

Design Services for Relocation Guide & Investment Opportunity Profile Sheets

July 9, 2021

Project Details:

Working closely with District of 100 Mile House staff, we are requesting quotes from designers to create:

- a) an 8-10 page Relocation Guide; and
- b) 5 single-page Investment Opportunity Profile Sheets

Our Purpose:

Relocation Guide: Our goal is to create a product that represents an overview of the characteristics and benefits of our community that will influence potential new residents to choose 100 Mile House. The Relocation Guide will allow readers to really 'envision' themselves living here.

Investment Opportunity Profile Sheets: A professional and realistic product that reflects the major sector opportunities in 100 Mile House, and portrays that we want to do business.

Our Project Vision, Attitude and Tone:

- **Relocation Guide:**
 - Photo and graphic rich, with generous use of colour and infographics
 - Lifestyle format using design to take the user through a story board of life in 100 Mile House - not a tourist or catalogue document
 - Fun, attractive and timeless design
 - Small town voice not an urban representation
- **Investment Opportunity Profile Sheets**
 - Professional voice
 - Photo and graphic rich
 - Complementary style to Relocation Guide

Our Target Audience:

For Relocation Guide

- Healthcare & Social Services
- Retail & Trade
- Manufacturing
- Remote workers
- Educators

Age groups including:

- 25-44 year olds – New residents in the family and career building phase, supporting schools and community, includes “boomerangs” - residents that move from their hometowns seek education, establish their early career years and return home.
- 45-64 – New residents with more established careers, looking for homes with higher finishes, open to a slower pace of life as they value their personal time.

For Investment Opportunity Profile Sheets

- Developers
- Investors
- Entrepreneurs

Image Requirements:

Relocation Guide - The District of 100 Mile House will supply photos with photo credit requirements.

Investment Opportunity Profile Sheets - Some stock photos can be used for these profiles as long as they reflect the area of 100 Mile House. Photos will be provided from the District of 100 Mile House with instructions for photo credit.

Content:

The District will provide the content for the Relocation Guide and the Investment Opportunity Profile Sheets. The District is open to discussions if the designer offers professional input to meet the project objectives and refine the language, voice, and message.



Design/Creative Elements:

Relocation Guide:

- Generous use of photos and graphics that are used to share the intended message, centering on a lifestyle focus.

Investment Opportunity Profiles:

- Each of the 5 profiles will have a consistent design profile

The Relocation Guide and Investment Opportunity Profile Sheets will follow the District's brand guidelines and present a complementary design layout, in a professional format.

Format:

Both the Relocation Guide and the Investment Opportunity Profile Sheets are intended to be used primarily in digital format. As a result, the final design will be provided in multiple digital formats. We also expect the design to be readily suitable for print formats.

Messaging - Key Ideas to remember

The Relocation Guide is a recruitment tool created to provide a snap-shot of life in 100 Mile House. The guide should be done in a lifestyle format to deliver a storyboard of what it is like to live in 100 Mile House. Using a lot of photographs, provided descriptive content and graphics to share information to the reader. We do not want to lose our small town voice and want to portray our community realistically.

Project Timeline:

Quotes will be accepted until 2 pm, July 23rd

July 26th – select designer

July 26th or 27th – meeting with designer to discuss project needs

Frequent progress check-ins, with drafts available for review and comment

Aug. 27th – design complete & submitted to District

*Important note: due to funding deadlines, no extensions to the project schedule will be permitted.



Quotes must include:

- Full job-price (not hourly rate), with taxes broken out.
- Please provide separate pricing for the Relocation Guide and the Investment Opportunity Sheets
- Samples of similar design work
- Proposal for future updates or after-care offered

Please send quotes to:

District of 100 Mile House

Attn: Joanne Doddridge - Director of Economic Development & Planning

By Email: jdoddridge@100milehouse.com

Or drop off at: 385 Birch Avenue, 100 Mile House, BC

Reference: Quote for Design Services

