



REQUEST FOR PROPOSALS

Economic Development Marketing Strategy & Implementation

Lac La Biche County

RFP Number: EC-64-2026-05

**Proposal Closing Date
and Time: August 7, 2026 16:00
(MST)**

Proposals must be received by August 7,
2026, and emailed to:
ecdev@laclabichecounty.com



Lac La Biche County
welcoming by nature.

1. Background and Overview

Lac La Biche County is located in the picturesque Lakeland region and boasts a rich and diverse history. Indigenous peoples have inhabited this area for millennia, and the community has since flourished as a melting pot of cultures from around the world. This cultural diversity has woven a vibrant tapestry that defines Lac La Biche County today.

Covering more than 12,000 square kilometres in northeastern Alberta, Lac La Biche County is home to approximately 8,500 residents, living in both urban and rural settings. The County features two primary urban centres: Lac La Biche and Plamondon, which collectively accommodate about one-third of its population. The remaining two-thirds reside in rural areas and subdivisions scattered throughout the expansive region.

The County offers a competitive combination of developable land, natural amenities, and strategic access to northern Alberta's industrial corridors. In alignment with the 2026-2029 Council Action Plan, Lac La Biche County is seeking to strengthen how it positions and promotes itself as a destination for investment and business growth.

Lac La Biche County invites qualified marketing and design firms to submit proposals to support a phased communications and marketing initiative. This includes the development of an Economic Development Marketing Strategy that raises the County's profile, targets key audiences, and supports measurable investment attraction including an implementation phase delivering the strategy's identified priority marketing materials and campaigns in the form of a toolkit.

2. Scope of Work

Strategy:

- Web experience audit (Lac La Biche County website and social media accounts) – identify content gaps and recommend content enhancements and refinements in line with best practices.
- Clear identification of marketing pillars and Lac La Biche County's unique value proposition.
- Identify advertising opportunities and priorities.
- Provide a summary of competitor advantages in Economic Development marketing and provide recommendations to enhance the County's competitive edge.

Implementation:

- Prepare a Communications Toolkit that includes preparation of press releases, social media posts, PowerPoint presentations, key messages, paid advertisements to market Lac La Biche County in print and electronic media (all recommended audiences).
- Provide recommendations for promotional materials (promotional items, exhibit booth displays, and other innovative concepts).

Please note that Lac La Biche County has visual brand guidelines in place and is not seeking a new logo or the development of a sub-brand. The scope of this strategy is limited to Economic Development and the primary brand of Lac La Biche County.

3. Collaboration

The selected proponent will work closely with the County's Economic Development department and General Manager of Strategy & Community Growth.

4. RFP Questions and Communications

Any questions regarding the submission process or technical aspects of the project may be made via email to the Project Manager at ecdev@laclabichecounty.com. All RFP-related questions must be submitted by July 31, 2026 at 16:00 (MST).

5. Schedule

The following is an outline of the selection procedure and a time schedule:

Event	Date
RFP Open	July 17, 2026
Clarification/Question Cut Off	July 31, 2026
Proposal Submission / RFP Close	August 7, 2026

The tentative timeline for awarding this contract is by August 21, 2026.

6. Proposal Format and Requirements

The proposal should include the qualifications requested below. Information should be complete and demonstrate that the proponent can perform the work requested.

6.1 Introduction

Prepare a brief introduction showcasing an understanding of the scope and complexity of the required work.

6.2 Project Plan and Timeline

Outline the proposed work plan, including a description of deliverables, activities, key performance indicators and time estimates for completing each element.

6.3 Personnel

Identify individuals and list qualifications of key personnel who would be assigned to the project. Detail experience in work related to the proposed assignment. Identify the project manager who will serve as the main contact.

6.4 Experience and Client References

Provide company contact information, how long you have been in business, and what services you provide. Identify and briefly describe related work completed in the last three years. Describe only work related to this RFP.

Provide at least three examples of other municipalities or organizations where you have successfully completed similar work.

Three client references with contact names and phone numbers are required.

6.5 Pricing and Budget

Proponents should identify their evaluated costs associated with the Scope of Work described in this RFP and submit a fair and reasonable offer for consideration.

7. Evaluation Criteria

Proposals will be ranked based upon the merits of the written proposal and the qualifications and experience of the consultant team. Each reviewer will award a score based on a 100-point total as follows:

Evaluation Criteria	Weight
Understanding of project goals	20
Approach and methodology	35
Qualifications of project team and the proponent's relevant experience	25
Total Cost	20

The County reaffirms its right to make any selection it deems prudent and responding firms or individual participants acknowledge through their participation that such selection is not subject to protest or contest.

