated since 1959 and was acquired by Compass Minerals in 1990.

The rock salt produced at the mine is used to keep citizens in North America safe as they travel through winter snow and ice. The salt is shipped to hundreds of communities around the Great Lakes and along the St. Lawrence Seaway.

Most tourists are interested in the salt mine itself, but many also have an interest in the evaporation process. The Compass Mineral evaporator plant, which started operation in 1867, produces high-purity, fine and coarse-grained salt products in packages and in bulk for commercial, agricultural and industrial applications.

Deliverables and Scope of Work

- A one-minute promotional video showcasing Goderich Salt Experiences. This video will be used to promote the salt experience in the Town of Goderich through various online media.
- A comprehensive 10 minute video. This video will be placed online on websites, through various apps and on YouTube. This video can also be used to replace the Huron County Museum Salt Mine video as they see fit.
- All unused footage that is not used in the final will be delivered to The Town of Goderich and Compass Mineral, for use in other videos in the future.
- Area covered would be mainly the underground area of the Salt Mine and at the evaporation site.
- Ability to incorporate previously recorded video footage as well as text boxes, downloads, and links to websites and video platforms.
- Ability to create and integrate more interactive/immersive elements.
- Guidance on what types of partner experiences can and cannot be accommodated.
- Creation of scripts and storyboards for the project.
- Recording of voiceovers and any other needed elements the project may need.

- Successful respondent shall provide all labour, expertise, and equipment necessary to create professional videos.
- Footage already owned by the firm could be used beneficially for these purposes.
- The finished product shall be property of the Town of Goderich.

Schedule

- Deadline for submissions - **November 16, 2021**
- Final Selection meeting – **Week of November 16, 2021**
- Notification of successful respondent and contract signing- **Week of November 22, 2021**
- Deadline for project delivery- **March 1, 2022**

Reporting, Roles, and Responsibilities

- The selected agency will report directly to Jenna Ujiye, Tourism and Community Development Officer with support from Compass Minerals and other staff as needed.

Budget

- Total budget for this project cannot exceed \$15,000.00.

Submission and Qualification Requirements

- Incomplete packages will not be considered.

Please submit the following items:

- Cover page (one page) to include artist name, address (including postal code), phone numbers and email address
- Background and experience
- Areas of expertise
- Team members and their qualifications
- The company's video production and revision process
- Pricing details

Selection Process

A Selection Committee formed by the Town and Compass Minerals will review all submissions.

Submission will be reviewed for:

- Artistic merit of the proposed project – 25 points
- Experience of Respondent – 25 points
- Artistic ideas within proposal – 25 points
- Technical provisions and knowledge – 25 points
- Maximum of 100 points

OWNERSHIP OF SUBMISSION

All submissions in response to this RFP become the property of the Town of Goderich, and will not be returned, and are subject to the Freedom of Information and Protection of Privacy Act. It is the Artists' responsibility to identify the parts of the submissions that they may consider confidential and proprietary.

Artists are solely responsible for their own costs and expenses arising from or in any way connected in preparing a submission and/or subsequent discussions with the Town, if any.

The Town of Goderich reserves the right to:

- Waive any irregularity or insufficiency on any proposal;
- Accept the proposal which is deemed most favorable to the interest of the Town;
- Accept any proposal in whole or in part;
- Reject any or all proposals; and
- Internally publish the names of proponents and any summary cost information deemed appropriate by the Town.

HOW TO APPLY

- Submissions must be submitted by Tuesday, November 16, 2021 at 12:00 PM (Noon), by email, to:
Town of Goderich
Salt Industry Video RFP
Attention: Andrea Fisher, Clerk

afisher@goderich.ca and copied to apiskorski@goderich.ca
- Submissions will not be accepted past the deadline date and time.
- For further information or questions related to the RFP, please contact:
Jenna Ujiye, Tourism and Community Development Officer
jujiye@goderich.ca

GENERAL TERMS AND CONDITIONS

Town of Goderich Vaccination Policy

- The Town of Goderich COVID-19 Vaccination Policy requires all municipal contractors working at a Town of Goderich location involving in-person interactions must be fully vaccinated. The successful proponent of the RFP will be required to complete the Town's prescribed Attestation Form affirming that their company will only provide fully vaccinated employees (as outlined in the policy) within their organization to provide service, or for, to the Corporation of the Town of Goderich.

Errors and Omissions

- The Proponent has the responsibility to notify the Town of Goderich, in writing, of any ambiguity, divergence, error, omission, oversight, or contradiction contained in the RFP as it is discovered and to request any instructions, decisions or discretion which may be required in preparing the Submission, prior to the closing of this RFP.

