

Request for Proposal

RFP: Digital Consultation and Engagement	Proposal Due By: June 30th, 2021	Squamish Arts Council
<h3>Company Background</h3> <p>The Squamish Arts Council (SAC) is a non-profit organization located in the Sea to Sky, on the unceded territory of the Skwxwú7mesh Úxwumixw. Our mission is to create accessibility to arts and culture for our community and others, while supporting local artists. Our organization provides many services and programs to the Sea to Sky community, and we are planning a period of development, including a three year strategic plan.</p> <p>Project Goal –</p> <p>Refine the ‘Squamish Arts Council’ brand to connect with the community in the digital and traditional landscape. Leverage the rich brand awareness from the existing brand (SAC) and it’s splintering brand components including programs and events. There is often confusion on whether the Wind Festival (a program event) is an Arts Council event, and confusion on who the Arts Council is and what it means to the community - we aim to take steps towards clearing this up through this project. We’ve had key successes in various areas and we’d like to harness these components into a single and clear brand that will allow us to further connect with our community. We are open to exploring new brand names and program names, and seek someone who can help craft a brand that we can refine for years to come.</p> <p>We are currently undergoing community consultation for a strategic plan, and applicants should consider how to work with this team to utilize opportunities to connect with the public and key stakeholders to conduct their research so as to maximize efficiency.</p>		
<h3>Anticipated Project Scope – Re-brand the ‘Squamish Arts Council’</h3> <ul style="list-style-type: none"> ● Rebrand ‘Squamish Arts Council’ (open to exploring new names and new logo options) ● Create Brand Guidelines ● Establish Program Brand Guidelines for 3 priority events that ladder into the Squamish Arts Council’s overarching brand - the Squamish Wind Festival for the Arts, Amped in the Park, and the Squamish Art Walk. These 3 events are standalone brands that we’d like to see included in the brand’s value proposition and brand 		



positioning (open to renaming these events and exploring taglines that align to the rebrand)

- Deliver program branding guidelines that can be used when creating new events or programs
- Seeking a portfolio of assets that could be incorporated throughout organic and paid social channels, the website, and digital and print advertising
- Work with our web designer to deliver brand language and assets that can be incorporated in our website (the site is built in WordPress)
- Seek conceptual feedback from the public through community consultation learnings (for example polling logo and names for feedback), polls on SAC's social channels, and other avenues, as a means to not creating a brand in a silo
- Partner with second agency on the overarching Pivot project and leverage community consultation learnings to fold into branding
- Consider trends in the sector
- Analyze which groups/ individuals and communities currently interact with our programs and which communities/ populations are underutilizing our programs/ services due to lack of reach and representation.
- Provide creative direction and identity for the organization that resonates with its community
- Training for the Squamish Arts Council team in utilizing new tools
- Review impacts of COVID-19 and assess the new needs of the digital community; make recommendations to enhance digital presence and activity that is responsive to evolving online and digital trends as a result of the pandemic.
- Other functions and duties as identified to achieve the strategic goals of the organization and its pivot initiative.
- All our digital platforms are updated with new brand guidelines implemented

Current Roadblocks and Barriers to Success

- No previous unified brand strategy
- Health guidelines make meetings challenging
- We will be running this project in parallel with strategic planning and you will need to coordinate community consultation with that team
- Capacity changes of the organization throughout the year

Evaluation Metrics and Criteria

- Feelings of cohesion in our organization - Board and Staff
- Web assets updated with new branding - website, socials etc.



- A greater sense of the organizational cohesion for our community, and greater understanding of the SAC's programs and services

Submission Requirements

- Please email your proposal and any relevant information to amy@squamishartscouncil.com by June 30, 2021.
Feel free to include:
- Previous experience/past performance history
- Samples and/or case studies from previous projects
- Projected costs and a breakdown of consultant fees
- Experience and technical expertise

Project Due By: Fall 2021

Budget: \$15,000 - \$20,000

Contact: Amy Liebenberg

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