

**Request for Proposals**  
**City of Quesnel**  
**Minerals North Event Videography**

**CLOSING DATE AND TIME:**  
**4:00 pm, Friday, April 14, 2023**

Contact Person:  
Mike Coppin  
Economic Development Coordinator  
250 991-7480  
[mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca)



### 1. Purpose

The City of Quesnel invites proposals from experienced videographers to deliver a series of event videography, which will be owned by the City of Quesnel for publication and/or use for future event promotion in various media including, social media and web.

The videos will become the property of The City of Quesnel, and will be published with credit, when possible.

This project is funded by Northern Development Initiative Trust and the Province of British Columbia.

### 2. Submission Details

Submit proposals no later than April 14, 2023, at 4:00 pm by email to Mike Coppin, Community Development Coordinator, [mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca). Email subject line should read: **Minerals North Event Videography Proposal**.

Proposals may be withdrawn by written notice to Mike Coppin, Economic Development Coordinator, [mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca).

Any interpretation of, additions to, deletions from, or any other corrections to the Proposal document, will be issued as written addenda by the City of Quesnel. It is the sole responsibility of the potential Bidders to check with the City of Quesnel's website, and/or BC Bid to ensure all information has been received prior to submitting a proposal.

No addenda will be issued after April 10, 2023.

The successful proponent by its acceptance of a negotiated agreement and purchase order, agrees to indemnify and hold harmless the City, its elected officials, agents and employees, from and against all loss or expense that may be incurred by the City, its officials, officers, employees and agents as a result of bodily injury, including death sustained by any person or persons, or on account of damage to property including loss of use thereof arising out of or as a consequence of the performance of the work stipulated in the RFP and any negotiated agreement.

### 3. Rights Reserved by the City

The City is not liable for any costs incurred by interested parties in the preparation of their response to this request or interviews if held. Furthermore, the City shall not be responsible for any liabilities, cost, loss or damage incurred, sustained or suffered by any interested party, prior or subsequent to, or by reason

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of the acceptance or non-acceptance by the City of any response, or by reason of any delay in the acceptance of the response.

The City reserves the right to reject any or all proposals and to accept the proposal deemed most favorable in the interests of the City.

The City may, in its absolute discretion, reject a proposal submitted by the proponent, if the proponent, or any officer or director of the proponent is or has been engaged either directly or indirectly through another corporation in legal action against the City, its elected or appointed officers and employees in relation to any other Contract for works or services or any matter arising from the Owner's exercise of its powers, duties or functions.

The RFP process does not commit the City in any way to select a proponent, or award or negotiate any contract. The City reserves the right to cancel this project for any reason whatsoever without any future obligations.

The City may accept or waive a minor and inconsequential irregularity where practicable to do so. The City may, as a condition of acceptance of the Proposal, request a Proponent to correct a minor and inconsequential irregularity with no change in the Proposal.

The determination of what is or is not a minor and inconsequential irregularity, the determination of whether to accept, waive, or require correction of an irregularity, and the final determination of the validity, will be at the sole discretion of the City.

#### **4. Inquiries**

All inquiries should be made in writing, directed to:  
Mike Coppin, Economic Development Coordinator  
E-mail: [mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca)

#### **5. Negotiations**

The award contract is subject to negotiations with the Proponent that offers, in the City's opinion, the best value Proposal. Such negotiations include, but are not limited to, the following:

- a) Changes or refinements in the service requirements or scope of work proposed by the Lead Proponent;
- b) Price – if directly related to a change or refinement in the proposed scope of work proposed by the lead proponent; and
- c) Specific contract details as deemed reasonable for negotiation by the City of Quesnel.

#### **6. Background**

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Located in the Cariboo region on Highway 97, Quesnel is home to 23,000 people including the surrounding area. With nature rich in wildlife, lakes, rivers, forest and rolling hills, we are actively marketing Quesnel as a place to visit for an authentic experience.

Minerals North is the non-profit Association that facilitates the hosting of the annual Minerals North Conference and is one of the largest northern mining conferences in Western Canada. In 2023, Quesnel is hosting Minerals North, a mining industry conference. The warm hospitality that derives from community involvement ensures that Minerals North is distinct from any other mining conference in British Columbia. The event provides an opportunity for the local community to showcase our capacity to service the mineral industry, for community leaders to learn about economic and policy issues that affect the minerals sector and for the industry to be informed of local issues and community goals.

The City of Quesnel is seeking to compile a collection of videos that represent the enthusiasm and dedication within the mining industry that is seen at the Minerals North Conference while also showcasing the City as an excellent hosting community. A key theme of the City's Economic Development Transition Strategy is growth as a hosting community through increased events and event-related visitors. The videos compiled from this project will serve to promote Quesnel as a hosting community for a variety of events.

