




COUNCIL
OFFICE OF THE CAO
COMMUNICATIONS DIVISION

APPROVALS	
DIRECTOR	
CFO	
CAO	

22-58

REPORT COMM-2022-01
April 5, 2022

SUBJECT: RFP22-07 REBRANDING AWARD

AUTHOR: MARC MACDONALD, CORPORATE COMMUNICATIONS MANAGER

APPROVING DIRECTOR: STEVE ZORBAS, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDATION:

THAT THE COUNCIL OF THE CITY OF WELLAND approves the award to Cinnamon Toast New Media Inc. for the provision of administering services to rebranding the City of Welland; and further

THAT Welland City Council directs the City Clerk to prepare all necessary and appropriate by-laws to enter into a contract with Cinnamon Toast New Media Inc.

ORIGIN AND BACKGROUND:

As the City of Welland grows in population and development, it requires a reputation and a brand that breeds excellence and excitement. Positioning within the Niagara Region for tourism, sports, new homes, entertainment, and industry is a competitive maneuver. Welland is on the precipice of unprecedented growth and expansion. With this growth comes new residents, industries, and much more. The City needs to create a brand that matches its path forward to capitalize on this. Therefore, the City of Welland is seeking a third party to provide branding and marketing materials for an overall rebrand for the City of Welland. This rebranding represents the City's future while incorporating its history.

This rebrand aims to position the City of Welland like no other in the Region. Proponents must offer flexibility, creativity, and think outside the box. All work must be complete by the end of 2022.

COMMENTS AND ANALYSIS:

The City of Welland issued RFP22-07 City of Welland Rebranding competitively on Bidding on January 7, 2022. On January 31, 2022, the proposal closed and the City of Welland received 8 compliant bids (final scoring, including bid price out of 100, in parenthesis):

1. Armstrong Strategy Group (70)
2. Barrett & Welsh (71)
3. Cinnamon Toast New Media (95)
4. Hughes & Co. Inc. (76)
5. Mad Hatter Technology (67)

6. Sali Tabbachi Inc. (73)
7. Scott Thornley & Co. (87)
8. Trajectory Brands (84)

Staff from Office of the CAO evaluated the compliant proposals and recommend Cinnamon Toast New Media Inc. for award with their cost-effective approach and methodology.

FINANCIAL CONSIDERATION:

The project will be funded through the 2022 Capital Project: Updated City Branding: Budget \$65,000 – 10-825-22650.

Cinnamon Toast New Media Inc. submitted a proposal for \$59,000 + HST.

OTHER DEPARTMENT IMPLICATIONS:

Not applicable.

SUMMARY AND CONCLUSION:

THAT THE COUNCIL OF THE CITY OF WELLAND approves the award to Cinnamon Toast New Media Inc. for the provision of administering services to rebranding the City of Welland; and further

THAT Welland City Council directs the City Clerk to prepare all necessary and appropriate by-laws to enter into a contract with Cinnamon Toast New Media Inc.

ATTACHMENTS:

None.