

Request for Proposals: Specialized Marketing Contract COM-12-2025-01

Addendum 1 – Answers to Questions Issued Wednesday, July 23, 2025

Below are answers to questions received from potential proponents in regards to Lac La Biche County RFP COM-12-2025-01 (Specialized Marketing Contract) as of July 22, 2025. This addendum forms part of the official RFP documents.

Q: Are there any existing vendors currently providing these services to the County?

A: The County has contracted vendors on an ad hoc basis, but does not have a contractual relationship with any one service provider for all of the deliverables described in the RFP.

Q: Will preference be given to proponents located in or near Lac La Biche County?

A: Geographic proximity to Lac La Biche County will not be a factor, but we expect the successful proponent to be in a position to either visit Lac La Biche County upon request or arrange for resources like photographers, etc. to be available locally when required.

Q: For the estimated 35 hours/week, does the County anticipate consistent weekly engagement or more sporadic project-based needs?

A: Work requirements will vary from week to week. In weeks when the requirements are less, we expect the successful proponent to continue providing value by focusing on ongoing tasks, such as creating timeless content and preparing for future weeks.

Q: Are there any specific campaigns or deliverables already scoped or budgeted that the successful proponent would be expected to begin with?

A: Campaigns and materials to support the development and promotion of sport tourism (e.g. venue book, etc.) are anticipated at this time.

Q: Will the selected vendor have access to past creative assets, campaign results, or internal content to support continuity and efficiency?

A: Yes.

Q: Does the County have preferred tools or platforms for project management, approvals, and file sharing?

A: The County uses Loomly for social media drafting, scheduling and approvals, and OneDrive for file sharing.

Q: Could you let us know what the budget is for this work?

A: A firm budget for this work has not been determined. Proponents are asked to provide their pricing for up to 35 hours of work weekly.

Q: Could you let us know if you are open to an east coast agency to do this work as we have for numerous other clients across the country for similar engagements or do you have a local preference?

A: Geographic proximity to Lac La Biche County will not be a factor, but we expect the successful proponent to be in a position to either visit Lac La Biche County upon request or arrange for resources like photographers, etc. to be available locally when required.

Q: Do you have an annual spend across categories that has been anticipated or what you have spent in the past?

A: A firm budget for this work has not been determined. Annual spend cannot be anticipated as many initiatives are cross-departmental, and contracting these services externally has only been done before on an ad hoc basis.

Q: Are you ideally look for one vendor for all or are you looking to onboard numerous vendors across categories of service?

A: Ideally the County would like to procure one vendor to perform multiple services. Proponents are welcome to describe ways in which they would subcontract or utilize combinations of resources to meet the requirements of the RFP.

Q: Why is the project out for bid at this time?

A: An RFP has been issued because internal resources are not sufficient at this time and external assistance is required.

Q: Is there an incumbent, and who, and are they bidding?

A: The County has contracted vendors on an ad hoc basis, but does not have a contractual relationship with any one service provider for all of the deliverables described in the RFP.

Q: What is the estimated annual budget?

A: A firm budget for this work has not been determined. Proponents are asked to provide their pricing for up to 35 hours of work weekly. Annual spend cannot be anticipated as many initiatives are cross-departmental, and contracting these services externally has only been done before on an ad hoc basis.

Q: Can we assume printing budgets will be determined as they happen for all collateral designed throughout this contract?

A: Yes.

Q: Do you have a calendar of the events, programs, and services you want the contractor to cover within the scope of this contract?

A: A basic calendar of anticipated needs will be shared with the successful proponent. Events, programs and services are all dependent upon annual budgeting, and Lac La Biche County may need to adjust course on the fly.

Q: How many photo and video shoots do you anticipate throughout the contract?

A: This will depend on the successful proponent's pricing and methodology. The nature of our business is ever-changing, so it is not possible for us to accurately estimate how much work will be required in any one service category.

Q: Within the overall budget, what % / level / range are you estimating would be allocated to implementing and budgeting for social media execution?

A: The nature of our business is ever-changing, so it is not possible for us to accurately estimate how much work will be required in any one service category.

