

# REQUEST FOR PROPOSAL (RFP) STRATEGIC MARKETING AGENCY OF RECORD

## ABOUT PORT SAINT JOHN

**Our Vision** is to be a catalyst for growth, recognized for our community leadership.

### Our Purpose

Through our focus on people, we serve as connectors who find innovative solutions to create economic and social value. By building partnerships, we provide a platform for prosperity and sustainability. As a resilient pillar of the community, we anticipate business needs and adapt to the changing times.

### Our Values

#### Safety & Wellness

We make decisions based on a safety-first approach, ensuring that we support the well-being of the whole person in every aspect of their life.

#### Drive

Our people and our organization demonstrate initiative, innovation, and perseverance in the face of obstacles, working every day to build a world-class port of choice.

#### Integrity

Individually and as Port Saint John, we treat people with respect and build trust by honouring our promises and being open and honest in our interactions.

#### Investment in People

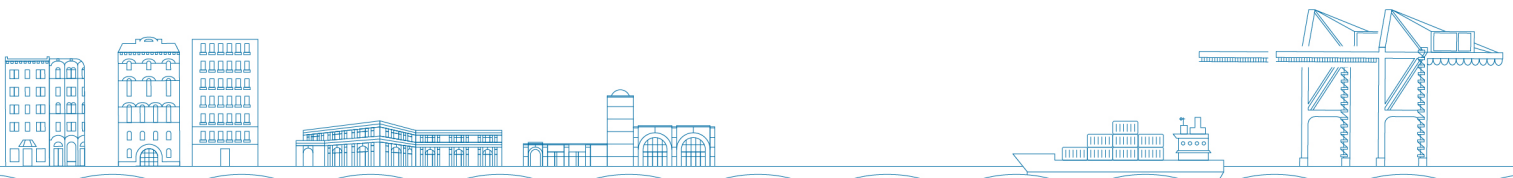
Our team's success is our success. By investing in our team, we invest in our community. Learning and development is a core responsibility.

#### Inclusion

We include others in our mission by engaging our community, building relationships, and ensuring we have a diverse team ready to meet any challenge.

### Port Saint John Strategic Priorities

- Wellness, Safety, and People
- Port Decarbonization
- Port Capacity Expansion
- Increased Supply Chain Fluidity
- Port Digital Transformation
- Improved Port-City Transition Zones
- Brand Elevation
- Revenue and Debt Capacity Planning



## INVITATION

Saint John Port Authority ("SJPA"), a body corporate also operating under the brand name Port Saint John, invites proponents to submit a proposal for the provision of services, as described further below, to become the **Strategic Marketing Agency of Record** for SJPA.

SJPA has recently refreshed its Port Saint John brand elements in alignment with its new vision, values, purpose, and strategic objectives. The successful proponent will provide brand account management services and develop and implement a yearly brand elevation strategy for a three-year period commencing at a date to be negotiated, plus a one-year renewal period at the option of SJPA and the successful proponent.

The brand elevation strategy will have a three-fold focus and objectives: 1) to increase awareness and understanding of Port Saint John and its value and priorities amongst key audiences across southern New Brunswick, and in particular with the Greater Saint John community; 2) to increase awareness and understanding of SJPA and its values and priorities with elected officials from all three levels of government; and 3) to support business development marketing programs and tactics to key audiences for cargo and cruise sectors.

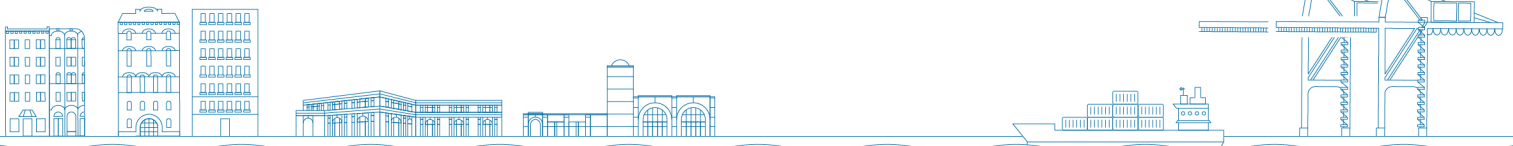
As the ideal proponent, you are an agency with deep experience in integrated strategic marketing involving complex issues and diverse stakeholders. You have, and can clearly demonstrate, extensive experience developing strategy and creative, producing and executing integrated multi-platform marketing and communications campaigns. Your proposal will highlight that you have an appreciation of the complexity of the SJPA business environment and stakeholders and have worked with clients with similarly diverse needs and audiences. In addition, an understanding of the general port and port authority's role, connection to the communities within its jurisdiction, and to the Canadian economy is expected. Experience and demonstrable success collaborating with other contracted agencies on shared client goals and objectives will be considered an asset.

