

SIPUKE'L GALLERY

Request for Proposal (RFP)

Marketing Strategy & Advisory Services

RFP #: 2018 – 01



Sipuke'l Gallery
219 Main Street, Liverpool, N.S., B0T 1K0
902-354-5501

Submission Deadline: February 14th, 2018

Important Notes for Bidding:

- The complete tender document is comprised of this RFP specifications document of 9 pages. (including cover page)

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1.0 Introduction

1.1 Organization Overview

Mandate:

“Enhancing the quality of life for Acadia First Nation members and their families through community and social development while creating cultural awareness”.

The history of Acadia First Nation lies within its unique geographical composition. The official formation dates back to 1971 when the Mi'kmaq people, not affiliated with an already established first nation (part of the general listing for Nova Scotia) were formulated into a band known as Acadia First Nation.

The physical landscape includes six reserves expanding from Yarmouth to the Halifax Regional Municipality along the south shore of Nova Scotia including Ponhook Reserve, Wildcat Reserve, Medway Reserve, Gold River Reserve, Yarmouth Reserve, and Hammonds Plains Reserve.

Acadia First Nation current programs and services include education, social, employment, health, economic development, housing, recreation and community wellness including culture and heritage.

Commercial operations include six gaming facilities; Winner's World, AFN Entertainment Centre, Wildcat Entertainment, Medway River Entertainment, Gold Reserves, Gold Nugget; Wilson's (3) - Acadia First Nation gas station's (Yarmouth Reserve, Gold River & Medway Reserve), Kespuwick Resources (commercial fishing enterprise), Sipuke'l Gallery and the A.F.N. Sawmill. There are two medical in Yarmouth and Gold River and a Youth Centre in Yarmouth.

1.2 Project Background

Sipuke'l Gallery opened its doors June 3rd, 2015, located on Main Street in Liverpool, in the same building as the well known Astor Theatre. The Gallery houses Mi'kmaq artifacts collected from along the Mersey River, art work and crafts. It is a place to share and educate interested persons on the history and culture of the Mi'kmaq as well as creating a space for Aboriginal Artists to display and sell their works.

One main purpose of the Gallery was to reclaim the Mersey River artifacts discovered during 2004 when Nova Scotia Power was conducting extensive repairs to the six generating stations it operates on the Mersey River for a four-month period. As water levels were lowered in the head ponds above the dams, large areas of the riverbed were exposed. Although some archaeological work had been done in 1985, when the water levels were lowered in Lake Rossignol, it was the first time that some of the area had been exposed since the dams were built, starting in the late 1920s.

What the archaeologists uncovered amid the moonscape of stumps and rocks on the dry riverbed was a wealth of artifacts which that indicated many ancient camp sites. The findings added more than 100 Mi'kmaq sites to the 685 that have already been confirmed in Nova Scotia.

Archeologists also collected more than 10,000 artifacts for further study and eventual display. Embedded in the muddy riverbed were fragments of native pottery, a wide range of flaked and ground stone tools -- including spear points, knives, axes, adzes and gouges -- as well as stone chips or flakes left behind from tool manufacturing. A distinctive feature of this period was large woodworking tools made by grinding hard igneous types of rock. The artifacts were held in trust with the Nova Scotia Museum until the Gallery opened, with a large amount of artifacts still being held at the museum due to limited space.

Along with the artifacts display in the Gallery, are works of art and carvings that display both traditional and contemporary pieces with a focus on Mi'kmaq and First Nation Peoples.

Upstairs from the Gallery there is space to host workshops and events. Programming has been offered by the Gallery with events such as basket making and presentations.

1.3 RFP Objectives

Acadia First Nation (AFN) is issuing this RFP seeking the services of a qualified marketing professional to assess our current situation and help us to determine a recommended strategy for growth and exposure. The Gallery's aim is to provide a venue for aboriginal people to present and sell their work, to educate the general public about our culture and heritage, and to generate sales. Our goals through this Project are to establish ways to drive local and tourist traffic through our doors, to increase the average of \$9 per person spent on our merchandise and workshops, and to create an international interest in our Gallery, driving traffic and sales in the future.

AFN recognizes the fact that this Gallery due to its size and location cannot expect to develop a strong business imprint based on increased foot traffic. There needs to be brainstorming on all levels with the Gallery committee to look at ways to increase the foot traffic and presence for the Gallery. In addition, there needs to be a strong presence in the IT world. Acadia First Nation is dedicating the services of its IT department to assist in creating the space on a new website. Acadia First Nation is presently planning to build a new website. The website will have a Gallery link that can showcase the Gallery to the world, promote the artisans who are represented and possibly create online sales for the Gallery worldwide.

Required is a marketing specialist who can assist through collaboration with the IT department, evaluation of the existing business and creation of a strong marketing plan

to support the anticipated growth of the business. Travel to the various communities, meetings with Elders from the six communities and networking with various agencies will also be a major part of this process. Acadia First Nation will commit in-kind resources around this to ensure that the work completed by the marketing agency is brought to completion.

1.4 Project Schedule

Below is the approximate schedule that is expected to be followed for this RFP. However, this may be subject to change and is therefore presented primarily for guidance.

Funds for this endeavour have been secured and it is imperative the successful bidder is available to start soon as contract is awarded. Also, due to the funding attached to this project, the marketing strategy and all related materials must be completed by March 31st, 2018.

- RFP Open: Jan. 31st, 2018
- RFP Closes: Feb. 14th, 2018 at 5:00pm AST
- RFP Award: Feb. 19th, 2018

1.5 RFP Contacts

Questions about this RFP should be directed to the individual(s) listed below. Information that is obtained from any other source is not official and may be inaccurate.

