

Request for Expressions of Interest (EOI)

**Please note that these Expressions of Interest are for the collection information only. The Town is not obligated to proceed with any of the projects identified below, and only qualified vendors of interest will be contacted.*

Request for Expressions of Interest (EOI)

Workshop Speaker Opportunities

Date Issued: January 31, 2025

1. Introduction

The Town of Innisfil, Economic Development branch, is now accepting Expressions of Interest (EOI) from subject matter experts interested in serving as speakers for upcoming workshops. The purpose of this EOI is to identify service providers who can deliver high-quality content to support the goals of the Town of Innisfil Economic Development Department.

2. Project Background

Purpose:

The Economic Development team through the DMZ Innisfil program works to enhance the knowledge base of local businesses and entrepreneurs. One way in which this is done is by bringing in quality, knowledgeable subject matter experts to present in their areas of expertise.

Key Goals:

Delivery of high quality, informative and applicable presentations on relevant topics to entrepreneurs and professionals.

3. Scope of Service

Economic Development Innisfil is seeking speakers with expertise in the following areas:

- Pitching: Crafting compelling pitches to secure opportunities.
- How to Sell to Government: Navigating the public sector to win contracts and build relationships.
- Product-Market Fit: Strategies for identifying and refining the perfect product-market fit.
- Business Financing and Grants: Securing funding and grants to grow businesses, with a strong knowledge of grants applicable to those in Simcoe County, Ontario.
- Sustainable Tourism: Innovative strategies for promoting eco-friendly travel and preserving destinations for future generations.

Key Deliverable:

- Workshops are typically offered in one of two formats: a single subject matter expert who provides a presentation or interactive workshop; or a panel of subject matter experts.
- Each workshop is approximately 90-120 minutes.

Other Details:

- Estimates must be applicable to 2025 provision of services.
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4. Budget

- Typical compensation of up to \$300 per workshop will be considered. This amount will be pro-rated for panel discussions.
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5. Submission Requirements

Interested vendors must provide the following via email:

- 1. Company/ Individual Profile:** Brief description of the company, including years of experience and areas of specialization.
- 2. Portfolio:** Examples of previous presentations relevant to the scope of services and the selected workshop topic(s). Two links to recorded presentations must be provided.

3. References: Contact details of at least two regional organizations or businesses (Simcoe County, Barrie, Orillia preferred to demonstrate applicability to Innisfil audience), where you have presented.

4. Cost Estimate: A non-binding budgetary estimate or rate card based upon the above deliverable.

5. Insurance: Confirmation of the ability to provide a Certificate of Insurance naming the Town of Innisfil as an additional insured in the amount of \$2M.

6. Eligibility Criteria

To be eligible, vendors must:

- Have a proven track record of delivering high-quality speaking engagements.
 - Demonstrate creativity and understanding of the project's objectives.
 - Be available to meet the project timelines.
 - Demonstrate capacity to deliver a high-quality presentation within tight deadlines.
 - Workshops must deliver meaningful content and cannot be primarily used as a sales tactic requiring further sign-up, payment or registration to achieve full value of subject matter.
 - Able to provide a Certificate of Insurance naming the Town of Innisfil as an additional insured in an amount of \$2M.
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7. Evaluation and Selection

Submissions will be evaluated based on the following criteria:

- Relevant experience.
- Demonstrated understanding of the scope of work.
- Quality of references.
- Preliminary cost estimates.

Shortlisted vendors may be invited to provide additional details or participate in a discussion to clarify their proposals.

It is anticipated that any contract(s) resulting from this request for Expression of Interest will be awarded by May 31, 2025.

8. Submission Process

Deadline for Submission: February 21, 2025

Submission Method: Submit your EOI document to:

By email: mgharaee@innisfil.ca

Or

In person or by mail:

Attn: Morteza Gharaee
Economic Development
Town of Innisfil
2101 Innisfil Beach Road
Innisfil, Ontario
L9S 1A1

9. Disclaimer

This EOI does not constitute a solicitation or request for proposal (RFP). The Town of Innisfil reserves the right to accept or reject any submissions or cancel the process without obligation. While all submissions are appreciated, only shortlisted applicants will be contacted.

10. Enquiries

For further information or clarification, please contact:

Jelmer Stegink, Economic Development Project Manager

jstegink@innisfil.ca

The Town of Innisfil Economic Development appreciates your interest and looks forward to your submission.

