



Request for Proposal

Investment Attraction Video

RFP #: ECDEV-09

Requested by:

Municipality of North Grenville
285 County Road 44
P.O. Box 130
Kemptville, Ontario
K0G 1J0

Closing Date and Time:

2:00 PM local time on
July 03, 2026

Issued on:

June 19, 2026

For More Information:

mgilmer@northgrenville.on.ca

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Introduction

The Municipality of North Grenville (Municipality) is a small town/rural municipality located adjacent to the southern border of the City of Ottawa. As one of the fastest growing municipalities in Eastern Ontario, North Grenville is committed to providing a broad range of amenities and services to its residents and visitors alike.

The Municipality has a mix of rural and urban communities, with a total 2021 population of approximately 17,964 (Source: Statistics Canada). The urban serviced area (formerly the Town of Kemptville) currently serves a population of approximately 6,000. The Municipality has experienced strong growth in recent years and has projected a population of 30,602 by 2046, with the majority of new growth to be expected within the urban serviced area.

To support continued economic growth and investment attraction efforts, the Municipality is seeking proposals from qualified firms to develop a professional investment attraction video and supporting digital assets. The video will showcase North Grenville's competitive advantages, highlight key sectors and business opportunities, and serve as a marketing tool to attract new businesses, investors, residents, and visitors.

1.0 Introduction

1.1 Invitation

The Municipality of North Grenville is seeking proposals from qualified video production agencies to provide professional services to develop a North Grenville Investment Attraction Video and supporting digital assets.

Agencies are to provide one (1) electronic copy of the proposal with the subject heading: "ECDEV-09" and addressed to:

Attention: Matt Gilmer
Manager of Economic Development
mgilmer@northgrenville.on.ca

Proposals must be received at this location **No Later Than 2:00 PM Local Time on July 3rd, 2026**

Proposals received after the above due date and time will not be considered and will be returned unopened to the Agency. Fax submissions will **not** be accepted.

1.2 Format of Proposal

The proposal submission should not exceed fifteen (15) single-sided pages (typical letter size, 8½" x 11"), using a minimum 11-point font, excluding appendices. Larger formats, up to 11" x 17", will be accepted for display purposes only (tables, figures, charts, storyboards, or schedules) and will count as one (1) page toward the overall total. Any documentation exceeding the maximum page limit may not be considered in the evaluation process. Supporting information such as corporate information, resumes, project profiles, and links to previous work may be included as appendices.

1.3 Charge for Documents

All documents, including background information, will be provided at no cost. Refer to section 3.6 for a list of background documents to be available to the successful bidder.

1.4 Costs Incurred by Proponents

All expenses incurred in the preparation and submission of proposals shall be borne by the Agency. No payment will be made for any proposals received, or for any other effort required of or made by the Agency prior to the commencement of work defined by the proposal approved by the Municipality.

1.5 Acceptance of Terms

All those who submit a proposal represent that they have read, completely understand, and accept the terms and conditions of this Request for Proposal (RFP) in full.

1.6 Insurance

Commercial General Liability

The Proponent shall, at their expense obtain and keep in force during the term of the Agreement, Commercial General Liability Insurance satisfactory to the Municipality of North Grenville and underwritten by an insurer licensed to conduct business in the Province of Ontario. The policy shall provide coverage for Bodily Injury, Property Damage and Personal Injury and shall include but not be limited to:

- a) A limit of liability of not less than \$2,000,000/occurrence with an aggregate of not less than \$2,000,000
- b) Add the Municipality of North Grenville as an additional insured with respect to the operations of the Named Insured
- c) The policy shall contain a provision for cross liability and severability of interest in respect of the Named Insured
- d) Non-owned automobile coverage with a limit not less than \$2,000,000 and shall include contractual non-owned coverage (SEF 96)
- e) Products and completed operations coverage
- f) Broad Form Property Damage
- g) Contractual Liability
- h) Owners and Contractors Protective
- i) The policy shall provide 30 days prior notice of cancellation

