



Sooke Region Museum

Operated by the Sooke Region Historical Society
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Historical Exhibits Archives Gift Shop Visitor Centre Lighthouse Moss Cottage

Request for Proposals - Community Engagement Project

Issued by: Sooke Region Museum & Visitor Centre

Date: 7 June 2024

Submission Deadline: 15 July 2024

Contents

1 - About the Sooke Region Museum & Visitor Centre	1
2 - Overview of the Community Engagement Project	2
3 - Anticipated project timeline	2
4 - Project deliverables	3
5 - Budget considerations	4
6- Proposal submission	5
7 - Selection criteria	6
8 - Other Conditions.....	7

1 - About the Sooke Region Museum & Visitor Centre

Sooke Region Historical Society operates the Sooke Region Museum and Visitor Centre, located on ancestral lands of T’Sou-ke people, and operating within the region encompassing territories of Scia’new and Pacheedaht peoples and the communities of East Sooke, Sooke, Otter Point, Shirley, Jordan River and Port Renfrew.

The Sooke Region Museum began in 1977 as a vision to preserve and interpret the stories of the area. From the start, the museum has attracted widespread community support in addition to being a stop of interest for visitors. The Sooke Region Museum shares stories of the region’s history through indoor and outdoor exhibits and offers engaging events and programs that include school tours, workshops and speakers, and the popular Sooke Night Market. It is also the provincially designated Visitor Centre for the region.

The Sooke Region Museum operates in the territories of the T’Sou-ke, Scia’new, and Pacheedaht peoples, who have inhabited this land since time immemorial.

2 - Overview of the Community Engagement Project

The purpose of this community engagement project is to help us better understand how Sooke Region residents and visitors perceive the Sooke Region Museum and envision their museum of the future, including ideas for programs and services that have meaning within the community.

The Sooke Region is experiencing tremendous growth and our world is experiencing rapid and constant change. The role of the Sooke Region Historical Society and Sooke Region Museum is to witness, record and interpret the stories as history unfolds in the communities we serve. In the face of ongoing change and shifts, the Museum remains both a community focal point and a cultural centre to interpret our changing world and growing region.

Connections to our past to help interpret our future have never been more important. The importance of connection to place is multi-faceted and impacts societal and individual well-being. The Sooke Region Museum plays a vital role bridging generations, cultures, and places, and interpreting the complex issues of the day within their historical context.

The Sooke Region Museum is approaching 50 years of service in 2027 and we are looking to the communities we serve to ensure programs and services are based on what is most important to the community. Our goal is that Sooke region residents of all demographics and lived experiences feel a sense of belonging, connection and pride about the Sooke Region Museum and the stories it shares.

3 - Anticipated project timeline

Interested parties should submit any questions they have PRIOR to proposal deadline

23 June – intention to submit, questions about RFP (not required)

15 July - deadline to submit proposals for this RFP

22 July - successful proponents contacted, confirmed

26 July - Notification to unsuccessful proponents

Week of 29 July - Meet with successful proponent(s) to review agreement for service

August 2024 – June 2025 - Execution of deliverables

4 - Project deliverables

Proponents may submit to either or both project deliverables below:

4.1 Public engagement, consultation, report

4.2 Graphic design for print & digital

4.1 Public engagement, consultation, report

4.1.1 Create and execute community engagement strategy, comprehensive plan to include surveys, focus groups, events, and other elements required to effectively engage the Sooke Region.

Engagement and consultation may include but is not limited to:

Coordination and facilitation of focus groups, community consultation, and one-on-one conversations. Preparation of presentation materials for public meetings and events, development, and execution of surveys.

Development of presentation, promotion, engagement materials to support strategy in collaboration with (4.2) graphic design including print and social media engagement campaign.

Identification of most effective outlets and methods of engagement for various audiences.

Developing response and course change plans and recommendations as needed.

4.1.2 Plan, coordinate, manage, and facilitate events for public and designated audiences including participation at community events to reach new audiences. Events may be in person, hybrid or virtual, depending on the most effective engagement format for the audience.

Writing print and online communications to promote and communicate engagement activities including email, newsletters, website, social channels, news releases, advertisements, signs, posters, and notices.

Preparing talking points/key messages for museum ambassadors (staff, Board members, volunteers).

Creating mechanism for collecting/organizing casual feedback throughout process.

4.1.3 Report summarizing community engagement outcomes and recommendations for implementation, reviewing, analyzing, summarizing input from public engagement.

Reports prepared for a variety of audiences (Sooke Region Museum staff and Board, public, funders, partners, etc.) to include: summary of input; recommendations for implementation; recommendations to continue engagement/keep the conversation going.

Plan to communicate outcomes.

Processes for ongoing community engagement.

4.2 Graphic design for print and digital

Comprehensive visual identity based on current brand (including colour palette, typography, typeface, fonts, wordmark, design elements).

Brand guidelines document.

Design and production of print and digital materials for engagement and promotion (may include but not limited to: surveys, postcards, rack cards, brochures, posters, social media campaign elements). This project requires a 'mobile engagement kit' that can be transported and set up at community events throughout the region.

Image/video bank for use in materials.

Templates for future materials (print, digital) showcasing visual identity.

5 - Budget considerations

The full budget available for each of the project components is:

\$30,000	Public engagement, consultation, report
\$20,000	Graphic design (includes design, printing, production)

Payments shall be based on output, e.g. delivery of the services specified in the agreement. The price indicated in the financial part of your proposal will become part of a contractual agreement. Any request for advance payment is to be justified and documented and must be submitted with the financial proposal. Justification will explain the need for advance payment, itemize the amount requested and provide a time schedule for use of said amount.