Request for Expression of Interest (EOI)

Provision of Videography and Photography Services

Date Issued: January 31, 2025

1. Introduction

The Town of Innisfil, Economic Development branch, invites Expressions of Interest (EOI) from qualified and experienced vendors to provide videography and photography services. The purpose of this EOI is to identify service providers who can deliver high-quality content to support the goals of the Town of Innisfil Economic Development Department.

2. Project Background

Purpose:

The Town of Innisfil Economic Development Department enhances the regional economy in part by promoting local successes and opportunities. To do this, high quality visual materials are necessary for marketing products.

Key Goals:

- Develop a series of success story videos featuring local businesses and organizational partnerships.
 - Capture professional videography of major events.
 - Refresh current photo inventory with new photography and videography.
 - Potentially develop a tourism-related promotional video.
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3. Scope of Services

The required services include:

- Videography services at an eight-hour daily rate for a series of promotional videos.
- Photography services at an hourly rate for marketing materials.
- Post-production services, including editing, color grading, and formatting at a per-project rate.

- Delivery of final materials in readily accessible formats, and caption files compliant with AODA standards.

Key Deliverables:

- A final set of deliverables will be determined after workplans have been created and pricing has been considered, and may include;
 - Professional videography at up to three major events.
 - Up to four promotional or regional “success story” videos.
 - Creation of a stock video and photograph inventory including aerial/drone, community, commercial, retail, and business photography and videography.

Other Details:

- Services will be provided throughout the 2025 year.
- Ownership of all videos and photographs by the Town of Innisfil, without licensing or other fees. Photos and videos cannot be used elsewhere without the express written permission of the Town of Innisfil.
- Videography products will be compliant with AODA standards.
- Videographers who do not provide photography services (and vice versa) may also express interest in portions of the work.

4. Budget

- Anticipated maximum budget for photography/videography services in 2025 will not exceed \$20k (inclusive of HST).

5. Submission Requirements

Interested vendors must provide the following information:

- 1. Company/ Individual Profile:** Brief description of the company, including years of experience and areas of specialization.
- 2. Portfolio:** Examples of previous videography and photography work relevant to the scope of services (work completed for other governmental, business stakeholder and tourism operator clients is preferred).

3. Proposed Team: Names and roles of key personnel, including qualifications and experience.

4. Technical Capabilities: Details of equipment, software, and resources available to deliver the services.

5. References: Contact details of at least two recent clients (references from governmental, business stakeholder and tourism operator clients are preferred)

6. Cost Estimate: A non-binding budgetary estimate or rate card based upon the above deliverables, separated as follows:

- Cost per 8 hour day of filming;
- Cost for editing, captions, and all other post-production per each 2-4 minute video;
- Cost per 8 hour day of photography plus all post-production work.

7. Insurance: Confirmation of the ability to provide a Certificate of Insurance naming the Town of Innisfil as an additional insured in the amount of \$2M.

6. Eligibility Criteria

To be eligible, vendors must:

- Have a proven track record of delivering high-quality videography and photography projects.
 - Demonstrate creativity and understanding of the project's objectives.
 - Be available to meet the project timelines.
 - Demonstrate capacity to deliver a premium product within tight deadlines.
 - Able to provide a Certificate of Insurance naming the Town of Innisfil as an additional insured in an amount of \$2M.
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7. Evaluation and Selection

Submissions will be evaluated based on the following criteria:

- Relevant experience and portfolio quality.
- Demonstrated understanding of the scope of work.

- Availability of resources and technical capabilities.
- Quality of references.
- Preliminary cost estimates.

Shortlisted vendors may be invited to provide additional details or participate in a discussion to clarify their proposals.

It is anticipated that any contract(s) resulting from this request for Expression of Interest will be awarded by May 31, 2025.

8. Submission Process

Deadline for Submission: February 21, 2025

Submission Method: Submit your EOI document to:

By email: aelliott@innisfil.ca

Or

In person or by mail:

Attn: Amber Elliott
Economic Development
Town of Innisfil
2101 Innisfil Beach Road
Innisfil, Ontario
L9S 1A1

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10. Enquiries

For further information or clarification, please contact:

Amber Elliott, Marketing and Content Strategist,

aelliott@innisfil.ca

The Town of Innisfil Economic Development appreciates your interest and looks forward to your submission.

