



SMITHS FALLS
RISE AT THE FALLS
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Request for Proposal: Production of Corporate Signs

Request for Proposal

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**TOWN OF SMITHS FALLS
Production of Corporate Signs
CONTRACT #17-ED-02**

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INTRODUCTION

Located at the heart of the Rideau Canal Waterway, Ontario's only UNESCO World Heritage site, the Town of Smiths Falls is a friendly community with an unhurried way of life. Smiths Falls' beauty, atmosphere, and locale are key features of the town's broad appeal. With over 100 acres of parkland, 400 km of trails, and an abundance of recreational facilities, Smiths Falls offers residents and tourists access to all the necessary components to live an active lifestyle. Situated less than an hour from Ottawa on a network of highways that link to major nearby urban centres, Smiths Falls is an ideal location that provides an inclusive small-town feel with access to larger neighbouring communities.

Smiths Falls is focused on attracting tourists, investors, businesses, and residents to encourage relocation to the area. The people of Smiths Falls strongly value community, nature, and the history of the town, but want to celebrate the town's evolving brand by highlighting a vibrant and forward-thinking mentality. With a rich history and invigorated culture, it's important that the Town of Smiths Falls differentiate itself from the surrounding communities by featuring its unique attributes through a memorable brand, corporate signage and website experience that align all aspects of its community.

On June 29th, the Town of Smiths Falls will be releasing their new brand and corporate logo. Hence the need for a complete corporate branding update of existing public signs. The Town of Smiths Falls requests proposals to produce new signs of various sizes and locations that eloquently and efficiently promote the new corporate brand. The selected proponent will work in close collaboration with the Economic Development & Tourism Department, and other Departments as needed, in the design and production of the new signage.

OBJECTIVES

1. The proposal is expected to demonstrate a clear understanding of the final product with proposed prices and prioritization for project completion.
2. An itemized list of signs along with clear timelines and deliverables. A design mock-up is expected.
3. All expenses including designs, manufacturing, installation, materials and disbursements.
4. Review optimal locations of entry signs with price options for relocating signs. Prices should reflect materials and installation costs for the entry signs.
5. Include any supporting information for proposed new locations or new types of signs (i.e. LED display) for review by the committee.

The contract period begins during the summer of 2017 and will continue until all of the Items have been produced, or until Town Council cancels this project. Council reserves the right to change the number of signs required and will be sure to confirm the quantity before production begins.

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PROJECT SCOPE

The Town of Smiths Falls is requesting proposals for the design and production of corporate signs to replace the existing signs throughout the town. The successful proponent will be expected to work with the team and within the branding guidelines as set forth by Cinnamon Toast to create the new signage. The various types (listed below) should share a similar layout and design to improve and promote continuity throughout the town. We are open to new design options and location suggestions, so long as the pricing is comparative to a direct replacement of the existing sign. If possible, submit a price to replace the signs (using the same infrastructure and dimensions) as they are, as well as another price with a new overall design (including the specifications for the new infrastructure or location suggestions as needed) along with a mock-up or draft of what the new signs will look like.

Please itemize the following sign projects separately (as divided below), with corresponding costs (including manufacturing, infrastructure requirements and installations) as well as timelines for easy reference. Items will be selected on an annual basis for production based on available funds and department need. **A mandatory site visit will occur on Monday July 10th at 1:30pm beginning at the Smiths Falls Memorial Community Centre.**

Large Signs:

- **Entrance Signs** – located along the main entrances into Smiths Falls, these signs will identify the town and welcome visitors. They should include the new logo and incorporate the feel of the new brand. Branding guidelines are attached for your reference. Overall design should be clean, eloquent and easy to identify as Smiths Falls. Power is available at four of the entry sites. Four of the signs will potentially need to be relocated. Currently, four of these signs include space to promote upcoming events.

Quantity: 8

Medium Signs:

- **Building Signage** – located on or near Town owned buildings, these signs will include the new logo for easy identification of the Town property, as well as building name (if applicable).

Quantity: 17

- **Park Signage** – located at the various parks throughout the Town, these signs will have a similar design to other town signs with park names as a prominent feature. The Town logo may or may not be included.