6 - Proposal submission

Proposals must include:

1. Contact information: company/individual name, address, phone, email, web and social media), and will identify a key contact person.
2. A brief introduction to yourself/your agency including an outline of your values/mission statement, number of years in operation and your team structure (if applicable, indicating which team members you propose would work on which deliverable and their related experience / resume / professional biography. Please indicate if there are significant mergers, acquisitions, or projected changes in ownership of your company within the next 12 months or if your company is currently under investigation.
3. Your proposed approach to this project, indicating which areas of the deliverables are part of your proposal. Please note that proponents may be contacted for some of the project deliverables and are not required to demonstrate experience in all areas.
4. A breakdown of your assumptions, including timelines, milestones, a proposed payment schedule and the anticipated cost and fees itemized per deliverable. All prices are to be quoted in Canadian dollars with applicable taxes shown separately.
5. A selection of case studies showcasing your experience and two references who are current or former clients.

Expressions of interest may be submitted until midnight **Tuesday 15 July 2024** .

Submit to: director@sookeregionmuseum.com

Subject line: Expression of Interest – Public Engagement

Hard copies may be sent to the following address by the deadline:

Sooke Region Museum & Visitor Centre, Box 774, Sooke, BC V9Z 1H7

Proponents are encouraged to submit any questions they may have no later than 23 June 2024. Every attempt will be made to answer all inquiries in a timely manner, in writing. To ensure consistent interpretation of this RFP, written answers will be made available to all proponents who have indicated an intention to submit, including those making the inquiry.

The Sooke Region Museum and Visitor Centre appreciates the effort of everyone who submits an Expression and only those meeting requirements will be contacted. The Sooke Region Museum and Visitor Centre is committed to equity, diversity, inclusion, access, and reconciliation. We encourage and welcome all submissions from women and gender nonconforming people, people of color, Indigenous Peoples, people with disabilities, peoples of all sexual orientations, and all others.

7 - Selection criteria

Proposals will be evaluated based on the following criteria:

Scope and clarity of your proposal and the relevance of the approach;

Demonstrated experience, technical ability and expertise through the quality of shared work examples;

Alignment with the vision, mission of the Sooke Region Museum & Visitor centre and the project;

Capacity and flexibility of the proponent to perform the contract in a timely manner and on budget.

Knowledge of and demonstrated experience working in:

- The Sooke and/or broader Vancouver Island/BC Coastal region.
- Non-profit community heritage and arts/culture, museums, or tourism sectors.
- Understanding of the role of the museum in community.

Preference may be given to proponents with education, demonstrated experience, skills and knowledge as follows:

- Formal education in marketing or communications (or an equivalent combination of education and experience).
- At least two years' related experience in community engagement, event planning, communications, and marketing.
- Experience conducting public consultation projects and activities.
- Experience using Microsoft Office Suite (e.g. Word, Excel, PowerPoint and MS Outlook).
- Experience using Wordpress.
- Experience using InDesign or Adobe Illustrator (or similar).
- Strong interpersonal skills and the ability to work effectively with diverse audiences.
- Ability to take initiative, gain consensus and work with people representing varying interests.
- A desire to lead with enthusiasm and innovation, organizational and time management skills, and a great eye for detail.
- Strong written and oral communication skills to participate in engagement, draft meeting summaries, reports, and briefing materials, and actively participate in task teams, and working groups.
- Proven experience working in teams of staff and volunteers.
- Experience coordinating, facilitating meetings, events, and engagements.
- Tech and facilitation support and the set-up and take-down of equipment and materials.

8 - Other Conditions

By submitting a proposal, the submitter agrees they have read and clearly understand the objective of the RFP; are capable of providing the required services within the anticipated timeframe; and their proposal indicates that they are in agreement to all of the terms of the procurement process set out in this RFP. The contents of any proposal submitted as part of this process will be considered an offer to contract by the submitter. Deviations, clarifications and/or exemptions must be clearly identified and listed separately as alternative items for consideration. The proposal must be valid for 90 days after the closing date of proposal submission as specified in this RFP.

The submitter shall bear all costs and will not claim damages associated with the preparation and submission of the proposal up to the final award of the contract. The Sooke Region Museum and Visitor Centre will in no case be responsible or liable for those costs regardless of the conduct or outcome of the procurement process. The Sooke Region Museum and Visitor Centre will not accept nor pay any hidden costs or costs not disclosed in response to this RFP.

Two or more businesses/companies may form a consortium and submit a joint proposal if this helps in finding a team capable of undertaking all elements of the anticipated work. All subcontractors and affiliates should be clearly identified in the proposal.

We may follow up with the submitter if there are any elements of a proposal that are unclear.

We may decide not to proceed with any of the proposals and we have no obligation to disclose those reasons. Non-acceptance of any proposal does not imply any criticism of the proposal and/or any implication that the proposal was deficient. Sooke Region Museum and Visitor Centre is not obligated to accept the proposal offering the lowest cost of services nor to accept any of the proposals submitted as part of this RFP process. Sooke Region Museum and Visitor Centre may, at its own discretion, extend this closing date for the submission of proposals or change the anticipated project timeline at its sole discretion. Sooke Region Museum and Visitor Centre reserves the right to cancel the solicitation process and reject all the proposals at any time prior to award of the contract without incurring any liability. If this occurs, submitters will be notified in writing.