The successful proponent selected will perform a variety of duties as agreed upon in the final negotiated scope of work. The selected proponent and the County will finalize the contract terms and conditions. If the County and the selected proponent are unable to agree on terms and conditions at this point, the County may exercise its right to negotiate with other vendors.

8. Submission

Interested proponents will provide one PDF version of the proposal, referencing RFP number EC-64-2026-05 and sent via email to: ecdev@laclabichecounty.com. Proposals will not be accepted if received after 16:00 (MST) August 7, 2026.

The County reserves the right to amend or revise this Request for Proposal.

9. Mandatory Proposal Rejections

Proposals which omit any of the following may be rejected by Lac La Biche County at its sole discretion:

- Pricing and costs;
- Corporate profile and personnel qualifications; and
- Minimum three references.

10. Shortlisted Proponents

A short-list of up to three of the highest evaluated proponents will be determined. The evaluation team may schedule interviews/presentations with one or more proponent in order to seek clarification and to provide a further opportunity to assess the short-listed proponents' understanding of the project requirements. Evaluations may be modified after interviews.

11. Award

Subject to the right to negotiate with other proponents as described in sections 10 and 16.9, the evaluation team may seek to negotiate a contract with the proponent that provided the proposal with the highest evaluated total score.

12. Procurement Method

Request for Proposal posted competitively on Alberta Purchasing Connection.

13. Additional Information Available

- 2019 Tourism Strategy and Product Development Plan
- 2020 Economic Development Strategy
- 2023 Retail Gap Analysis
- 2026-2029 Council Action Plan

Limitation of liability

By submitting a proposal, each proponent agrees that any claim that the proponent may have against Lac La Biche County (and its consultants, employees, agents, and elected officials) for damages, losses, or expenses or for any other legal relief whatsoever, arising, directly or indirectly, in relation to this procurement process (whether in contract, tort, or other legal theory) is limited to payment of the reasonable third-party costs in preparing the proposal to a maximum of \$500.

Further, each proponent specifically waives as against Lac La Biche County (and its consultants, employees, agents, and elected officials) any claim for consequential or indirect damages, loss of profit, loss of business opportunity, judicial review or injunctive relief.

14. General Terms and Conditions

14.1 Notice of nonbinding solicitation

Lac La Biche County reserves the right to reject any and all proposals received in response to this solicitation and is in no way bound to accept any proposal or to enter into a contract in relation to the Request for Proposal.

14.2 Confidentiality

All information provided by Lac La Biche County as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, the County will seek appropriate remedies allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

14.3 Communication

All communications regarding this solicitation shall be directed to the appropriate parties at Lac La Biche County.

14.4 Acceptance

Acceptance of a proposal does not constitute an agreement. Lac La Biche County reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal, if appropriate.

14.5 Right to final negotiations

Lac La Biche County reserves the option to negotiate the final costs, scope of work and modified terms and conditions as well as the option to limit or include third parties at Lac La Biche County's sole and full discretion in such negotiations.

14.6 Rights to data

Lac La Biche County will have ownership rights to all data generated by the project. Lac La Biche County will collaborate with the contractor on publications of findings.

This RFP should not be considered as an agreement to purchase goods or services. Lac La Biche County is not bound to negotiate a contract with any proponent. Proposals will be assessed in light of the evaluation criteria. The County will be under no obligation to receive further information, whether written or oral, from any proponent.

Neither acceptance of a proposal nor execution of a contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or bylaw.

15.7 Definition of contract

Only the full execution of a written contract will constitute a contract for the services, and no proponent will acquire any legal or equitable rights or privileges relative to the services until this occurs.

15.8 Right to accept or reject proposals

Lac La Biche County reserves the right to accept or reject any or all proposals in whole or in part, whether irregular, non-conforming or non-compliant.

15.9 Delay in negotiating a contract

If a written contract cannot be negotiated with the successful proponent, Lac La Biche County may, at its sole discretion at any time thereafter, terminate negotiations with the proponent and either negotiate a contract with the next qualified proponent or choose to terminate the solicitation process and not enter into a contract with any of the proponents.

15.10 Freedom of Information and Protection of Privacy

This Request for Proposal is subject to all applicable legislation, including the *Municipal Government Act*, the *Access to Information Act*, the *Protection of Privacy Act*, the bylaws and policies of Lac La Biche County, and all other relevant governing legislation.