



# **Request for Proposal (RFP): Communications Plan and Brand Strategy Development for Downtown Saskatoon Business Improvement District (BID)**

**Issue Date: January 2nd, 2025**

**Proposal Due Date: February 7th, 2025**

## **OVERVIEW**

The Downtown Saskatoon Business Improvement District (BID) is seeking a qualified agency to develop a comprehensive Communication Plan and Brand Strategy to elevate the BID's presence, enhance stakeholder engagement, and drive the revitalization of the downtown area. This initiative will help create a cohesive and recognizable identity for the district that attracts visitors, businesses, and investment.

Our role at the Downtown Saskatoon Business Improvement District (BID) is to support our Downtown business community by elevating the experience of all who work, live, and visit Downtown Saskatoon. Our goal is to help amplify the voices within Downtown, boosting the economic opportunities in the district, and assist in enhancing our district's appearance, both on a physical and non-physical level.

This project is critical to strengthening the brand of Downtown Saskatoon, amplifying the BID's role as a leader in community and business sustainability, development, and growth by increasing its effectiveness in promoting the district's businesses, events, and attractions.

## **PROJECT OBJECTIVES**

### **DEVELOP A COMMUNICATIONS PLAN:**

- To design a robust communication strategy that aligns with the Downtown Saskatoon BID's goals, ensuring consistent messaging across all platforms (digital, print, media, and direct outreach).
- Create a detailed communication plan that addresses both internal and external communication goals, strategies, and tactics.
- Identify key target audiences and communication channels.
- Create a strategy to increase community engagement and awareness of BID initiatives. Conduct target audience interviews and community assessments to understand current perceptions and key priorities for the BID to focus its efforts on.
- Develop a crisis response strategy.

### **BRANDING STRATEGY DEVELOPMENT:**

- To create a clear, compelling, and unique brand identity for the Downtown Saskatoon BID that resonates with a diverse audience, including local businesses, residents, tourists, workers and potential investors.
- Refresh or redesign the BID brand to reflect our mission, vision, and values and strategic priorities.
- Create brand guidelines to ensure consistency across all communication materials.
- Develop brand messaging and a tone of voice to be used in all communication channels.
- Develop a suite of branded assets including logos, templates, and promotional materials.
- Implement a plan to promote the new brand within the community and to external stakeholders.

## **SCOPE OF WORK**

The selected agency will be responsible for:

- Conducting a thorough review of the current communications practices and brand identity of the BID.
- Develop a roadmap for the Downtown Saskatoon BID to implement the communication plan and brand strategy effectively, including recommended tools, platforms, and campaigns.
- Engaging with stakeholders, including businesses, residents, and visitors, to gather insights and feedback.
- Creating and delivering all required branded assets.
- Providing training and support to BID staff for implementing the new communications and branding strategies.

## **PROPOSAL REQUIREMENTS**

Interested agencies should submit a proposal that includes the following:

### **Agency Background:**

- Overview of the agency, including relevant experience and expertise.
- Examples of similar projects completed for other clients.
- Clear, actionable approach and methodology with demonstrated understanding of the BID's objectives, ex. outline of the methodology to be used for stakeholder engagement, communications planning, and branding.

### **Work Plan and Timeline:**

- A detailed work plan with key milestones and deliverables.
- Estimated timeline for project completion.

**Budget:**

Comprehensive budget breakdown, including all costs associated with the project.

**References:**

Contact information for three references from previous clients.

**Evaluation Criteria:**

- Business Address, Location, is preferred to be in the Downtown Saskatoon Business Improvement District.
- Relevant experience and expertise.
- Quality and creativity of the proposed approach and methodology.
- Ability to meet the project objectives and scope of work.
- Budget and cost-effectiveness.
- References and past performance.

**SUBMISSION DETAILS****Timeline**

- RFP Issuance Date: January, 2nd, 2025
- Last Call for Questions: January 31st, 2025
- Proposal Submission Deadline: February 7th, 2025
- Agency Selection and Notification: February 28th, 2025
- Project Kickoff: March 7th, 2025
- Project Completion: TBD

**Terms and Conditions**

- The Downtown Saskatoon BID reserves the right to reject any or all proposals.
- The selected agency will be required to enter into a formal agreement that outlines the specific terms, scope of work, and deliverables for the project.
- All submitted proposals become the property of the Downtown Saskatoon BID and may be used for future reference.

Submit proposals by **February 7th, 2025** to:

Shawna Nelson, Executive Director, Downtown Saskatoon Business Improvement District,  
[shawna.nelson@dtnyxe.ca](mailto:shawna.nelson@dtnyxe.ca), 306-664-0709

We look forward to receiving your proposals and working together to create a vibrant and prosperous future for Downtown Saskatoon.