Quantity: 8

- **Heritage Signage** – located throughout the town at local heritage landmarks, these pedestals signs should incorporate the same color theme and design of other signs. They will be information heavy and will include photographs.

Quantity: 21

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Small Signs:

- **Wayfinding Signage** – located throughout the town, these small, oval signs direct visitors to the local tourist attractions. They are located near major intersections, some being attached to light posts and some fixed to their own post. Individual posts include a miniature Town of Smiths Falls logo sign at the top. The replacement signs need to fit the overall look of the other Town signs. The oval need to be affordable for additional signs should new tourist destinations open and also be removable should others close.

Quantity: 50 (10 are Town logo signs)

- **Tourism/Event Signage** – these A frame signs will be used to direct people towards events, parking, etc. They should include the town logo and space for exchangeable information (i.e. event names).

Quantity: 16

Stickers:

- **Bins** – located on our recycling bins, these stickers should include the new logo and catch phrase and follow the Branding guidelines.

Quantity: 630

Vehicle Decals:

- **Town Vehicles** – located on our Public Works and Parks & Recreation fleet, these decals should include the new logo and some will include their vehicle number. Each vehicle will require 2 decals, one for each side.

Quantity: 30

A portfolio of previous design work can be submitted for reference.

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PROJECT TIMELINES

July 10 th	Mandatory Site Visit at 1:30 pm at the Smiths Falls Memorial Community Center
July 20 th	Request for Proposals submitted to the Clerk at her office at 77 Beckwith Street North in Smiths Falls, by 11 am.
July 20 th	Proposals will be opened in the Council Lounge at 11:05 am.
July 31 st – August 3 rd	Interviews/Presentations by top three candidates 1pm to 3pm in the Economic Development Boardroom.
August 8 th	Award contract to winning proposal.
August 10 th	Start-up meeting with successful proponent to discuss deliverables, timelines, concepts and communication.
August 10 th – 24 th	Meet with company to discuss proposed product as often as needed until a design and materials are agreed upon.
August 28 th	Company to make a presentation of the design to Council at the Committee of the Whole (COW) meeting for approval.
September 25 th	Unveil new signs.

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Sealed Proposals will be received in envelopes clearly marked as to contents by the Town Clerk at her office in the Town Hall, 77 Beckwith Street North, Smiths Falls, Ontario, until 11:00 am local time on July 20, 2017 for the **"Production of Corporate Signs-Contract #17-ED-02"**.

Specifications and Form of Proposal may be obtained from Nadine Bennett at nbennett@smithsfalls.ca or in person at the Clerk's office.

Proposals will be opened at 11:05 am on July 20, 2017 in the Council Chambers at the Town Hall, 77 Beckwith Street North, Smiths Falls, Ontario.

Questions regarding this Proposal may be directed to Emily Morrison via email emorrison@smithsfalls.ca at the Economic Development and Tourism Department (phone 613-283-4124 ext. 1150).

The lowest or any Proposal will not necessarily be accepted
(See Acceptance of Proposal portion of document).

AMENDMENTS TO BIDS SHALL NOT BE CONSIDERED OR ACCEPTED

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GUIDELINES

Proposal Requirements:

The Proposal submission must be fully completed and in the possession of the Clerk on or before the Proposal Closing date and time. Proposals received after the closing time shall not be considered, but shall be returned unopened to the bidder.

The Proposal submission must be signed by a duly authorized official of the organization bidding.

Please submit 3 hard copies, and 1 electronic copy(memory stick) of this Proposal document for review.

The Proposal must be legible, written in ink or typewritten, and all items must be bid unless otherwise specified. Erasures, overwriting or strike-outs must be initialled by the official signing on behalf of the organization.

Alternative proposals shall not be considered unless requested in the Proposal documents.

Any correspondence by mail or telephone, pertaining to adjustments or corrections to a Proposal already submitted, shall not be considered. A bidder wishing to make adjustments to a Proposal must first withdraw the original Proposal and re-submit the alternative bid in accordance with the provisions contained herein prior to the closing.

Proposals received after the closing time shall not be considered, but shall be returned to the supplier unopened and the supplier shall be advised that the quotation was received late.

