



**Victoria
Event
Centre**

Request for Proposal

**Brand and Image Revisioning
Date for proposals: April 10 2024**

Project Details

Project Due By: Spring 2025

Budget: \$8 000 - \$12 000

Organization Background

The Victoria Multicultural Society (VMS) is a non-profit arts organization that operates the Victoria Event Centre (VEC), located in downtown Victoria on Lekwungen Territory. The VEC is funded by venue rental fees, food and beverage sales, and public grants.

The VMS is committed to making decisions that consider our values of accessibility, workers' rights, substantive equity, harm reduction, safer spaces, and anti-oppression, as well as communicating our limitations and constraints. We are also committed to ongoing creativity as part of our approach to addressing these issues in ways that might be less resource-intensive but (or more) effective. In this context, we recognize that we have an incredible legacy of grassroots movements to draw on for inspiration, which regularly accomplish incredible things on a shoestring budget. Appreciated by producers and organizers for our versatility and affordability since 2003, the VEC has been home to countless shows that have brought theatre, comedy, burlesque, cultural performance, activism, live music, and more to the diversity of visitors who find their way into our venue. To see a list of our upcoming shows, check out our [events calendar](#).

Objective

This RFP seeks a qualified consultant to guide the VEC through the creation of a new visual and brand identity.

Project Overview

This project will build upon the VEC's forthcoming strategic plan to elevate the VEC's mission and values through a cohesive and

Through consultations with staff, board, membership and the public, the VEC is looking for a consultant to create a strategic plan to guide the organization for the coming 3 years. This project will allow the VEC to create a long-term plan in response to current challenges, leverage its resources to gain financial stability, and update its visual identity to reach new audiences and community members.

Current challenges faced by the organization include a high level of turnover in leadership over the last 4 years, and ongoing challenges in maintaining financial sustainability.

- Longstanding name and associated identity
- Current confusion with the Victoria Conference Centre
- Many various uses of visual identity by a variety of users
- Lack of street-level visual identity / signage

Scope of Work

- Creation of a new visual and brand identity for the Victoria Event Centre in alignment with the recently updated strategic plan

Evaluation Metrics and Criteria

- The renaming helps develop community buy-in to the strategic plan and the space itself
- Bring greater awareness of the space to the broader community
- Equip the organization with a clear and captivating visual identity that will support the broader goals of the organization

Submission Requirements

Please email your proposal and any relevant information to leyla@victoriaeventcentre.ca by April 10, 2024.

Please include (as appropriate):

- Previous experience/past performance history
- Samples and/or case studies from previous projects
- Projected costs and a breakdown of consultant fees
- Project schedule, milestones, and deliverables.

Terms of RFP

No VEC Obligation

This RFP does not commit the VEC in any way to select a Preferred Proponent, or to proceed to discussions or negotiations for a Contract, or to award any Contract, and the VEC reserves the complete right to at any time reject all Proposals, and to terminate this RFP process for any reason.

VEC's Right to Modify Terms and Negotiate

The VEC, at its sole discretion, reserves the right to modify the terms of the RFP at any time before the Closing Time. The VEC also reserves the right following Closing Time, to negotiate with one or more preferred proponents any modification or variation of the terms of the RFP.

Proponents Expenses

Proponents are solely responsible for their own expenses in preparing, submitting proposals, and for any meetings, negotiations or discussions with the VEC relating to or arising from this RFP.

No Contract

By submitting a Proposal and participating in the process as outlined in this RFP, Proponents expressly agree that no contract of any kind is formed under, or arises from, this RFP, prior to the signing of a formal written Contract.

Conflict of Interest

A Proponent shall disclose in its Proposal any actual or potential conflicts of interest and existing business relationships it may have with the VEC.

Solicitation of VEC Staff and Board Members

Proponents and their agents will not contact any member of the VEC Board or VEC staff with respect to this RFP, other than the VEC Representative named, at any time prior to entering into a Contract or the cancellation of this RFP.

Disclaimers/Limitations of Liability

The VEC, its board, staff, and volunteers will not be liable to any Proponent for any claims, whether for costs, expenses, losses, damages, or loss of anticipated profits, or for any other matter whatsoever, incurred by a Proponent in preparing and submitting a Proposal, or participating in negotiations for a Contract, or other activity related to or arising out of this RFP. By submitting a Proposal, each Proponent shall be deemed to have agreed that it has no right to make such claims.

Confidentiality

The RFP documents, or any portion thereof and any other confidential information to which a Proponent may have access as a result of this RFP process, may not be used by a Proponent for any purpose other than submission of Proposals. By submitting a Proposal, every Proponent agrees not to divulge, release or otherwise use any information that has been given to it or acquired by it from the VEC on a confidential basis as a result of or during the course of the RFP process.

Ownership of Proposals and Freedom of Information

Each Proposal submitted, as well as any other documents received from a Proponent, become the property of the VEC. Proponents are asked to specifically identify information contained in their Proposal that is submitted on a confidential basis. The VEC specifically reserves the right to distribute information about any Proposal internally to its board, staff, and volunteers where the distribution of that information is considered by the VEC to be necessary to its internal consultation process.

Acceptance of Terms

The submission of a Proposal constitutes the agreement of the Proponent that all the terms and conditions of this RFP are accepted by the Proponent and incorporated in its Proposal.