Professional Liability

The Agency shall take out and keep in force Professional Liability insurance in the amount of \$2,000,000 providing coverage for acts, errors and omissions arising from their professional services performed under this Agreement. The policy SIR/deductible shall not exceed \$100,000 per claim and if the policy has an aggregate limit, the amount of the aggregate shall be double the required per claim limit. The policy shall be underwritten by an insurer licensed to conduct business in the Province of Ontario and acceptable to the Municipality of North Grenville. The policy shall be renewed for 3 years after contract termination. A certificate of insurance evidencing renewal is to be provided each and every year. If the policy is to be cancelled or non-renewed for any reason, 90 day notice of said cancellation or non-renewal must be provided to the Municipality of North Grenville. The Municipality of North Grenville has the right to request that an Extended Reporting Endorsement be purchased by the Agency at the Agency's sole expense.

1.7 Municipal Freedom of Information and Protection of Privacy Act

In accordance with MFIPPA, this is to advise that any personal information Proponents provide is being collected under the authority of the Municipal Act and will be used exclusively in the selection process. All proposals submitted become the property of the Municipality. Proponents are reminded to identify in their proposal any specific scientific, technical, commercial proprietary, or similar confidential information, the disclosure of which could cause them injury. Complete proposals are not to be identified as confidential. The information contained in this proposal document may be utilized by the proponent solely for the purpose of preparing a proposal for submission to the Municipality. Any other use of the information for any other purpose is not authorized by the Municipality.

1.8 Clarification

All inquiries regarding this RFP are to be directed to the individual identified below. Inquiries must be received in writing or email no later than June 26, 2026. All inquiries received and the responses provided will be communicated to inquirers directly and posted on the municipal website by way of written addendum(s), no later than June 29th, 2026, without naming the source of the inquiry.

Attention: Matt Gilmer

Manager of Economic Development

mgilmer@northgreenville.on.ca

2.0 Terms of Payment

The successful Agency shall be reimbursed on a monthly basis for actual work completed and time spent on the project. Monthly invoices are to include supporting documentation for all disbursements. Disbursements will be paid at cost.

Invoices submitted by the Agency shall include the project title, a description of the work completed and a billing summary. This summary shall include the tasks set forth in the financial submission and shall indicate the budgeted cost, percentage invoiced to date and a total of these amounts for each task.

2.1 Proposal Validity

Proposals shall remain valid and open for acceptance by the Municipality for a period of sixty (60) calendar days following the deadline for receipt of proposals.

2.2 Follow-On Contracts

The Municipality reserves the right to award subsequent phases of the project to the successful proponent, and fees for any follow-on contracts shall be based on the same unit or per diem rates proposed under this RFP, unless negotiated and approved otherwise.

The Municipality also reserves the right to request competitive proposals for subsequent phases of the project if deemed to be in the best interests of the Municipality of North Grenville.

3.0 Terms of Reference

3.1 Background

The Municipality of North Grenville is a rapidly growing community located approximately 30 minutes south of Ottawa and 30 minutes north of the Canada–United States border. Home to nearly 18,000 residents, North Grenville offers a unique blend of urban and rural lifestyles, a highly educated workforce, a strong agricultural base, and a growing and diverse business community.

The Municipality's 10-Year Community Strategic Plan identifies Diverse and Resilient Economic Development as one of its five strategic pillars and recognizes the importance of supporting existing businesses, attracting new investment, and ensuring growth is managed in a sustainable manner.

In 2024, North Grenville developed a Community Economic Development Strategy that emphasizes supporting existing businesses, attracting new investment, leveraging community assets, and promoting the Municipality's competitive advantages. The Municipality is also in the process of updating its Economic Development and Tourism Marketing Plan to further strengthen its business attraction, tourism, and community marketing efforts.

To support the implementation of these strategic initiatives, the Municipality is seeking proposals from qualified firms to develop an Investment Attraction Video and supporting digital assets that showcase North Grenville as a desirable place to live, work, invest, and visit. The successful proponent will be expected to develop the video in a manner that complements the emerging branding, messaging, and target audiences identified through the marketing planning process.