Q: Are there any elements other than the social media where media planning and execution are desired by the contractor?

A: Yes, the contractor will be required to coordinate photographers, videographers, etc. for multimedia projects for use on websites, on television, etc.

Q: Will the winning proposer be responsible for planning/buying outdoor space? If no, can you share who we would be collaborating with on the content?

A: No, Lac La Biche County will manage venue bookings.

Q: How important is it to Lac La Biche County that your contractor is local – or is merit/expertise a clear preference?

A: Geographic proximity to Lac La Biche County will not be a factor, but we expect the successful proponent to be in a position to either visit Lac La Biche County upon request or arrange for resources like photographers, etc. to be available locally when required.

Q: Is there a cost form you'd like completed in order to receive comparable cost proposals?

A: No, there is no standard submission format for proponents to provide pricing.

Q: Can agencies or contractors located outside Alberta or Canada apply, assuming availability during MST working hours and the ability to deliver services remotely?

A: Geographic proximity to Lac La Biche County will not be a factor, but we expect the successful proponent to be in a position to either visit Lac La Biche County upon request or arrange for resources like photographers, etc. to be available locally when required.

Q: Could you provide a rough estimate of expected deliverables per month or quarter (e.g., number of videos, campaigns, social media assets)?

A: The nature of our business is ever-changing, and events, programs and services are all dependent upon annual budgeting, so it is not possible for us to accurately estimate how much work will be required in any one service category.

Q: Is there a possibility that Lac La Biche County may award the contract to more than one proponent, depending on strengths in specific service areas?

A: Ideally the County would like to procure one vendor to perform multiple services. Proponents are welcome to describe ways in which they would subcontract or utilize combinations of resources to meet the requirements of the RFP.

Q: Is there a specific format or template you would prefer for the proposal submission (e.g., structure, file naming, or cover sheet requirements), beyond what is outlined in the RFP?

A: No, there is no standard submission format for proponents.

Q: For video and photography work, are vendors expected to be physically present in the County, or will raw assets be provided for editing remotely? How many photo sessions will be required for this contract?

A: This will depend on the successful proponent's pricing and methodology. The County has some assets that can be provided, but proponents are expected to propose solutions for gathering additional assets.

Q: While the RFP references up to 35 hours of work per week, is there a predetermined budget range or ceiling that vendors should be aware of when structuring their financial proposal?

A: A firm budget for this work has not been determined.

Q: Are there any existing brand guidelines, tone-of-voice documentation, or visual assets that the successful proponent must adhere to?

A: Yes, as stated in the RFP, all deliverables must be produced in accordance with the County's brand standards and brand experience guidelines. These will be provided to the successful proponent.

Q: How does the County currently measure the success of marketing initiatives, and are there any specific performance targets in place?

A: There are no specific performance targets in place at this time. Given the nature of our Recreation & Social Services division's work, success may be measured in event and program attendance, service utilization, etc.

Q: Will the County require bilingual (English/French) content for any campaign deliverables?

We don't foresee that being a need at this time. In the event it becomes a need, the County will handle any pay for any necessary translations.

Q: Is there a preferred project management or communication tool the County expects the contractor to use?

The County uses Loomly for social media drafting, scheduling and approvals, and OneDrive for file sharing.

Q: What is the expected turnaround time for common deliverables once a task order is issued?

A: This will depend on the successful proponent's methodology. The nature of our business is ever-changing, so the successful proponent should be flexible and able to accommodate a reasonable number of unexpected and last-minute requests.

Q: Are there peak periods where higher volumes of work should be anticipated (e.g., seasonal events or campaigns)?

A: The months of August and January have been identified as more demanding in terms of content creation and materials production. The successful proponent can expect a steady stream of requests throughout the lifetime of the contract.

Q: Will the contractor have access to County staff, events, or facilities for the purpose of capturing photos, interviews, or video content?

A: Yes.

Q: Can multiple vendors be awarded different components of the contract, or is the County seeking a single full-service provider?

A: Ideally the County would like to procure one vendor to perform multiple services. Proponents are welcome to describe ways in which they would subcontract or utilize combinations of resources to meet the requirements of the RFP.