Rejection Rights

- The Town of Goderich reserves the right to reject any or all submissions. Any submissions not containing sufficient information, in the view of the Town of Goderich, or its designated agent(s), to permit a thorough analysis may be rejected. The lowest cost proposal will not necessarily be accepted.

The Town reserves the right to retain all proposals submitted and to use any ideas contained in a proposal regardless of whether that proposal is selected.

- The Town of Goderich reserves the right to verify the validity of the information supplied, and to reject any submission where the contents appear to be incorrect, or inaccurate in the estimation of the Town of Goderich, or its designated agent(s).
- Submissions not conforming to the requirements of the RFP may not be considered, at the sole discretion of the Town. Responses which are unsupported by the information requested in the RFP document, or not complying therewith, may not be considered. Revisions received orally, by telephone, facsimile or other means, after the specified closing time and date may not be accepted or considered.

Notification of Outcome

- Following the award of this contract, the Proponents will be notified in writing/email.

Agreement

- The successful Proponent must fulfill all obligations of the contents of their submission and this RFP document. The Town of Goderich reserves the right to negotiate details of the Agreement and to make the necessary changes or substitution within the general scope of the contract.

Confidentiality

- The Proponent shall not at any time before, during or after the completion of the contract divulge to any third parties confidential Town information, which they obtain during the course of the contract.
- All requirements and information obtained by a Proponent in connection with the RFP are the property of the Town of Goderich and must be treated as confidential and not used for any purpose other than for replying to this RFP and for the fulfillment of any contract.
- All documentation which a Proponent delivers to the Town of Goderich or its designated agent(s) for the purposes of this RFP, becomes the property of the Town of Goderich and is subject to the terms of the Municipal Freedom of Information and Protection of Privacy Act.
- If a Proponent believes any part of its submission reveals any trade secret of the Proponent, any intellectual property right of the Proponent, scientific, technical, commercial, financial or labour relations information, or any other similar secret right of information belonging to the Proponent, and if the Proponent wishes the Town of Goderich to attempt to preserve the confidentiality of the trade secret, intellectual property rights or information, then these matters must be clearly identified and designated as confidential.
- The Proponents are informed that certain information respecting the privacy of individuals and proprietary information regarding the security of municipal operations cannot and will not be released to anyone other than the Proponent that has been engaged.
- All requests for access to the submitted RFPs will be subject to a formal review pursuant to section 10(1) of the Municipal Freedom of Information and Protection of Privacy Act, and representation will be sought prior to disclosure of any third party information.

Compliance with Laws

- The Proponent shall comply with all applicable laws relating to the RFP, the Submission and any contract resulting there from.

Accessibility Standard Compliance

- The Accessibility for Ontarians with Disabilities Act, 2005 (AODA), Accessibility Standard for Customer Service (ASCS) and the Integrated Accessibility Standards Regulation (IASR) requires all contractors and their employees who provide goods, services or facilities on behalf of the Town of Goderich receive training on these standards and on the Human Rights Code as they pertain to persons with disabilities. Contractors must keep records of all training, including dates when training was provided, the number of employees who received training and individual training records for their business. Contractors are required to make this information available to the Town and/or the Province upon request.

Subcontracts and Brokering

- Subcontracts for components of this contract must be fully disclosed and meet all the same requirements as the lead contractor. All subcontracts must receive the approval of the Corporation of the Town of Goderich prior to services being rendered. Only Submissions received directly and/or through an approved representative of the named Proponent will be accepted. Submissions received by Brokers representing one or more Proponents shall not be accepted and will be disqualified.

WSIB Coverage

- The Proponent warrants that they are not in financial arrears with the Workplace Safety & Insurance Board and that all of their employees are fully covered under the terms of the Act and will provide the Town with a current Certificate of Coverage during any time in the execution or performance of the resulting contract.

Indemnity

- The Proponent shall defend, indemnify, and hold harmless the Town of Goderich, all of its officers, agents and employees from and against all claims, actions, suits, demands, proceedings costs, damages and liabilities, arising out of, connected with, or resulting from any negligent acts or omissions of the Proponent or any agent, employee, subcontractor, or supplier of contractor in the execution or performance of the resulting contract.

Insurance

- Proponent shall have in place a General Liability policy in the minimum amount of \$5,000,000 and Professional Errors and Omissions Insurance with a minimum coverage of \$1,000,000. Certificates of insurance are required from the successful Proponent prior to award of the assignment.