3.2 Strategy Objectives

The Municipality of North Grenville is seeking a qualified video production agency to develop a high-quality Investment Attraction Video and supporting digital assets that showcase the community as a desirable place to live, work, invest, and visit. The video will serve as a marketing tool to support business attraction, tourism promotion, and community awareness initiatives, while highlighting North Grenville's competitive advantages, key sectors, and quality of life.

The identified objectives of the Investment Attraction Video include:

- Developing a professional and engaging video that communicates North Grenville's unique value proposition and strengthens the Municipality's brand.

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- Supporting the implementation of the Municipality's Community Strategic Plan, Community Economic Development Strategy, Marketing Plan and Tourism Strategy.
 - Promoting North Grenville as an attractive location for businesses, investors, entrepreneurs, remote workers, future residents, and visitors.
 - Highlighting key economic sectors and opportunities, including agri-innovation, green and clean technology, tourism, and small business entrepreneurship.
 - Incorporating testimonial interviews throughout, letting the stories and voices of local businesses describe the benefits and attraction of living and running a business in North Grenville.
 - Showcasing North Grenville's strategic location, available amenities, workforce, business community, and overall quality of life.
 - Creating versatile digital assets that can be used on InvestNorthGrenville.ca, ExploreNorthGrenville.ca, social media platforms, presentations, trade shows, and future business attraction campaigns.
 - Developing a lasting library of video footage and digital content that can be utilized by the Municipality for future promotional and marketing initiatives.

The selected agency will be expected to collaborate closely with municipal staff throughout the project and provide regular progress updates. The Municipality will provide a list of up to 10 selected businesses to interview. The agency will also be expected to incorporate feedback received from municipal staff into the development and refinement of the final video and associated digital assets.

3.3 Scope of Work

The selected agency will be responsible for developing a high-quality Investment Attraction Video and supporting digital assets that effectively communicate North Grenville's unique value proposition and competitive advantages.

At a minimum, the scope of work shall include the following:

Project Initiation and Creative Development

- Meet with municipal staff to confirm project objectives, target audiences, messaging, and overall vision for the video.
- Review list of businesses/individuals to be interviewed, as provided by the Municipality.
- Review relevant background materials, including the Community Strategic Plan, Community Economic Development Strategy, Tourism Strategy, community profiles, and municipal marketing materials.
- Review general flow of the video, including key talking points expected to be covered, and production schedule for review and approval by the Municipality.

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- Existing municipal video footage, B-roll, drone footage, and photography may be made available to the Agency for consideration and use within the final products.

Video Production

- Capture high-quality video footage throughout North Grenville, including aerial drone footage where appropriate.
- Showcase North Grenville's business community, natural assets, downtown core, hamlets, agricultural sector, tourism experiences, and quality of life amenities.
- Conduct up to 10 interviews with select local businesses/individuals to capture their testimonies about the advantages of living and working in North Grenville.
- Obtain all necessary permissions, releases, and licences associated with filming activities.

Video Editing and Final Production

- Produce a professionally edited investment attraction video suitable for use on municipal websites, presentations, social media platforms, and digital advertising campaigns.
- The testimonial interviews will tell the story and describe the benefits and attraction of living and running a business in North Grenville.
- Incorporate graphics, animations, music, captions, and branding elements consistent with the Municipality's visual identity.
- Provide up to two rounds of revisions based on municipal feedback.
- Deliver the final approved video in formats suitable for websites, presentations, social media, and digital advertising campaigns.

Supporting Digital Assets

- Develop shorter edited versions of the final video optimized for use on social media and other digital platforms.
- Provide the Municipality with all raw footage, B-roll, and project files to support future promotional and marketing initiatives.
- Provide a selection of high-resolution still images captured during filming.
- Provide closed captioning files and accessible versions of the final videos.

