

REQUEST FOR PROPOSAL EXPERIENCED SALES/MARKETING PROFESSIONAL(S)

FOR THE PERIOD
Nov 12, 2019 to June 30, 2020
(with possibility for extension)

I. GENERAL INFORMATION

Organization's Goals and Objectives.

Muskoka Futures is a not for profit business development organization focused on helping the businesses of Muskoka thrive. We help by providing investment (loans or equity) and by providing support via our *Momentum* program. As part of our ongoing growth and in an effort to better service our community Muskoka Futures is working to develop the *Advisors in Residence* program as part of a bigger project entitled **FUSE**. **FUSE** will be a physical resource where entrepreneurs and business owners can access support in a more holistic and comprehensive way. The *Advisors in Residence* program will offer clients access to professionals dedicated to working as part of the Muskoka Futures team ensuring businesses in our region thrive. Our goal is to help entrepreneurs understand that they don't have to know it all and give them the opportunity to connect with the right people for the right support.

Purpose.

This Request for Proposal (RFP) is to procure an experienced Sales/Marketing Professional(s) to be available to clients of Muskoka Community Futures Development Corporation (Muskoka Futures) for a period of 8 months commencing November 12, 2019 and ending June 30, 2020 with the possibility of extension.

Who May Respond.

Sales/Marketing professionals, experienced in serving small to medium sized enterprises within Ontario. For Muskoka Futures small to medium sized businesses usually range from 2-50 employees.

II. INSTRUCTIONS ON PROPOSAL SUBMISSION.

Closing Submission Date.

Proposals must be submitted no later than 4:00pm on **October 23, 2019**. **Proposals must be submitted by email.**

Late submissions will not be accepted and will be deleted unopened.

Offerors have the sole responsibility to express their interest to submit a Proposal to ensure they receive any Addendum or notifications regarding this RFP. **Notice of intention to submit a proposal must be received by 4:30pm on October 9, 2019.** Any addendums and answers to all questions received from potential Offerors will then be shared via email with all interested Offerors.

Interest in submitting a proposal, and any inquiries concerning this RFP should be submitted by email to:
Jodi Chapman-Good
Program Coordinator
Muskoka Futures
jodi@muskokafutures.ca

Conditions of Proposal.

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by Muskoka Futures.

Your proposal should be addressed as follows:

Jodi Chapman-Good
Program Coordinator
Muskoka Community Futures Development Corporation
345 Ecclestone Drive
Bracebridge, ON P1L 1R1
jodi@muskokafutures.ca

It is important that the Offeror's proposal be submitted by email clearly marked with the following subject line:

Request for Proposal: PROPOSAL For Experienced Sales/Marketing Professional(s)

All inquiries and other communications with Muskoka Futures about this Proposal are to be directed, in writing only, to the email address listed below. Muskoka Futures will not accept or respond to oral questions or requests for clarification on any matter pertaining to the RFP from any Offeror.

All questions and requests for clarification shall be submitted by e-mail to **jodi@muskokafutures.ca**

Questions and requests for clarification shall be accepted up to 4:30pm on October 16, 2019.

All questions and requests for clarification, together with responses shall be circulated by email to Offerors that have expressed their interest in this RFP on October 18, 2019.

Right to Reject

Muskoka Futures reserves the right to reject any and all proposals received in response to this RFP.

Term of Agreement

While the objective of this RFP process is to establish an 8 month agreement for one or more Experienced Sales/Marketing Professional, Muskoka Futures reserves the right to negotiate on the length of the agreement.

Exclusivity

Any agreement between Muskoka Futures and the successful Offeror(s) will not provide exclusivity to that Offeror. Muskoka Futures reserves the right to use alternate professionals, at any time, in its sole discretion.

Timeline

RFP Issued – September 30, 2019

Expression of Interest by potential Offerors – October 9, 2019, 4:30pm

Question Deadline – October 16, 2019, 4:30pm

Question Responses circulated –October 18, 2019

Proposal Closing – October 23, 2019, 4:00pm

Proposal Opening – October 24, 2019, 9:00am

Notification of Award

It is expected that a decision selecting the successful Offeror will be made within two (2) weeks of the closing date for the receipt of proposals. Upon conclusion of final negotiations with the successful candidate(s), all Offerors submitting proposals in response to this Request for Proposal will be informed by email, of the name of the successful Offeror.

