

Request for Expression of Interest

Billboard Sign Project

April 8, 2021

Request for Expression of Interest: Billboard Sign Project

The Town of Hinton is seeking proposals from suitably qualified vendors to provide billboard signage and associated property maintenance.

The request for proposals includes an opportunity to propose any value-added services your organization can offer to the Town of Hinton to enhance the typical advertising relationship. Examples include but are not limited to photographic and/or design services, event coverage and promotional partnerships,

Please submit one copy of your proposal, clearly marked BILLBOARD SIGN PROJECT, to

Town of Hinton
2nd Floor, 131 Civic Centre Road
Hinton, Alberta, T7V 2E5
Attn: Scott Kovatch, Economic Development Officer

Proposals must be submitted by April 30, 2021 by 4:00 pm.

The Town of Hinton reserves the right to reject any or all proposals. The lowest quotation or any proposal may not necessarily be accepted.

All submissions are submitted and received in confidence. Disclosure of any of the contents of the submissions will be in accordance with the Freedom of Information and Protection of Privacy Act.

All inquiries should be directed to

Scott Kovatch, Economic Development Officer
780-865-6075
skovatch@hinton.ca

TOWN OF HINTON BILLBOARD SIGN PROJECT

1. PROJECT OVERVIEW

1.1. Purpose: The Town of Hinton wishes to identify business practices that allow individuals or organizations to operate and maintain a billboard sign(s) currently owned and operated by the Town of Hinton. These business practices are not limited to lease options. The goal is to ensure that the billboard sign(s) performs to its maximum potential and that the sign(s) is in a constant state use and is maintained to a high standard. Options are not limited single sided use and consideration would be given to a relationship that allows the Town of Hinton to access one side of sign(s)

1.1.1. 1) East side of Hinton facing East, 2) West side of Hinton facing West for the sole purpose of marketing town assets including local non-profits.

Note: sign W-11 as seen in the attachment is currently utilized by the town of Hinton on the West face and the East face will not be available for rental to a third party.

The purpose of this EXPRESSION OF INTEREST (EOI) is to solicit proposals from Vendors who wish to in some fashion operate and maintain a billboard sign(s) currently owned by the Town of Hinton with options that include lease or purchase of said billboard sign(s).

We define the billboards sign(s) as located along highway 16 (See maps attached) The sign(s) are of various sizes of wood construction and have no electricity and currently have no encumbrances and are not under contract for rental (with the exception of the East face of W-11) as seen in the attached maps.

1.2 Goals and Objectives: The goal is to identify Vendors who are interested in maintaining the billboard structure and the property associated with the billboard ensuring the sign(s) is in constant use and that the sign if possible promotes town interests.

2. SPECIFIC AREAS OF INTEREST

Proposals and areas of interest may be broken down into smaller projects or grouped together into larger projects; the billboard expression of interest could be limited to long term lease with or without structural maintenance and may or may not include property management for land associated with the sign, the expression of interest is not limited to operation of the billboard as is and may include recommendations for additions or improvements. The Town of Hinton may work with vendors to modify submitted proposals to meet mutual requirements.

2.1 Identified Challenges: Challenges may include the need to repair the existing structure immediately.

3. RESPONSIBILITIES

The Vendor shall agree to the following:

- repair and maintain the physical structure and associated property if leased from the Town of Hinton and apply Town of Hinton approved marketing materials where applicable;
- To provide access to third-party users of the billboards for marketing purposes, etc.
- Provision to provide installation services to third-party users.
- The terms and conditions of the rental agreement will be standardized for all third-party users.

4. EXPRESSION OF INTEREST PROCESS AND VENDOR SUBMISSION REQUIREMENTS

4.1 Contact and Submission Information:

4.1.1 Summary of Key Dates:

- a. Intent to Submit deadline: **APRIL 16, 2021**
- b. Final date to submit questions via e-mail: **APRIL 16, 2021**
- c. Expression of Interest deadline: **APRIL 30, 2021**

4.1.2 Intent to Submit: Interested Vendors must submit the Intent to Submit notification by the date indicated in Section 4.1.1. Vendors must send an e-mail including;

- the Name of Vendor's designated project contact for the purposes of this proposal;
- Contact information; and
- A statement indicating their Intent to Submit an Expression of Interest

Please submit to:

Scott Kovatch, Economic Development Officer
2nd Floor, 131 Civic Centre Road
Hinton, AB T7V 2E5
p. 780.865.6075
f. 780.865.5706
e. skovatch@hinton.ca

4.1.3 Questions: PROJECT Vendors with questions about the EXPRESSION OF INTEREST should forward them via email to the Town of Hinton. The Town of Hinton will remove all identifying marks from all email and forward the original questions, with an answer, to all Vendors who registered during the process. Please submit all question to the email address listed about.

5. PROPOSAL CONTENT

5.1 Format Note: Failure to follow the Proposal Format may result in the disqualification of your proposal. In order to ensure that there is uniformity to the proposals and to facilitate the comparison between Vendors, all proposals **MUST** contain the following content, organized according to the headings in this section. General: The Vendor's name must appear in the upper right-hand corner of each page and each page should be numbered consecutively. Cover Page – Containing legal name, address and contact information for the Vendor.

5.1.1 Executive Summary

- maximum 1 page.
- a short summary of the project and any value added the Vendor will bring to the project.

5.1.2 Services

- brief description of proposed billboard services
- confirmation that third party (those beyond vendors current client list) will have open

opportunity for rental

- additional information or notes outlining other projects in areas that would be complimentary or other additional enhanced service the vendor would propose to provide

5.1.3 Project Management

- Vendor project management contact/s.

5.2 Official Signature: Include a letter from the Vendor's signing authority approving the submission of the Expression of Interest and the content herein.

6. SUBMISSION REQUIREMENTS

Vendors must submit two hard copies and one electronic copy of their Expression of Interest. The printed versions must be of letter quality, single-spaced and single-sided on standard letter size 8.5 x 11 inches paper, with margins no less than 1 inch. The size of type must be at least 12 points or 10 characters per inch. An electronic copy is defined as an emailed version of the document in MS Word/Excel file formats and pdf.

7. NEXT STEPS

A completed Expression of Interest will qualify the Vendor to proceed for review and grading. The data provided will be used by the Town of Hinton to decide what the future use of the billboards will be and who will partner with the Town of Hinton to maintain the billboards and associated property into the future.

8. CLAIMS

The vendor and its employees and or sub contractors agree to indemnify and save harmless the Town against any and all claims, loss, damages, injury and costs arising out of:

- a. the vendors breach of this Agreement including but not limited to any failure to maintain the Billboard(s) and related property; and
- b. the negligence or wilful misconduct of the vendors employees and subcontractors.
- c. the vendors breach of this Agreement including but not limited to any failure to maintain the Billboard(s) and related property; and
- d. the negligence or wilful misconduct of the vendors employees and subcontractors.

9. INSURANCE

The vendor agrees to provide annually a *Certificate of Insurance* to the Town prior to commencement of any construction and/or maintenance activities associated with the billboard(s) and to provide written proof of the renewals of such insurance annually on the policy renewal date.

9. OWNERSHIP

All materials submitted in response to the EXPRESSION OF INTEREST become the property of the Town of Hinton. Proposals and supporting materials will not be returned to Vendors, nor will the Town of Hinton consider any expenses that the Vendors may occur in preparing these proposals. All materials

submitted will be kept confidential and only reviewed by the Town of Hinton staff. This information will not be shared with other Vendors.

10. RIGHT TO REJECT

The Town of Hinton reserves the right to reject any or all proposals.