Deliverables

At a minimum, the agency shall provide:

- General outline of the flow of the video prior to shooting
- Draft video for municipal review;
- Final Investment Attraction Video;

- Short-form social media edits;
- Raw footage and B-roll library;
- High-resolution still images;
- Closed captioning files;
- Full ownership and unrestricted usage rights for all final products.

3.4 Stakeholder Review and Feedback

The Agency shall work collaboratively with municipal staff throughout the project to ensure the final video aligns with the Municipality's vision, objectives, and branding. The Agency shall incorporate feedback received from municipal staff into the development and refinement of the video and supporting digital assets.

3.5 Project Reporting

The Agency shall report to the Manager of Economic Development.

3.6 Background Documents Provided

The following documents will be made available electronically following the award of the contract:

1. Corporate Strategic Plan
2. Economic Development Strategy
3. Tourism Strategy
4. Marketing Plan
5. First Impressions Report

3.7 Summary of Key Dates for Proposal

Distribution of RFP	June 19, 2026
Agency Clarification Question Submission	June 26, 2026
NG Clarification Answer Distribution	June 29, 2026
Submission of proposal	July 3, 2026
Agency interview (if necessary)	July 9–10, 2026
Anticipated award of assignment (at the latest)	July 13, 2026

4.0 Evaluation Criteria

The successful firm will possess the requisite technical and creative skills necessary to complete the scope of work and will be required to work directly with Municipal staff, the project manager, and stakeholders/interviewees in a professional manner.

To achieve this, the Municipality is interested in a firm which, in addition to sound technical qualifications, exhibits such skills as timeliness, diplomacy, tact, strong communication ability (both written and verbal), creativity, and an understanding of the

municipal culture. Knowledge of the North Grenville community and area would be an asset.

4.1 Basis of Selection

The Municipality intends to recommend the appointment of the Agency on the basis of best overall value, based upon a review of the technical and fee proposal, and the Agency interview (if necessary). The Agency appointment is subject to approval by the Municipality in accordance with the provisions of the Procurement By-Law.

4.2 Selection Criteria

A total of 100 points will be allocated to each proposal, as follows:

Category	Available Points
Technical:	
Qualifications and Experience of Company	15
Qualifications and Relevant Experience of Project Team	20
Understanding of Objectives	15
Quality of Approach and Methodology	20
Proposed Work Plan and Schedule	10
Sub-total	80
Financial:	
Fees and disbursements (including partner agencies)	20
Total	100

Financial points will only be awarded to submissions that have achieved a minimum score of 60 out of 80 points on the technical evaluation criteria. Proposals that do not meet this minimum score will be deemed non-compliant and will be given no further consideration.

Technical proposals scoring 60 points or higher will be evaluated financially, on the following basis:

The lowest cost submitted will be awarded 20 points, and the other cost proposals will be awarded points based upon the percentage difference between the Proponent's proposal cost and the lowest proposal cost, e.g.

$$\text{Points} = 20 \times \{1 - [(\text{Proposal cost} - \text{Lowest}) / \text{Lowest}]\}$$

4.3 Qualifications and Experience of Company

Provide a brief company profile and recent relevant experience. Provide three (3) similar projects completed by your firm including as a minimum, one (1) project completed in the last five (5) years. Provide client references for each project.

4.4 Qualifications and Recent Relevant Experience of Project Team

Provide the qualifications, recent relevant experience and responsibility of each member of the project team (Project Manager, key team members, partner agencies and other staff), clearly stating the employment history of the Project Manager and key team members, years with current firm and work location. Resumes should be included in an appendix.

4.5 Understanding of Objectives

Describe your understanding of the assignment, including overall scope and objectives, noting any particular issues that may require specific attention.

4.6 Quality Approach and Methodology

Describe the approach and methodology to be followed in completing all aspects of the assignment to achieve the stated project objectives.

4.7 Proposed Work Plan and Schedule

Provide a project schedule illustrating the major tasks, key milestones, and anticipated timelines for completion of the project. The schedule should be provided in sufficient detail to allow a complete understanding of how and by whom the work is to be carried out.