All suppliers requested to submit Proposals shall be advised, by the Corporation of the Town of Smiths Falls (the "Corporation"), of all revisions, deletions, substitutions and additions to the specifications or of any extension to the closing time or of cancellation of the request for quotations (via an addendum). Suppliers who have submitted Proposals prior to notification of any change shall be given the opportunity to withdraw and resubmit their Proposals.

Proposals received on or before the date and time of closing shall become the property of the Corporation and shall be kept in safekeeping by the Clerk. Proposals received subsequent to the date and time of closing shall be returned unopened to the bidder.

Addendum to Contract Documents

All revisions, deletions, substitutions, and additions to the Proposal material shall be prepared in writing by the Economic Development Manager of the Corporation and consideration shall be given to the extension of the closing date. An advertisement setting out the new closing date shall be inserted in the publications originally used to advertise the Proposal. A copy of each addendum, including extension information, shall be mailed to each person who obtained Proposal documents **and acknowledgement of the addendum(s) must be included in the submitted bid.** In addition it is desirable to give prior notice of the mailing by telephone. A copy of each addendum shall also be stapled to each set of Proposal documents not yet

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distributed. Bidders who have submitted Proposals prior to the release of an addendum shall be given the opportunity to withdraw and resubmit their Proposals.

When in the opinion of the Corporation it is advisable to cancel a Proposal call, an advertisement shall be inserted in the same publications originally used stating that the Proposal has been cancelled, the reason for such cancellation, and whether or not the Proposal will be recalled. Each person who obtained Proposal documents shall be mailed written notice of cancellation of the contract and all Proposals received shall be returned unopened to the bidder.

Withdrawal Procedures

Any person who has submitted a bid on a Proposal may request that their Proposal be withdrawn. A withdrawal request shall be made in writing to the Clerk and the withdrawal shall be permitted if the request is made prior to the closing time. Withdrawn Proposals shall be returned unopened to the bidder. The withdrawal of a Proposal shall not disqualify a bidder from submitting another Proposal for the same contract. Withdrawal requests received after the Proposal has closed shall not be permitted. The bidder shall be informed, during or after the opening, that the withdrawal request was received subsequent to the closing time.

Receiving Proposals

Proposals must be sealed and clearly marked as to the contents, and shall be submitted to the Town of Smiths Falls, Office of the Clerk, 77 Beckwith Street North, PO Box 695, Smiths Falls, Ontario, K7A 4T6. The Proposal shall be time and date stamped on the exterior of the unopened envelope. Proposals received on or before the date and time for closing of the Proposal shall become the property of the Corporation and shall be kept in safekeeping by the Clerk. Proposals received subsequent to the date and time for closing of the Proposal shall be returned unopened to the bidder.

The number of bids received and the names of bidders shall not be divulged prior to the Proposal opening.

Proposal Opening and Review

The Corporation shall endeavour to open all Proposals promptly after the date and time of closing. Proposal openings shall be open to the public and be attended by the Clerk, the Economic Development Manager, or their designate and two members of Council. Should the above attendees be unavailable, a new date and time for the opening shall be established immediately and all bidders shall be advised.

All Proposals submitted shall be opened by the Clerk and the envelope and the submission for each individual shall be clipped together. The Clerk shall announce the name of the bidder, the general specifications, the total amount of each bid and the total number of bids received. All persons present at the Proposal Opening shall be advised that the Proposals will be referred to the Economic Development Manager for review and that all persons submitting an improper bid will be notified as to the nature of the defect and whether the bid has been rejected. The Clerk shall promptly file all certified cheques or other security with the Treasurer for safekeeping and

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prepare a Summary of Proposals containing the name of each bidder, the general specifications, and the total amount of each bid. The Summary of Proposals shall be made available to the public.

The Clerk and the Economic Development Manager will check the Proposals to ensure that all Proposal requirements and conditions have been met. If a defect in the Proposal is discovered and if the CAO or Director deems it necessary, the Proposal will be rejected.

The Economic Development Manager and the Committee shall consider price, delivery, and availability, compatibility, product specifications, Canadian content and supplier's experience in making its selection. If all matters are deemed equal, preference shall be given to a local bidder.

