

# Request for Proposals: Brand Identity Review and Brand Proposal for Confederation Centre of the Arts

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RFP Issue Date: **January 18, 2021**  
Proposals Due: **February 19, 2021, 4 p.m. AST**

Responses must be submitted in a sealed package to:  
Andrew Sprague  
Director of Marketing and Communications  
Confederation Centre of the Arts  
145 Richmond Street, Charlottetown, PEI C1A 1J1

A digital copy of this document is currently available online at:  
<https://confederationcentre.com/tendering-rfp/>

***\*NOTE: Due to the current situation with Covid-19, this date may be extended.***  
If you are interested in responding but are unable due to workplace restrictions, please contact us ([asprague@confederationcentre.com](mailto:asprague@confederationcentre.com)) for further discussion.



## 1. Introduction

### Confederation Centre of the Arts

Founded in 1964 in Charlottetown, Prince Edward Island, Confederation Centre of the Arts commemorates the historic 1864 Charlottetown Conference. The massive complex is located in the heart of Downtown Charlottetown with soaring architecture and outdoor plazas, taking up a full city block. A non-profit, charity organization, the Centre is officially recognized as Canada's memorial to the Founding Fathers. The Confederation Centre Art Gallery's (CCAG) permanent collection includes over 16,000 works of historic and contemporary art by Canadian artists. The Charlottetown Festival is noted for its first-class musicals, most famously for Guinness-record setting *Anne of Green Gables—The Musical™*. The Festival has run every summer since 1965, excluding 2020 due to COVID-19, producing more than 85 original musicals. The Centre operates year-round, including arts education and visual arts programs, and fall and winter concerts and performances. The theatre seats 1,100 people on two levels, and was substantially restored and modernized in 2014. Opened in 2015, *The Story of Confederation* exhibition is a realistic and immersive replica of the original Confederation Chamber, where the Fathers first met at the 1864 Charlottetown Conference.

**Mission:** Inspire and engage, through visual and performing arts, to celebrate an evolving Canada

**Vision:** Connecting artists, audiences and communities through creativity, dialogue, and collaboration as a leading Canadian arts centre.

**Annual visitation:** 266,000 (45% from off-Island) (avg)

**Annual contribution to GDP:** \$27 million

**Lines of business:** Art Gallery, Theatre, Arts Education, Heritage, Facility Rentals, Fundraising

**Funding partners:** Canadian Heritage, Province of Prince Edward Island, City of Charlottetown (combined accounts for 38% of annual budget)

**Total Annual Budget:** \$15 million



## 2. BACKGROUND AND PURPOSE

In recent years, the Centre has experienced continued growth and evolution in its programming while respectfully maintaining the philosophical and physical foundation on which it was built.

Supported by three primary pavilions (Theatre, Art Gallery, and Library), and complementary spaces including an extensive concourse and lobby, Memorial Hall, and several rehearsal and event spaces, the Centre is vibrant with activity 12 months a year.

The Centre is in the process of planning a major revitalization and renovation project. This coincides with the forthcoming relocation of the Public Library, which occupies a full pavilion within the facility. That newly free space will further support the mandate of the organization, its long-term sustainability, and further strengthen ties with various stakeholder organizations.

It is this growth and year-round vibrancy, along with the relocation of the Charlottetown Public Library that has presented the Centre with an opportunity to look beyond status quo and reimagine our spaces and identity in a way that will support artistic excellence, engage diverse communities, and promote organizational sustainability well into the future. Further to this, the Centre has adopted a key guiding principle of environmental stewardship embedding sustainability practices in infrastructure development, maintenance activities, patron services, and energy conservation initiatives.

The Centre has engaged the services of Abbott Brown Architects in Halifax as the lead designers on the project. Their work is ongoing.

The Centre's current logo was designed for the opening of the facility in 1964. Branding exercises have been undertaken internally, and brands have been established, but the need for a comprehensive overall brand, and sub-brands for each of its business lines, has been identified as a key priority for the organization.

The goal for this exercise will be to evaluate CCOA's current business lines and brand; and develop a proposal for an updated, overall brand for the organization, and any sub-brands such as performing arts, visual arts, arts education, heritage, facility rentals and development.

Key priorities identified and thus the goals for the project include:

- To better engage with potential audiences and develop greater visibility locally, regionally, and nationally.
- To encourage greater participation in Centre programming.
- To raise the profile and significance of the Centre and its mandate to potential supporters in both government and the private sector, locally and nationally.