RFP Contacts:

Lloyd MacDougall
Band Manager

Rachel Pictou
Economic Development

Acadia First Nation

10526 Hwy 3
Yarmouth, Nova Scotia B5A 5J7

Email: contracts@acadiaband.ca

Phone: (902) 742-0257

1.6 Questions

The proponent is responsible for obtaining any needed clarification of the RFP requirements, while the RFP is open. Questions should be directed in writing to Lloyd MacDougall or Rachel Pictou. **Email is the preferred method of contact.** Only written responses from the RFP contacts will be considered an official response.

2.0 Project Requirements

2.1 Project Description & Deliverables

Acadia First Nation is issuing this Request for Proposals (RFP) seeking the services of a qualified firm to develop a marketing strategy for the Sipuke'l Gallery located at 219 Main Street, Liverpool, Nova Scotia.

The Marketing Strategy should consist of:

- Executive Summary – A summary that highlights the key elements and results of the plan. Include goals and objectives.
- Target Customers – Provide detailed target demographics.
- Marketing Materials – Develop website promotional ideas, brochures, rack cards, etc.
- Promotions Strategy – How to effectively reach potential customers. How to optimize attendance? Identify products and workshops of interest to customer base.
- Online Marketing Strategy – Keywords, search engine optimization, online advertising strategy & social media strategy.
- Financial Projections – Expected sales & profits and promotional budgets.

In addition, meetings with gallery staff, gallery committee and the AFN community must be held to provide guidance and input for the Marketing Strategy.

2.2 Milestones

All project materials must be completed by **March 31st, 2018**.

2.3 Project Costs

Bids should not exceed \$10,000.

3.0 Legal & Administrative Requirements

3.1 Conflict of Interest

The procuring entity reserves the right to disqualify any proponent that in the procuring entity's sole opinion has an actual or potential conflict of interest or an unfair advantage in respect of this RFP, whether existing now or is likely to arise in the future, or may permit any such proponent to continue and impose such terms and conditions on that proponent as the procuring entity in its sole discretion may require.

Proponents are required to disclose, to Acadia First Nation, any potential or perceived conflict of interest issues immediately upon becoming aware of any such conflict.

3.2 Ownership

All work produced will be the property of Acadia First Nation.

3.3 Confidentiality

During your contract with Acadia First Nation, you may be exposed to confidential information about clients and others that is not generally known outside Acadia First Nation. During and following the term of your contract, you agree to not disclose any confidential information or information which in good faith and in good conscience ought to be treated as confidential, which becomes known to you in the course of your contract with Acadia First Nation.

3.4 Rejection of Proposals

Acadia First Nation has the right to reject or accept any or all proposals submitted for this RFP. Proponents may be eliminated from consideration if there is a failure to comply with any of the specifications of this RFP.

3.5 Proponent Costs

All costs incurred prior to acceptance of a proposal and written agreement are to solely be incurred by the proponent including preparation of the proposal, presentation(s) to Acadia First Nation and/or travel expenses for this RFP.

4.0 Proposal Format

To help ensure consistency in proponent responses and facilitate the evaluation process, the proposal should be prepared and packaged, as outlined in the sections that follow. Please limit promotional and/or marketing materials to the information specifically requested in this RFP.

4.1 RFP Submission Procedure

Proponents are to prepare an electronic copy only of your proposal as a Portable Document Format (PDF) file and send directly to the contact person via email (please confirm receipt). The file name should be an abbreviated form of the proponent's name and RFP #: 2018-01.

A complete proposal package is comprised of the elements below, presented in the order listed:

All proposals should be articulated in accordance with the sample format structure outlined within this RFP. The overall structure shall follow these procedures however this does not limit the proponent from attaching additional information that may be applicable to their approach in replying to this RFP.

Proposal Format Guidelines:

Title Page

The title page shall show Request for Proposal #, proponent's name, and contact information including physical address, telephone number, contact person and date.

Table of Contents

Clearly identify the materials by section and page number.

Letter of Transmittal

Briefly state the firm's understanding of services to be performed and make a positive commitment to provide those services as requested within the RFP. Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, addresses and telephone numbers.

The letter must be signed by a corporate officer or other individual who has authority to bind the firm.

Executive Summary

This provides an overall summary of the contents of the proposal being submitted in response to this RFP.

Proposals

This section constitutes the core of the response from the proponent(s). The proponent shall include responses to: **Proposal Content: Statement of Work to Cost and Timing of Study.**

Appendices

Any additional information the proponent(s) deems to be important to the approach in developing a proposal for this RFP may be included.

Attachments

A list of materials document should be attached to ensure that any additional materials submitted in response to this RFP will be included for review. There should also be a brief description of the attached material to demonstrate the information that can be gained by the Sipuke'l Committee upon review. Material not documented shall not be considered for review and will be deemed extraneous information.

5.0 Proposal Requirements

5.1 Statement of Work

- 1) The proposal shall outline the work to be carried out by specific steps, identifying proposed results after each phase.
- 2) A description of the methodology to be used is required and shall be submitted.
- 3) The proponent should be specific as to the number of meetings proposed with the Sipuke'l Gallery Committee during various phases.
- 4) An overall work plan that summarizes key activities, outcomes, milestones, timeframes, effort and costing.

6.0 Awarding of Contract

Awards will be based on the results of the evaluation and will be the sole responsibility of Acadia First Nation.