



Barrhaven Business Improvement Area

Request for Proposal Reference #002-07

Originally posted on: Monday, May 21st, 2007

Closing date: Monday, June 4th, 2007

Requirement: Branding package for Barrhaven BIA

Details: All copies of the RFP will be sent by email or fax for record purposes.

***Please respond that you have received your copy if you choose to submit a proposal.**

REQUEST FOR PROPOSAL

The Barrhaven Business Improvement Area invites the submission of Proposals for a consultant to work with selected members of its Marketing and Communications committees to develop a professional branding package for internal and external communication.

SCOPE OF WORK

- *Building on* the themes listed in Appendix A and the examples included in Appendices B and C (“Shop. Play. Stay!”), we require a full service branding program. Please review our website for additional information about our organization at www.barrhavenbia.ca.
- Develop a selection of materials with a strong visual presence and a portfolio of effective words and phrases.
- Design a complete business stationery set; for both hard and soft copy output (email and website are our primary modes of communication)
- Creation of templates including but not limited to; newspaper ads, posters, invitations and cards, flag/banner program, etc.

PURPOSE

- Raise business and public profile of BBIA.
- Enhance the visibility and reputation of the BBIA.
- Communicate with members and encourage communications among members.
- Promote Barrhaven businesses and attract shoppers to this area.
- Serve Barrhaven businesses as their primary collective contact point and by promoting, celebrating and communicating the positive aspects of Barrhaven.

AUDIENCE

- Primary: 300 commercial, taxpaying businesses in Barrhaven, and a home-based business community of up to 100
- Secondary: 65,000 + residents of the Barrhaven community. Expected to grow to 100,000 by 2016
- Tertiary: Market area surrounding Barrhaven, expected to also be about 100,000 people by 2016



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PROJECT TIMING

The successful candidate shall commence work on the project immediately once contract has been awarded on June 22nd, 2007.

DATE MILESTONES

June 4th - RFP submission deadline

June 7th - 21st - Hiring Committee review Executive Director's recommendation of top three bidders; Committee to decide and approve award of contract to winning bidder (pending Board approval)

June 22nd - Selected Contractor will be notified

June 25th - Start of Contract; meet with ED during design process

SELECTION PROCESS

The evaluation criteria may include, but not be limited to the following:

1. Demonstrated related experience and capability to perform the required work. (50%)
2. Understanding the scope of work and acknowledgement of required deliverables. (20%)
3. Fee structure (30%)

After all proposals have been received, reviewed and deemed eligible, only selected firms/individuals will be invited to attend an interview.

Please be prepared to include some examples of your work, should you be selected for an interview. Only those selected for an interview will be contacted.

DEADLINE FOR SUBMISSION IS Monday, June 4th, 2007 at 4:00 pm.

FACSIMILE AND EMAIL BIDS WILL BE ACCEPTED.

LOWEST OR ANY BID NOT NECESSARILY ACCEPTED.

Contact information:

Barrhaven Business Improvement Area

in the City of Ottawa

Phone: 613-825-8242

Contact: Executive Director

execdirector@barrhavenbia.ca



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DISCLAIMER

The Barrhaven Business Improvement Area (BBIA) intends to simultaneously solicit multiple proposals. The BBIA will give full consideration to any written proposal you make pursuant to this RFP, however, the BBIA also reserves the right to accept any offer, refuse all offers, or submit a counter-offer to any proposal without further notice to you or any other potential bidder.

On behalf of the BBIA, please accept in advance our thanks for your time and effort in responding to this RFP. As time is of the essence, the BBIA will require that your proposal be received by, no later than 12 PM (noon) Monday June 4, 2007.

Should you have any questions regarding this request for proposal, please submit the questions via email to:

execdirector@barrhavenbia.ca

We look forward to receiving and reviewing your proposal.

Yours truly,

Andrea Steenbakkers

Executive Director

BARRHAVEN BUSINESS IMPROVEMENT AREA



Barrhaven Business Improvement Area

APPENDIX A-

Themes for Branding Process

Theme 1 - The BIA Area

What are the most important characteristics of the “look and feel” of Barrhaven?

- Recreation and outdoors
- Rivers and pathways
- Family lifestyle, personal safety
- Convenience of a big town with the heart of a small one
- Can we mix history with modern vision for the character and style of this community?

What other features of Barrhaven make it appealing?

- Recreational facilities and good schools.
- We are physically separated from the City by the NCC Greenbelt. We are our own "distinct" community truly separated from the rest of Ottawa, but easily accessible to Ottawa.
- The best union of country and Capital city....so close to nature yet in 20 min, you can be downtown, on the Market, in front of the Parliament buildings.