Description of Entity

Muskoka Futures is a Community Futures Development Corporation that serves **the District of Muskoka**. **Muskoka Futures is a non-profit corporation**, governed by a volunteer Board of Directors, and employs 4 staff. Funded by the Ministry of Innovation, Science and Economic Development (ISED), through the Federal Economic Development Initiative for Northern Ontario (FedNor), Muskoka Futures provides Business Counselling services, financial investment (loans) for local businesses, Community Economic Development and Community Strategic Planning Services.

III. SCOPE OF SERVICES.

The Offeror shall be readily available to perform the following services, as well as other services as needs arise, as requested for Muskoka Futures:

- Initial consultation with clients to complete a needs assessment.
- Brand development
- Marketing principles, strategy and plan
- Digital marketing principles, strategy and plan
- Sales process and strategy
- Website strategy and development
- Social Media use and strategy
- Content development
- Go to market strategy

The above list is not all inclusive. The details of the proposal may include other areas that can be provided by the Proponent.

The Proponent may perform the services on site at Muskoka Futures office, at their own place of business or offsite at client's place of business as required and where appropriate. However, The Proponent must be able to commit to being available in Muskoka Futures offices (physically or virtually) to clients 1 to 2 times per month (Note: Time taken with already assigned clients whether walk-in or scheduled will be considered billable time. It is expected that new clients whether walk-in or scheduled will be seen at no charge as a free initial consultation).

IV. PROPOSAL CONTENTS.

The Offeror, in its proposal, shall, as a minimum, include the following;

- Brief document pertinent to the Request for Proposals that supports the submission addressing the above noted scope of services.
- The Consultant shall provide a cost of this proposal (see **Price** below).
- Covering Letter: A covering letter advising that the Respondent has reviewed and understand the contents of the Request for Proposal package and is capable of meeting the requirements of the contract.
- Profile/Resume: A profile or resume of all principal staff assigned to the project, their respective roles, qualifications, certifications and a brief description of the organization as a whole.
- Schedule of Activities: The Respondent will provide a schedule of anticipated services that are required to meet the needs of this proposal.

Customer Service

Muskoka Futures is committed to superior levels of customer service. Offerors must clearly address how they will align with Muskoka Futures focus on customer service, and how services for Muskoka Futures and its clients will be handled in a priority manner.

References

The Offeror must describe its Bookkeeping experience, including the names, addresses, contact persons, and telephone numbers of at least three clients, preferably including clients operating as small to medium sized enterprises.

Organization, Size, Structure, and Areas of Practice

If the Offeror is a firm, it should describe its organization, size, structure, areas of practice, and office location(s).

Price

The Offeror's proposed price must include:

- Hourly and/or billing rates broken by scope of services listed above.
- Charges for expenses, if any as may reasonably be incurred as a result of the above mentioned scope of work. Please outline.

Muskoka Futures reserves the right to negotiate with the Offeror on the structure of the billing.

Billing

The successful Offeror will submit detailed billing statements for all services billed (directly to client), at a flat rate or hourly rate depending on the services provided. All hourly billing will be broken down into time increments of no more than a quarter hour. Offeror shall also include, with all invoices, summaries of work performed and time spent on services performed.

Muskoka Futures will not entertain retainers or any additional fees to be billed on a regular basis.

V. PROPOSAL EVALUATION

Evaluation Procedure and Criteria.

Muskoka Futures' Executive Director and appropriate staff and Directors will review proposals and make recommendations to the Board of Directors for final approval. The Executive Director and/or Board of Directors may request a meeting with some qualified Offerors prior to final selection. Proposals will be reviewed in accordance with the following scoring criteria:

Offeror's experience as per Scope of Services	(30%)
Level of experience of the individual(s) who may be assigned to matters	(25%)
Pricing and Customer Service	(20%)
Response from references	(15%)
Interviews, (if conducted)	(10%)