

Item # 5A

To: Build Toronto Board of Directors
From: John A. Macintyre, Senior Vice-President, Corporate Affairs
Date: November 19, 2009
Subject: **Award of RFP 2009-11, Start-up Branding and Visual Identity**

Recommendations

It is recommended that the Build Toronto Board award RFP # 2009-11, to Media Profile Limited and The Claremont Consulting Group, being the firm with the highest overall rating in the evaluation process for this RFP, on terms and conditions acceptable to the CEO.

Background

With Build Toronto in the start-up phase, one of the many activities that has been identified is our initial branding and visual identity. While our original plan was to wait until 2010 to undertake this project, our upcoming office relocation and the need to begin to produce marketing materials for our projects has prompted management to accelerate this process.

The RFP was designed in two phases, the first phase to develop overall branding strategies and a visual identity program that can be used in the development of signage, business cards, letterheads etc. to support the relocation. In the second phase of the project, specific strategies for media, web presence, stakeholder management and specific project marketing programs will be developed.

RFP 2009-11 was issued on October 27, 2009 to a list of approximately 15 firms that are active in the Communications, Branding and Design sectors in the Toronto region. The RFP was also posted on the Procurement section of the Build Toronto Website.

An addendum was issued on November 3, 2009, to clarify three questions that were posed by bidders. The RFP closed at 12 noon on Monday November 9, 2009. Ten submissions were received by the deadline.

All the submissions were evaluated for mandatory requirements, and then an evaluation panel of Build Toronto, TEDCO and Invest Toronto staff reviewed and

scored the submission against predetermined evaluation criteria. Four firms were short-listed and invited to attend an interview process on Monday November 16, 2009.

The four short-listed firms and their price submissions were as follows:

Firm	Price
Media Profile and the Claremont Consulting Group	\$ 72,000 plus GST
Cundari SPF	\$ 75,500 plus GST
Profis Communications	\$ 76,250 Plus GST
Temple Scott Associates and Clear Space Design	\$ 138,000 plus GST

In addition to being the lowest short-listed bidder, from the evaluation and interview process, the firm of Media Profile/Claremont Consulting Group had the highest combination score and is being recommended as the successful proponent.

The Media Profile and Claremont Consulting Group are two firms that have worked together frequently over their 20 year history. Media Profile is an integrated strategic communications firm with specific expertise in stakeholder affairs, media planning and strategic branding. Claremont complements these skills with a strong track record in the visual image design and the development of marketing and communications strategies for the Real Estate sector. This team matches the requirements of this RFP and meets the specific needs of Build Toronto. The evaluation team is confident that they can deliver this project within the specified timeframe.

Conclusion

This RFP award to Media Profile/Claremont represents good value, and a strong integrated communications and branding approach. The proposal being recommended is both the lowest price compliant bid, and received the highest rating from the evaluation team.