- To better understand the current state of the brand, its reputation, and resonance, locally, regionally, and nationally.
- To update the current brand, and related sub-brands, and create a framework for their implementation and use including, but not limited to, visual identity, website positioning statements, taglines, tactics.

As the next step in the planning process, Confederation Centre will be accepting proposals in response to this RFP to develop the following deliverables:

- A review of all current branding (CCOA and all business lines) and demonstrated research on other arts organization branding.
- Two brand reputation surveys. One survey to be done internally gauging thoughts and opinions from CCOA employees. The other survey to be done externally gathering feedback from the public, and key stakeholders. Each survey is to be analyzed and a report produced with results and recommendations.
- Develop a brand strategy with goals and objectives, target audiences, key messages, action items, timelines, website changes, measurables and evaluation tools.
- Update CCOA’s visual brand identity, **excluding the stand-alone logo**, and develop new assets, and guidelines for use.
- Develop both a marketing and a communications plan for the implementation of the new brand.

### 3. OBJECTIVE AND SCOPE OF WORK

Confederation Centre of the Arts is seeking consulting services for a review of its current brand and recommendations for a new brand and its implementation.

In response to this RFP, the bidders are expected to outline what approach will be taken to ensure delivery of the scope of work, on-time, on-budget, and at a high level of quality, relevant experience with projects of this complexity, and cost of service.

#### Scope of Work

The intent of this project is to review and analyze the current brand and develop an overall brand and sub-brands for Confederation Centre, and the Centre’s various lines of business, along with detailed marketing, and communications implementation plans.

### 4. REQUEST FOR PROPOSAL (RFP) TIMELINES

|                        |                   |
|------------------------|-------------------|
| RFP Released           | January 18, 2021  |
| Last day for questions | February 12, 2021 |
| Submissions due        | February 19, 2021 |
| Finalist(s) Notified   | February 26, 2021 |

## ADDITIONAL INFORMATION

Questions are to be addressed to  
Andrew Sprague, Director of Marketing and Communications  
Ph: 902-628-6138      Email: [asprague@confederationcentre.com](mailto:asprague@confederationcentre.com)

### 5. VENDOR QUESTIONS

All questions regarding this RFP must be directed via email to the Project Manager: Andrew Sprague, Director of Marketing and Communications, CCOA (see Section 13 for contact information). Inquiries and responses to inquiries will be recorded and distributed to all Vendors.

To ensure all Vendors are prepared to write their proposals in response to the outlined actions and deliverables, the Vendor must immediately notify the Project Manager in writing of any ambiguity, divergence, error, omission, oversight, or contradiction and request whatever clarification is required to prepare the Vendor's proposal.

In order for CCOA to deal effectively with Vendor questions or concerns, such questions or concerns must be communicated in writing via email to the Project Manager in accordance with the timeline indicated above. Questions received after this time will be answered if, in the opinion of the CCOA, time permits.

Questions and answers will be posted to the Confederation Centre website each Friday from January 18 to February 19.

### 6. CONFLICT OF INTEREST

Vendors must fully disclose, in writing, to the Project Manager on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest between the Vendor and CCOA. CCOA may reject any proposal where, in the opinion of the CCOA, the Vendor is or could be perceived to be in a conflict of interest.

### 7. VENDOR EXPENSES

The vendor is responsible for all costs of preparing and presenting its proposal.

### 8. PROPOSAL EVALUATION CRITERIA

The proposals will be reviewed and evaluated by the Working Group on the criteria identified below.

Evaluations and decisions will be based on the following:

| <b>PROPOSAL EVALUATION CRITERIA</b>   | <b>POINTS ALLOCATION</b> |
|---|--------------------------|
| <b>Understanding of the Project</b> – an understanding of the proposal, the work required, and the methodology.                                 | 25                       |
| <b>Scope of Services</b> – including completeness of the proposal, meeting the services requested, the work plan, and schedule of deliverables. | 30                       |
| <b>Qualifications and Experience of the Team</b> – the level of qualifications, experience and capability of the proposed team and the Vendor.  | 30                       |
| <b>Fees/Costs</b> – firm fixed lump sum fee for <b>all</b> costs associated with the work.  | 15                       |
| <b>OVERALL PROPOSAL SCORE =</b>   | <b>100</b>               |

## **9. RESPONSE GUIDELINES**

The following information should be provided in each proposal and may be utilized in evaluating each proposal submitted:

- **Methodology**  
Clearly articulate the process and methodology to be used, proposed work plan schedule and timeline for deliverables in order to achieve the objectives and deliverables of the RFP.
- **Team Competence & Resources**  
The proposal shall include a summary of the firm and/or proposed project team knowledge, skills and past experience, with a description indicating how and in what ways the proposed resources satisfy the objectives identified in the RFP.

