

# Request for Proposal (RFP# 2022-008 )

## Community Profile Design and Development

### 1. Introduction

The District of 100 Mile House is seeking proposals from consultants with expertise to develop and design a Community Profile for the District of 100 Mile House.

### 2. Background

The District of 100 Mile House is a community of approximately 2,000 residents, located on Highway 97 in the South Cariboo. Forestry has been the main economic driver throughout most of its history, with tourism and commercial services significant generators as well. 100 Mile House is the commercial hub and main service centre for about 15,000 residents in the South Cariboo, a population that grows to 25,000 or more in the summer months as the surrounding area's recreational property owners and tourists return.

### 3. Purpose

The District of 100 Mile House Economic Development Strategy has identified the need for an updated Community Profile. A Community Profile is usually the first piece of information that an investor, business, or resident will look at when considering a community's potential suitability.

The current Community Profile [http://www.100milehouse.com/sites/default/files/2021-01/100\\_mile\\_community\\_profile.pdf](http://www.100milehouse.com/sites/default/files/2021-01/100_mile_community_profile.pdf) provides good information, but it requires updating of the data (to be done by District of 100 Mile House) and re-designed so that it tells the story of the community. There should be a high degree of visual content that supports the story.

Our updated Community Profile will be engaging, increase understanding and knowledge about 100 Mile House, and provide a persuasive case to support land development and attract investment. A combination of qualitative and quantitative data will create the most compelling case and make a powerful first impression.

## 4. Scope of Work

We are looking for a Community Profile with a creative balance of content, graphics and infographics. Key components of the Community Profile will include many of the categories contained in the current profile. However, we wish to emphasize:

- Locational advantages
- Investment opportunities
- Service area population and number of available services
- Lifestyle factors

We also require a single page (double-sided) highlight sheet with infographics or other design components intended as a quick overview / summary of the Community Profile data.

### a) Content

Most of the data-related content for the Community Profile will be provided by the District of 100 Mile House. However, 2021 Census data releases are scheduled monthly until November 30<sup>th</sup>, so some content will be unavailable until then. Also, fact checking, analysis and recommendations on applicable content will form part of the successful contractor's work.

### b) Design/Creative Elements

The use of graphics will help describe 100 Mile House. Design elements are required that portray the Community Profile data in a manner that is less rigid than just tables and charts. The designer may need to create graphics and edit copy in order to fill the layout as necessary.

Upon the recommendation of the designer, the District of 100 Mile House can supply photos with photo credit requirements. Use of stock / generic photos may also be incorporated.

The Community Profile will follow the District's brand guidelines and present a complementary design layout in a professional format. A high degree of visual content is expected to support the story of 100 Mile House.

### c) Format

The Community Profile is intended to be used primarily in a digital format. As a result, the final design will be provided in multiple digital file types, editable for future updates. We also expect the design to be readily suitable for print formats.

The Community Profile will be posted on our website as a single document, possibly as a PDF or flip book. We would also like the ability to post sections of it under different 'buttons' on the website to allow users quick access to portions of the information of interest to them.



We anticipate the final product will be condensed considerably from the current profile.

#### **d) Complementary Design / Resources**

The design must be professional and complementary to the District's Economic Development webpages <http://www.100milehouse.com/investing-here> and the Relocation Guide <http://www.100milehouse.com/our-community/moving-here>. The District's 5 Investment Opportunity Profile Sheets <http://www.100milehouse.com/investing-here/investment-opportunities> must be incorporated in some way into the Community Profile.

Respondents should develop their own approach to the project, based on project understanding.

#### **e) Experience**

Experience with developing and designing Community Profiles is strongly preferred.

### **5. Anticipated Project Schedule**

- Posting of Proposal: Aug. 26, 2022
- Proposal Deadline: Oct. 3, 2022
- Award of Project: Oct. 12, 2022
- Final Community Profile Due: Feb. 15, 2023

### **6. Project Budget**

Respondents are asked to provide a detailed fee proposal to complete the works as outlined. Fee proposals up to \$15,000 are anticipated.

### **7. Submissions**

Proposals must include:

- Demonstration of project understanding
- Experience with Community Profile development and design
- Proposed detailed workplan
- Full job-price (not hourly rate), with taxes broken out.
- At least one sample of similar design work

Proposals will be accepted until **2:00 p.m. local time, October 3, 2022**, and should be submitted by email or in person to:



Joanne Doddridge, Director of Economic Development & Planning  
District of 100 Mile House  
385 Birch Avenue, 100 Mile House, BC V0K 2E0  
Email: [jdoddridge@100milehouse.com](mailto:jdoddridge@100milehouse.com)

## 8. Questions

Please direct any questions to: [ecdev@100milehouse.com](mailto:ecdev@100milehouse.com). Answers will be posted at:  
<http://www.100milehouse.com/business-development/bid-opportunities>

## 9. Evaluation

The District may request additional information or clarification of proposals and hereby reserves the right to evaluate, at its sole discretion, the extent to which each proposal compares to the stated criteria that it believes will best serve its requirements.

