



RFP-CMIP21201703 Amendment No. 1: To the Tender Documents Brand Strategy

Amendment Date: August 30, 2017

To all Proponents:

The Purpose of this Amendment is to answer the following questions:

- 1) Should we be shortlisted, can the interview take place remotely, via Skype or a similar apparatus? Or, is an in-person interview mandatory?

The interview segment for shortlisted proponents may be done remotely.

- 2) We are planning on responding to the branding RFP but before we start working on it I wanted to ask if you will accept bids from a firm who resides in the U.S.

The Museum can accept a proposal from a non-Canadian company. The proposal must be submitted in Canadian Dollars.

The Contract for a non-Canadian successful proponent shall include the following conditions:

- *The Contractor shall complete and submit a T4A-NR.*
- *The Contractor shall issue invoices in Canadian Dollars.*
- *The Museum shall withhold 15% from the Contractor's fees for remittance to the Canadian Revenue Agency (CRA) on account of the Contractor's non-resident tax liability in Canada.*

- 3) I don't own a company, do I need to register a business to submit a proposal?

The Museum will accept proposals from individuals who are not registered businesses. However, no payments are issued to an individual until they have completed the T1204 form and have provided the Museum with their SIN number to remit to the Canadian Revenue Agency.

- 4) Does the Museum have multi-year market research available to share with the successful Proponent?

The Museum has some limited market research to share with the successful proponent.

- 5) For the brand audit, are there samples of relevant materials, current themes and communications, internal/external publishing to use?

Not easy to share at this point however samples of all relevant materials will be shared with the successful proponent.

- 6) Is there any work on customer segments or customer profiling or customer personalities?

No, however we do consider the targeted visitor profiles for Tourism Nova Scotia.

- 7) You have asked for a range of prototypes, do all prototypes need to be finalized?

No, only templates or creative prototypes required. We have an in-house graphic designer available to complete the final art/creative. We are looking for help with the big idea to communicate our new brand position.

- 8) Does staff engagement need to be bilingual?

No, the Museum's language of work is English. The Museum will provide any translation if necessary for staff engagement.

- 9) You identify amongst your challenges, to extend the story. What do you mean by this?

The Museum's permanent exhibits have been redone to reflect the broader Canadian immigration story and we want our brand position to reflect this larger story beyond the Pier 21 years.

- 10) You require branding for the Museum at its current state and not for future changes?

Yes.

- 11) The RFP is available on other procurement websites – will the Question and Answer document be available on them?

The Museum cannot say whether the Amendment document will be on other procurement websites. Proponents should download all documents for this tender under buyandsell.gc.ca.

- 12) Do you have examples of the most successful and most viewed online content?

The Museum uses Google Analytics and could provide this data to the successful proponent.

13) Are there any brand mandatories? For instance, the Museum subscribes to well-formed federal government mandate and goals – are there brand mandatories beyond this?

At this stage, no, but may develop during exploratory phase when the discussion is opened up to the larger group of stakeholders.

14) Is there significant time afforded to the winning team to meet across internal departments either onsite or by phone?

Yes. The Museum has allocated 20 weeks for this project. The Museum will make staff available for the successful proponent.

15) When will the Questions and Answers be posted to buyandsellgc.ca?

As soon as possible in both official languages.

16) Are there any current exhibits or special exhibits that are running or have run that would be representative of the spirit of the communications that Pier 21 brand wants?

While travelling exhibits such as Canada: Day One represent significant aspects of the story we tell, the two main stories we explore at the Museum which should form the core of our brand story are not captured in one exhibit past or present.

17) What planning is required for the internal launch?

This is at the discretion and recommendation of the successful proponent. The purpose of the rollout is to ensure that the must be adopted across all departments.

18) What are the number of staff at the Museum?

There are 53 full time equivalent staff, 50+ part-time staff and over 100 volunteers. During the “busy season” (summer and fall) all resources are onsite. During the winter, there are fewer part-time staff.

19) Of the studies that the Museum has conducted, are these national and local brand perception?

Local only.

20) You note that you are referred to as “Canada’s Ellis Island” – is this anecdote? Or media based?

The US and (sometimes) Canadian media often describe Pier 21 in relation to Ellis Island. We desire to grow a brand that does not rely on always comparing our experience to another country's iconic landmark.

21) Does the Museum have data for where people are from who visit the Museum?

Yes, the Museum can provide this information to the successful proponent.

22) In the submittal documentation, how big is a page?

There is flexibility in a "page" definition. The Museum is seeking answers that are succinct and clear.

23) What market research do you currently have?

Refer to Question 4.

24) How many employees do you have?

Refer to Question 18.

25) How do you currently engage with employees (i.e. intranet, newsletter, etc.)?

We are all located in one facility. We engage with employees through staff meetings, departmental meetings, our intranet and a monthly internal e-newsletter.

26) Is there any reason we should not estimate this project in Canadian dollars?

Proposals must be submitted in Canadian Dollars.

27) As an organization, have you been through a cultural alignment process before? If so, what were the results?

No.

28) As a US firm, is there caution you would like to pass along regarding our bid (for example, are there special work/visa requirements for US firms doing business in Canada that apply to this project)?

The Museum cannot advise on special work/visa requirements for US firms doing business in Canada.

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