Request for Expression of Interest (EOI)

Provision of Graphic Design Services for Entrepreneurial Journey Map

Date Issued: January 31, 2025

1. Introduction

The Town of Innisfil, Economic Development branch, is seeking Expressions of Interest (EOI) from qualified and experienced graphic design service providers to support the Entrepreneurial Journey Map project. The purpose of this EOI is to identify creative and capable vendors to deliver professional design solutions that align with our objectives.

2. Project Background

Purpose:

The Entrepreneurial Journey Map is intended to help the Innisfil entrepreneurial community better understand the entrepreneurial journey, identify their positioning along the journey, and connect with the business support partner best aligned with their current needs. Additionally, it is intended improve regional interconnectivity to provide a more seamless journey to and between business support partners.

Key Goals:

- To visually represent the entrepreneurial journey so that entrepreneurs can identify where they are in the journey in an easy-to-use, accessible, and inclusive format.
 - To identify regional business supports and their areas of specialization.
 - To include non-governmental and post-secondary resources that make up the fabric of an entrepreneurs' community.
 - To assist entrepreneurs in navigating business support resources and increase the number of inter-organizational referrals.
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3. Scope of Service

The scope of work for this project includes, but is not limited to:

- Creation of a visual representation of the entrepreneurial journey within a 1-2 page illustrated image.
- Development of creative concepts based on project objectives and supplied information about the journey, local resources, and conceptual templates.
- Production of design files in formats suitable for print and digital use, (preferably Adobe Illustrator).
- Revisions and refinements based on feedback.

Key Deliverables:

A visual representation of the entrepreneurial journey within a 1-2 page illustrated image:

- In a format that can be used in a large-scale print (mural).
- In a format that be used online and has the ability to embed links within.
- In a format suitable for print.

Other Details:

- Services will be provided throughout the 2025 year.
- Ownership of the entrepreneurial journey map files by the Town of Innisfil, without licensing or other fees, will be included.
- End products will be compliant with AODA standards.

4. Budget

- Anticipated maximum budget for this project in 2025 will not exceed \$5k (inclusive of HST).

5. Submission Requirements

Interested vendors must provide the following information:

1. Company/ Individual Profile: Brief description of the company, including years of experience and areas of specialization.

2. Portfolio: Examples of previous graphic design work relevant to the scope of services.

3. Proposed Approach: Initial outline of your creative process and how you would address the project's goals.

4. Proposed Team: Names and roles of key personnel, including qualifications and experience.

5. Technical Capabilities: Details of equipment, software, and resources available to deliver the services.

6. References: Contact details of at least two recent clients.

7. Cost Estimate: A non-binding budgetary estimate or rate card based upon the above deliverables.

8. Insurance: Confirmation of the ability to provide a Certificate of Insurance naming the Town of Innisfil as an additional insured in the amount of \$2M.

6. Eligibility Criteria

To be eligible, applicants must:

- Have a proven track record of delivering high-quality graphic design projects.
- Demonstrate creativity and understanding of the project's objectives.
- Be able to deliver first draft within 4 weeks of receiving direction.
- Be able to accommodate up to 3 stages of revision within 8-10 weeks of receiving initial direction. Be able to digitize and finalize online version within 10 weeks of receiving initial direction.
- Demonstrate capacity to deliver a premium product within tight deadlines.
- Able to provide a Certificate of Insurance naming the Town of Innisfil as an additional insured in an amount of \$2M.

7. Evaluation and Selection

Submissions will be evaluated based on the following criteria:

- Relevant experience and portfolio quality.
- Demonstrated understanding of the scope of work.

- Availability of resources and technical capabilities.
- Quality of references.
- Preliminary cost estimates.

Shortlisted vendors may be invited to provide additional details or participate in a discussion to clarify their proposals.

It is anticipated that any contract(s) resulting from this request for Expression of Interest will be awarded by May 31, 2025.

8. Submission Process

Deadline for Submission: February 21, 2025

Submission Method: Submit your EOI document to:

By email: lmceachern@innisfil.ca

Or

In person or by mail:

Attn: Lauren McEachern
Economic Development
Town of Innisfil
2101 Innisfil Beach Road
Innisfil, Ontario
L9S 1A1

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10. Enquiries

For further information or clarification, please contact:

Lauren McEachern, Economic Development Champion
lmceachern@innisfil.ca

The Town of Innisfil Economic Development appreciates your interest and looks forward to your submission.