Evaluation of Proposals

The Corporation will assess all bids, including alternative proposals, to determine which bid offers the best overall value to the Town. The lowest price may not necessarily be the best value for the Corporation. Pricing is only one of several criteria that will be considered in assessing each bid. The designated person and/or appropriate Director and Chief Administrative Officer/Treasurer shall consider price, delivery and availability, economic benefit to the local economy, compatibility with other Town goods, warranties, product specifications and supplier's experience and repair facilities in making the recommendation to Council.

Acceptance of Proposal

The Corporation reserves the right to accept or reject any or all Proposals, to negotiate with the successful Proposal Company and to waive irregularities and omissions, if in so doing the best interests of the Corporation will be served. No liability shall accrue to the Corporation for its decision in this regard. Any Proposal or part of Proposal will not necessarily be accepted. The lowest bid may not represent the best value to the Corporation and does not automatically qualify for acceptance.

The Corporation is not obligated to award a contract to any bidder pursuant to this Proposal. In addition, the Corporation may elect to reject any or all Proposals for the following reasons:

- All of the Proposals are outside the Corporation's budget for this project
- Council does not approve the purchase

Acceptance of the Proposal shall be in accordance with the Procurement By-Law of the Town of Smiths Falls. The successful bidder shall be advised of the acceptance by the Clerk and where appropriate that contract documents shall be supplied for execution. Where contract documents are required or when the goods are to be delivered in the near future, the bidder shall be advised that documents must be signed or goods received by a specific date. Failure by the successful bidder to comply with the above shall be grounds enough to permit the Corporation to accept the second most appropriate Proposal or cancel the contract and the bidder's security deposit shall be forfeited to the Corporation.

All unsuccessful bidders shall be notified as to the name of the successful bidder, save and except the second most appropriate candidate, and the deposit cheques or securities shall be

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returned with such notice. The deposit cheque or security of the top two candidates shall be returned no later than the date of execution of the contract documents or delivery of the goods.

Health and Safety

In order to protect the health and safety of all employees and to secure maximum benefit, services provided and goods obtained will comply with all standards, codes and regulations prescribed by law and by municipal requirements. Included in this requirement is the meeting of all details of appropriate safety requirements. e.g. of legislated requirements; Occupational Health and Safety Act, and regulations pertinent to industrial establishments, CSA standards, Underwriters laboratories, electrical codes etc.

Failure to meet any of the above conditions may result in work stoppage or immediate suspension of the contract.

General Specifications:

These specifications apply to the Corporate Signage. Specifications not clearly defined herein shall be in accordance with good commercial practice and best quality suitable for the intended use.

While these specifications are specific with respect to detailed requirements, it is recognized that product development activity may have led to the availability of innovations in certain areas which, if incorporated in the units would improve the operation. Bidders are encouraged to submit such changes as alternate bids separate from the bid complying with the original specifications and acceptance of such alternate bids shall be at the discretion of the Corporation.

These specifications list only the major significant details of the material required. It is the supplier's responsibility to provide the material as intended by the owner.

Where minimum or maximum requirements are specified, the materials offered must meet or exceed these requirements, unless what is offered as an alternative to the items specified is deemed by the Town to be acceptable and meets the intent of the specifications.

In the event the bidder's response to the item(s) specified is not clear as to the compliance with the specifications, or is unanswered or unspecified, clarification may be requested by the Corporation verbally or in writing. Changes that affect the intent of the specifications or the price bid will not be acceptable. This clause shall not require the Corporation to request clarification(s) and is not intended to limit the ability of the Corporation to reject any Proposal.

Upon award a valid WSIB Clearance Certificate and proof of \$5M CGL will be required. The Corporation of the Town of Smiths Falls will be added as Additional Insured on all policies. Evidence of insurance shall be provided, in a form satisfactory to the Corporation, on or before commencement of all works.

SPECIFIC PROPOSAL DETAILS PROVIDED HERE

- Valid WSIB Clearance Certificate
- Performance Bond

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- Insurance Requirements
 - Commercial General Liability Insurance (\$5,000,000 min.)
 - Automobile Liability Insurance (\$5,000,000 min.)
 - Environmental Impairment Liability (if applicable) (\$1,000,000 min.) (Shall include Third Party Bodily Injury and Property Damage.)
 - Professional Liability Insurance (if applicable) (\$1,000,000 min.)
 - *NOTE: The Corporation of the Town of Smiths Falls will be added as Additional Insured on all policies.*