The Agency shall allow a minimum of one (1) week for municipal staff review and comment on the draft video and supporting digital assets. The Agency shall incorporate municipal feedback and provide a revised final version for approval.

The Agency shall outline the measures that it has in place to ensure the project delivery and cost control meets the needs of the Municipality.

4.8 Fees

The Agency shall provide a detailed fee proposal identifying all costs associated with the project, including project management, filming, editing, drone services, graphics, music licensing, revisions, disbursements, and any partner agency fees.

4.9 Proponent Interviews

Up to three (3) of the highest rated proposals **may** be invited by the Municipality to attend an interview to present and discuss their proposal. Interview details and evaluation criteria will be provided at the time of notification of request to attend an interview.

5.0 Special Terms and Conditions

Submission of a proposal constitutes acknowledgement the proponent has read and agrees to be bound by all the terms and conditions of the Request for Proposal.

The Municipality will not make any payments for the preparation of the response to the Request for Proposal. All costs incurred by a proponent will be borne by the proponent.

This is not an offer. The Municipality does not bind itself to accept the lowest price proposal or any proposal submitted.

The Municipality has the right to cancel the Request for Proposal at any time and to reissue it for any reason whatsoever, without incurring any liability and no proponent will have any claim against the Municipality as a result of the cancellation or re-issuing of the Request for Proposal.

The Agency acknowledges that the Municipality shall have the right to reject any, or all, Proposals for any reason, or to accept any Proposal which the Municipality in its sole unfettered discretion deems most advantageous to itself. The lowest, or any, Proposal will not necessarily be accepted and the Municipality shall have the *unfettered* right to:

- (i) Accept a non-compliant Proposal;
- (ii) Accept a Proposal which is not the lowest Proposal; and
- (iii) Reject a Proposal that is the lowest Proposal even if it is the only Proposal received.

The Municipality reserves the right to consider, during the evaluation of Proposals:

- (i) information provided in the Proposal document itself;
- (ii) information provided in response to enquiries of industry references set out in the Proposal;
- (iii) information received in response to enquiries made by the Municipality of third parties apart from those disclosed in the Proposal in relation to the reputation, reliability, experience and capabilities of the Agency;
- (iv) the manner in which the Agency provides services to others;
- (v) the experience and qualification of the Agency's senior management, and project management;
- (vi) the compliance of the Agency with the Municipality's requirements and specifications; and
- (vii) innovative approaches proposed by the Agency in the Proposal.

The Agency acknowledges that the Municipality may rely upon the criteria which the Municipality deems relevant, even though such criteria may not have been disclosed to the Agency. By submitting a Proposal, the Agency acknowledges the Municipality's

rights under this Section and absolutely waives any right, or cause of action against the Municipality, by reason of the Municipality's failure to accept the Proposal submitted by the Agency, whether such right or cause of action arises in contract, negligence, or otherwise.

If a contract is to be awarded as a result of the Request for Proposal, it will be awarded to the proponent whose proposal, in the Municipality's opinion, provided the best potential value to the Municipality and is capable in all respects to fully perform the contract requirements and the integrity to assure performance of the contract obligations based on the objective assessment outlined above.

If the Municipality decides to award a contract based on a submission received in response to this Request for Proposal, the successful proponent will be notified of the intent to award in writing, and the subsequent execution of a written agreement shall constitute the making of a contract. Proponents will not acquire any legal or equitable rights or privileges whatsoever until the contract is signed by both parties.

In the event of any inconsistency between the RFP and the contract, the contract shall govern.

The Municipality reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria. Unsuccessful proponents will be provided with a verbal debriefing on the evaluation of their submission after the selection process has been completed, if so requested.

Proponents may not amend or withdraw their proposals after the closing date and time.

Proposals will be evaluated as soon as practicable after the closing time.

The proposals and accompanying documentation submitted by the proponent are the property of the Municipality and will not be returned.

Proponents are advised that all communications with the Municipality related to this RFP during the bidding process must be directed only to the individual identified in Section 1.8.