What characteristics of Barrhaven are most in need of improvement or attention?

- Need to be consistent in style and imagery throughout the area- add physical tie-ins wherever possible.
- Farrhaven, BBQhaven, Borehaven- need an image make-over

Theme 2 - The Community

What characteristics of the surrounding residential neighbourhoods add or detract from the appeal of Barrhaven’s commercial areas?

- Manotick village- historic and quaint compliments both our community and businesses

What will be the impact of recent and upcoming development changes in the area?

- RCMP relocation to Barrhaven will bring 4000 new daytime consumers
- Strandherd-Armstrong Bridge will bring new consumers from Riverside South

Are there other local issues that will hinder positive changes to Barrhaven?

- Fallowfield business area is in dire need of revitalization
- Graffiti
- youth-related issues such as vandalism and loitering



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APPENDIX A-

Themes for Branding Process

Theme 3 - Events

What factors contribute to the success of Barrhaven events (Santa Parade)?

- Community spirit and volunteerism
- Cooperation of BBIA with various community service groups
- Physical isolation of community makes it convenient to stay in Barrhaven if offered an attractive choice
- Willingness of businesses to partake in community events through donations and sponsorship

Would you like to see other events?

- Canada Day has been discussed
- A business-for-local-charity marathon/run day in Barrhaven along our main commercial routes (the Fallowfield/Woodroffe/Strandherd/Greenbank loop)

Theme 4 - Looking Beyond

What features of Barrhaven do you think should be showcased when marketing the area to Ottawa and beyond?

- Shop. Play. Stay! ; Full range of shops and services from basic essentials to luxuries, rivers /recreation/parks/golf course, great place to live- “Welcome Home”

What would you like to see for Barrhaven in 5 to 10 years? Where should we be headed?

- Continued smart growth development into a sustainable community
- More high-value employment- work where you live philosophy
- Adhere to current City plans for a true “downtown” core for our “City” within the City (100,000 or more residents)
- More parks with candelabras, lanterns, benches, flower beds, like European parks, fountains and artificial lakes....
- More common space with facilities/services for community-unifying events
- More high-density living along transit routes

APPENDIX B - Ottawa.ca Visitors listing for BBIA



Barrhaven

www.barrhavenbia.ca

613-825-8242

Shop, Play and Stay in Barrhaven!

Treat yourself to a fresh new experience when you shop, play & stay in Barrhaven. We *are* the southern gateway to the City! Travel along the scenic route along side the Rideau Canal system and Rideau River into Barrhaven, or get here fast on the new Highway 416.

Come and **shop**. You will find a complete range of almost 300 shops and services located in our modern lifestyle centres. These centres are designed to meet all your needs, everything from big-box stores to unique specialty shops! Access is made easy for both walking and driving and you will find ample free parking. All of our shopping areas are in an open boutique style format – perfect for those that enjoy window-shopping and wish-list making.

Come and **play**. Enjoy our abundance of natural space. Play in one of our 51 parks, or take a walk with the family along the Stonebridge nature trail or in the serenity of the Chapman Mills Conservation Area. Bring along your sled or play a game with the kids to test your small animal tracking skills. For all your indoor recreational needs, visit our Walter Baker Centre, because sometimes it is just too cold to play outside!

For the young or the young at heart, you won't want to miss playing in the City's premiere outdoor splash park, a fun way to spend a hot summer day. Golfers can play at the championship Stonebridge Golf and Country Club, nestled conveniently within the community.

Come and **stay**. After a long day, select from a variety of restaurants and ethnic cuisine for both family and fine dining. Soothe yourself with a warm beverage and dessert at a gourmet coffee shop. Wrap up the evening with a night at the movies at our modern theatre or retreat to our full-service resort, located on an elegant spot overlooking the Rideau River.

Whether you are here for a shopping spree, a quiet retreat, a fantastic dinner or a fun day spent with family, you will find it in Barrhaven, where everything you need is right next door.

Come and say hello. Discover why we are the fastest growing community in Ottawa...You may just want to stay!



SHOP. PLAY. STAY.

BARRHAVEN Truly a haven to shoppers, golfers, nature enthusiasts and those who enjoy the finer things in life. Our world-class Stonebridge golf course set in a wild-life sanctuary, our award-winning full service Monterey Inn and Resort on the banks of the Canadian Heritage Rideau River, day spas, coffee houses, fine dining, pubs with live entertainment, breathtaking trails, small boutiques and, of course, outlet store shopping. Something for everyone. Need we say more? Oh yes, FREE parking and FREE shuttle service from the resort.

Shop. Play. Stay. *It really is that simple.*

Call 613-825-8242 or visit us online at www.barrhavenbia.ca.