The videos will follow the City of Quesnel's brand guidelines to keep our messaging consistent.

## **7. Scope of Work**

- a. Minerals North takes place May 31 – June 2, 2023 in Quesnel, BC at West Fraser Centre, Arena 2 and the Hosting Precinct.
  - b. Minerals North Conference events include but are not limited to tradeshow, plenary sessions, welcome reception, banquet and conference meals.
  - c. Final products should include 1 90-second video showcasing the entire event and 3 20-second videos showcasing key aspects of the event and Quesnel's hosting abilities.
  - d. Videos are to include screen captions highlighting venues, amenities and venue set up.
  - e. Quesnel Brand Guidelines must be considered in developing the videos.
  - f. The City will have access to the deliverables.
  - g. Videos and all rights will become the property of The City will be published with credit (when possible) to the videographer on social media, and web formats.
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- h. B-roll will be provided from each event.
- i. Video distribution will include web, social media, inclusion in event bid packages and provided to event planners.

## **8. Budget**

A \$22,000 budget has been approved for this project, exclusive of GST. This budget cannot be exceeded and must include all travel and project related expenses. All add-on options must fit within this budget.

## **9. Submission Requirements**

All proponents are required to submit the following in their proposal:

- a. Identify company name, lead contact, and key personnel that will work on this project. Provide experience and/or examples of work for each member.
- b. Clearly state the benefits and options offered by your video production service.
- c. Describe related experience of the company and provide examples of recently completed projects. If possible, provide examples of recently completed videography; event related videography is a plus.
- d. Provide a detailed project plan, including time and resources allocated to the outlined tasks, a rationale for this approach, key milestones, and any additional products or services that will result from this approach. Describe the role and expectation of contributions required from City of Quesnel staff through each stage of the project.
- e. Detailed project budget, with a breakdown of each task in the project. The budget should include a base cost and additional line items for optional add-ons. The budget cannot exceed \$22,000, including PST, and all travel expenses.
- f. Provide details regarding any additional assets you can offer within the budget.
- g. Provide a minimum of three references.

Proposals must be 20 pages or less. Proposals that exceed 20 pages may not be considered.

## **10. Other Requirements**

- a. Business License
  - i. The successful proponent must possess or be willing to purchase a City of Quesnel business license and will be required to provide evidence of same at contract start, at the expense of the contractor, exclusive of the project budget.
- b. Insurance
  - i. The proponent shall, at his own expense, provide and maintain to the Municipality until the completion of the contract the following



insurance in a form acceptable to the Municipality with an insurer licensed in British Columbia:

1. Commercial General Liability \$2,000,000.00
  2. Automobile Liability Insurance \$2,000,000.00
- ii. The proponent shall be responsible for any deductibles or reimbursement.
- c. WorkSafeBC
- i. The proponent must be registered and remain in good standing, throughout the terms of this contract with WorkSafeBC and will be required to provide evidence of same.

## 11. Proposal Evaluation

Candidates will be shortlisted for interviews based on their submissions as part of the evaluation process. The following matrix will be used in the evaluation of proposals:

- Quality and completeness of proposal (10)
  - All submission requirements met
  - Easy to read, no typos
- Experience of firm and key personnel (10)
  - Examples of related work provided
  - Personnel and experience outlined
- Project approach, process, and timeline (10)
  - Include pre-event meeting; attendance of all key events; complete by July 31; Gantt chart or similar provided; outline hours spent on tasks; details communication with city; provides rationale for process.
- Understanding of project and ability to provide deliverables (10)
- References and examples of work provided (5)
  - References provided from recent event videography
- Cost (5)
  - Project within budget
- Total evaluation - 50 points
- Candidates will be shortlisted for interviews based on their submissions as part of the evaluation process

## 12. Anticipated Schedule

- a. RFP Issued: March 17, 2023
  - b. Proposals Due: April 14, 2023
  - c. Interviews Conducted: April 20-22, 2023
  - d. Firm Selected: April 26, 2023
  - e. Project Start: May 1, 2023
  - f. Minerals North Event and Filming: May 31 – June 2, 2023
  - g. Project Completion: July 31, 2023
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### 13. Additional Resources

The following resources may assist you in developing your proposal:

- [www.tourismquesnel.com](http://www.tourismquesnel.com)
  - [www.quesnel.ca](http://www.quesnel.ca)
  - [www.mineralsnorth.ca](http://www.mineralsnorth.ca)
  - City of Quesnel Brand Guidelines  
[https://www.quesnel.ca/sites/default/files/uploads/reports/city\\_of\\_quesnel\\_guidelines\\_v3\\_size\\_edits.pdf](https://www.quesnel.ca/sites/default/files/uploads/reports/city_of_quesnel_guidelines_v3_size_edits.pdf)
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