While the primary relationship will be with the VP, Engagement & Sustainability, and the Brand Specialist for SJPA, the successful proponent will also coordinate most of its activities through SJPA brand and strategic communications team members, with occasional collaboration with other departments, as appropriate.

The scope of the work includes, but is not limited to:

- Brand account management including planning, production, and implementation of graphic and written creative content,
- Marketing campaigns and activations to support Cargo, Cruise, Community and Corporate annual workplans,
- Ongoing recommendation and ongoing presentation of strategic ideas and tactics to support the strategy,
- Reviewing and conducting research as appropriate to inform the strategy,
- Supplier engagement including photography, videography, and research,
- Deep experience in digital marketing including website hosting and support,
- Paid media plan development, media buying and placement services as required,
- Measurement and evaluation of multi-platform results of the executed strategy, and periodic adjustments of plans based on results, including market research,
- Alignment and integration with internal brand and strategic communications team members and flexibility to implement and promote projects as brought forward from the internal team.

SJPA may enter into an agreement with more than one proponent.



## PROPOSAL

Proposals must conform to the requirements for this RFP. SJPA reserves the right to waive any irregularity in any proposal or to reject any proposal for any reasons. SJPA, on criteria determined by the Agency, will make selection of the proposing firm. The use of the term "firm" throughout this document means: Individual Proprietor, Partnership, Limited Liability Company, Corporation or Joint Venture.

Proposals may be submitted exclusively by email to [pcopeland@sjport.com](mailto:pcopeland@sjport.com) until 4:30 p.m., local time, on July 24, 2023. The subject heading of the email should read "Proposal for Strategic Marketing Agency of Record". Proponents should attach separate PDF files for technical and price submissions. File names should include the name of the team submitting the proposal and if it's a technical or price submission. The size of electronic proposals is not to exceed 50 MB. Proponents are requested to also send a follow-up email to the same address to confirm that they have submitted a proposal.

Proposals will be opened at a later date. It is the intention of SJPA to enter into negotiations with the successful proponent for a contract for the services to commence at a date to be negotiated.

Inquiries relating to this RFP shall be sent by email to [pcopeland@sjport.com](mailto:pcopeland@sjport.com). No other representative of SJPA, or its advisors, is to be contacted regarding this RFP.

SJPA reserves the right to retain all proposals submitted and to use any ideas in the proposal regardless of whether the proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal, unless clearly and specifically noted in the proposal submitted.

Proposals should, at a minimum, address the following:

### Experience/Portfolio:

1. Detail your firm's experience in providing strategic marketing expertise to elevate the Port Saint John brand. Please identify core strengths.
2. Identify the number of years your firm has been operating.
3. Provide three case studies including at least one for a complex multi-stakeholder client and one for a tourism client.
4. Company references: two (2) testimonials from current or former clients for whom you have completed a similar scope and nature of work as defined in this RFP, preferably in the past 2-3 years.

### Operations:

Outline proposed procedures relating to the regular administration of this account, including billing schedule, estimates format, conference and meeting reports, scheduling of regular meetings to discuss the account progress, evaluations of programs, monthly budget reports, and any other relevant information/procedures you deem pertinent for the services required in this RFP including online project management tools and other relevant documents.

### Team:

1. Identify your firm's "prime" who will be the lead on the account.
2. Identify any additional team members or partners you may include plus defined roles and responsibilities of these persons.
3. Identify media buyer (if not directly included in firm team members).



**Fees:**

1. Outline your proposed pricing structure including the individual billing rates of any staff who may be assigned to any projects. Would you consider a blended rate? Please include any admin fees.
2. Provide for any additional outside or 3<sup>rd</sup> party fees if required in your proposal and any markup rates.
3. Travel fees, if applicable, should be detailed in your proposal.
4. Proponents can also submit alternate pricing models for consideration.

**EVALUATION CRITERIA**

Eligible proposals will undergo an evaluation process that includes assessment by a committee comprised of the CEO, VP of Engagement & Sustainability, and other select team members. Proponents may be asked to provide additional information, details for clarification, or an in-person pitch opportunity.