Include related experience of the firm, including the past three similar jobs that have been completed with the company name, contact person and phone number that may be contacted for a reference.

- **Fees and Expenses**

Approximate project cost: \$30,000

Proposals in excess of \$30K will be accepted. However, the interested party must clearly justify the value of the additional budgetary needs.

Payments may be made on a project schedule basis or lump sum upon completion of project. Your proposal must include a firm price for **all** costs (HST, if applicable, to be shown as separate items) associated with the development of the review.

## **10. NO FURTHER CONTRACT OR LIABILITY ARISING FROM RFP PROCESS**

By submitting a proposal, the Vendor agrees and acknowledges that:

- Nothing in this RFP, nor the submission of the proposal, nor the review and consideration of the proposal by the CCOA, nor any communication between the parties in relation to the RFP, obligate any party to enter into any further business relationship with the other party and, in particular, if CCOA decides to engage the Vendor in connection with the subject matter of the RFP than such engagement may only occur pursuant to a written agreement that has been signed by both parties and, absent such written agreement, CCOA will have no further liability or obligation to the Vendor in connection with the subject matter of the RFP;
- The vendor is participating in this RFP process at its sole risk and expense, and CCOA will not be liable to the Vendor for any costs, expenses or liabilities incurred by the Vendor in any way arising in connection with the Vendor's participation;

CCOA has the right to cancel this RFP at any time and to reissue it for any reason whatsoever or decide not to reissue it for any reason, without incurring any liability and no Vendor will have any claim against the CCOA as a consequence; and the proposal and any accompanying documentation submitted by the Vendor will become the property of CCOA and will not be returned.

## **11. CONTACT INFORMATION FOR SUBMISSIONS**

**All submissions must be hand delivered to either the contact below, or the commissioner at the Richmond Street entrance of the Centre. Submissions delivered to the commissioner must be time stamped and signed by both the commissioner and the individual submitting the RFP.**

Andrew Sprague  
Director of Marketing & Communications  
**Confederation Centre of the Arts**  
145 Richmond St.  
Charlottetown, PEI  
C1A 1J1  
[asprague@confederationcentre.com](mailto:asprague@confederationcentre.com)  
902-629-5548

**Submissions will be accepted in the following formats:**

- Paper
- Thumb Drive

Below are examples of current branding:





CONFEDERATION CENTRE OF THE ARTS  
CENTRE DES ARTS DE LA CONFÉDÉRATION

THEATRE AND GALLERY GUIDE

2019

# SUMMER AT THE CENTRE

L'ÉTÉ AU CENTRE | GUIDE DU THÉÂTRE ET DU MUSÉE

CHARLOTTESBOWN, P.E.I.  
CHARLOTTETOWN, C.E.

festival CIBC CIBC

CONFEDERATION CENTRE OF THE ARTS

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2019-20 SEASON

# LIVE AT THE CENTRE

LIVE ENTERTAINMENT THROUGH THE SEASONS

tickets starting at only \$27 [confederationcentre.com](http://confederationcentre.com)

CONFEDERATION CENTRE OF THE ARTS festival CIBC

# ANNE OF GREEN GABLES THE MUSICAL

2019

ADAPTED BY ADAM STANES

CONFEDERATION CENTRE OF THE ARTS dance Libella

# MOVE. PERFORM. DANCE!

REGISTER NOW AT 902 628 6126 or [the.moveanddance.com](http://the.moveanddance.com)

What better way for your child to express themselves than through the joy of dance!

At dance studios, the art of joy art from middle schools, all ages and abilities. Individual confidence, creativity, health, and social, and responsibility.

Offering instruction with fun and energy. Classes in a wide range of dance styles for children, teens, adults, and adults.

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2020

CONFEDERATION CENTRE OF THE ARTS eating and experiences

unique spaces. memorable events

2019

Confederation Centre Art Gallery Musée d'art du Centre de la Confédération

FALL / AUTOMNE

2019

CONFEDERATION CENTRE OF THE ARTS

PHILIPPA JONES

PERPETUAL | PERPETUEL

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**arts education**  
formation artistique



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**membership**  
adhésion



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**wedding packages**  
forfaits de mariage



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**choral music**  
chant choral



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**catering/conferences**  
service de traiteur/conférences



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**dance**  
umbrella