Request for Expression of Interest (EOI)

Development of an In-Demand Career Inventory and In-Demand Job Profiles

Date Issued: January 31, 2025

1. Introduction

The Town of Innisfil, Economic Development Department, is inviting Expressions of Interest (EOI) from qualified and experienced service providers to develop a comprehensive in-demand career inventory complete with detailed job profiles. This initiative aims to provide The Town of Innisfil, local job seekers, and workforce development stakeholders with valuable insights into emerging trends, skills requirements, and career opportunities in the local labor market.

2. Project Background

Purpose

Economic Development Innisfil enhances the regional economy by supporting the growth and development of the local workforce. This project will allow users to understand local trends related to anticipated career opportunities within Innisfil, and to plan accordingly.

Key Goals

- Identify and document high-demand careers across key industries, including anticipated growth numbers.
 - Develop detailed job profiles outlining required qualifications, skills, and growth prospects.
 - Provide actionable insights to guide career planning and workforce development efforts.
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3. Scope of Services

The scope of work for this project includes, but is not limited to:

1. Conducting market research to identify high-demand careers in the industries identified for growth in Innisfil's Economic Development Strategic Plan (2023).

2. Supporting and participating in stakeholder engagement process.
3. Creating detailed profiles for each job, including:
 - Job title and description.
 - Required qualifications, skills, and certifications.
 - Average salary ranges and job growth potential.
 - Educational opportunities, Career pathways and advancement opportunities.
4. Organizing the data into a user-friendly inventory, accessible in .PDF format, available for both print and digital use.
5. Presenting key findings and recommendations to the Town of Innisfil.

Key Deliverables:

- Research Report on Industry Trends
- In-Demand Career Inventory of top 25 in-demand careers in Innisfil complete with In-Demand Job Profiles with Comprehensive Details for top 10 priority roles.
- Presentation of Findings to the Town of Innisfil.

Other Details:

- Services will be provided throughout the 2025 year.
- Ownership of all delivered files by the Town of Innisfil, without licensing or other fees, will be included.
- End product will be compliant with AODA standards.

4. Budget

- Anticipated budget for this project will not exceed \$10,000 (inclusive of HST).

5. Submission Requirements

Interested vendors must provide the following:

- 1. Company Profile:** Brief description of the company, including years of experience and areas of specialization.
 - 2. Proposed Methodology:** Brief outline of your approach, including research methods, data sources, and tools.
 - 3. Preliminary Timeline:** Proposed timeline for project completion.
 - 4. Portfolio:** Examples of previous work relevant to the scope of services.
 - 5. Proposed Team:** Names and roles of key personnel, including qualifications and experience.
 - 6. Technical Capabilities:** Details of equipment, software, and resources available to deliver the services.
 - 7. References:** Contact details of at least two recent clients.
 - 8. Cost Estimate:** A non-binding budgetary estimate or rate card based upon the above deliverables.
 - 9. Insurance:** Confirmation of the ability to provide a Certificate of Insurance naming the Town of Innisfil as an additional insured in the amount of \$2M.
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6. Eligibility Criteria

To be considered, applicants must:

- Demonstrate experience in labor market analysis, career development, or related fields.
 - Have expertise in data collection, research, and analysis.
 - Possess strong project management and stakeholder engagement skills.
 - Demonstrate capacity to deliver a premium product within tight deadlines.
 - Be able to deliver final products within four to six months of project initiation.
 - Able to provide a Certificate of Insurance naming the Town of Innisfil as an additional insured in an amount of \$2M.
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7. Evaluation and Selection

Submissions will be evaluated based on:

- Relevant experience and expertise.
- Demonstrated understanding of the scope of work.
- Quality of proposed methodology and approach.
- Availability of resources and technical capabilities.
- Capacity to deliver within the specified timeframe.
- Quality of references.
- Preliminary cost estimates.

Shortlisted vendors may be invited to provide additional details or participate in a discussion to clarify their proposals.

It is anticipated that any contract(s) resulting from this request for Expression of Interest will be awarded by May 31, 2025.

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Lauren McEachern, Economic Development Champion
lmceachern@innisfil.ca

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