Without intending to limit the foregoing, SJPA may:

- (a) assess any proposal on the basis of any one or more of the evaluation criteria identified in this RFP, which criteria are not intended to be exhaustive, and/or any other criteria or factors considered appropriate by SJPA;
- (b) undertake a comparative evaluation of any proposals received and evaluate such proposals based on considerations which, in the sole opinion of SJPA, would yield to it the best value; and
- (c) select any proposal considered by SJPA to be in its best interests or the most satisfactory, including without limitation the lowest or any price proposal.

**NEGOTIATIONS**

Although SJPA is under no obligation or commitment whatsoever to do so, it is its intention to enter into a contract with the successful proponent in accordance with the terms of this RFP. After the evaluation process is completed the successful proponent will be notified of its selection and invited to enter into negotiations with SJPA.

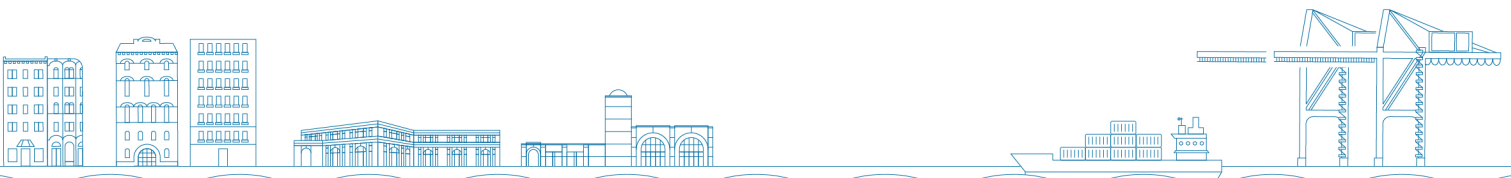
If SJPA determines, in its sole and absolute discretion, that the negotiations have failed, then SJPA may terminate the negotiations and invite another proponent, in its sole discretion, to negotiate with SJPA. SJPA may repeat this process as it deems appropriate.

**NON-BINDING PROCESS**

Participating in this RFP process in no way obliges SJPA to pursue an engagement with any proponent or to have a proponent participate in future RFPs.

By submitting a proposal in response to this RFP, the proponent acknowledges and agrees that:

- a) it shall be solely and fully responsible for all costs associated with the development, preparation, transmittal and submission of any proposal or material in response to this RFP, including without limitation the cost of any in-person presentation of the proposal at SJPA offices, or elsewhere, which SJPA may require, and all costs incurred by a proponent during the selection process and any negotiations; and



- b) it shall have no claim against SJPA as a result of participating in this RFP process through preparation or submission of a proposal or otherwise. Claim means any claim for costs of proposal preparation, loss of anticipated profits, or any other compensation, costs, expenses, loss or damage whatsoever, whether based on breach of contract, including breach of any implied duty, breach of common law duty, tort, or any other cause of action, and includes without limitation any claim arising out of or attributable to the acceptance or the non-acceptance by SJPA or any proposal.

SJPA may:

- (a) suspend or cancel this RFP process at any time and does not have to disclose reasons for doing so;
- (b) re-issue, modify or amend this RFP, the scope, or any component thereof at any time and from time to time, including without limitation, the particulars of the services, or any other terms, whether material or not;
- (c) reject any or all proposals submitted in response to this RFP;
- (d) accept any proposal which in any manner, whether substantially or in a non-substantial or minor way, does not conform to or comply with any of the requirements of this RFP, whether or not such requirements are expressed in mandatory terms, or reject any proposal for any such non-conformity or non-compliance;
- (e) enter into pre-submission discussions and meetings with any one or more of the proponents with respect to this RFP, its requirements and the work thereunder;
- (f) enter into post-submission discussions and negotiations with any proponent regarding price, scope, specifications, requirements or any other term of a proposal, and such other terms as SJPA may require, and to request additional information and clarification regarding any response. SJPA has no obligation to enter into or notify any proponent of such negotiations and discussions;
- (g) discontinue any discussions and negotiations at any time;
- (h) terminate further participation in this RFP by any proponent for any reason, regardless of whether any proposal submitted conforms with the requirements of this RFP; or
- (i) reject or seek a proponent's consent to amend any proposal containing a clear typographical error.

## GOVERNING LAW

This RFP and proposals received shall be deemed to have been made in the Province of New Brunswick and shall be construed and interpreted in accordance with the laws thereof.

