



Request for Proposals

Village of Cumberland

Community Bike Wash Sponsorship

ISSUED: January 13, 2023

Closing Location

Proposals can be submitted at Village Hall or electronically at:

info@Cumberland.ca

Submissions by other methods will not be accepted.

Closing Date and Time

2:00 pm Pacific Daylight Time

February 13, 2023

A. THE OPPORTUNITY

The Village of Cumberland (“The Village”) is seeking proposals from interested businesses, business partnerships/associations, and/or community organizations to enter into a three-year contract for the sponsorship of the bike wash station located in the Cumberland Recreation Centre.

The Bike Wash is utilized intensively by local and regional residents as well as the increasing number of tourists and visitors drawn to the community each year. The successful proponent(s) will be invited to enter into a sponsorship agreement to offset Village operating expenses for this piece of infrastructure, including bulk water costs and equipment maintenance and replacement.

In exchange, the sponsor will receive exclusive advertising space at the bike wash location.

The proponent will work closely with Village staff to ensure the project’s success and that the chosen proponent realizes benefits in participating in this initiative.

1.0 BACKGROUND

Between 2017-2021 the Village of Cumberland experienced dramatic population growth of 18.5 %, surpassing that of the Comox Valley Regional District (CVRD) (9%) and the Province of British Columbia (6%) by about threefold. The rapid influx of new residents has resulted on pressures on the Village. This includes a boom in trail-based recreation.

The Bike Wash was installed by the developer of Coal Valley Estates at the time of the construction of the water booster station in 2018. Along with creating a set of public washrooms, the intent of the installation was to create a value-added community amenity at no cost to the Village.

The bike wash station has become well used by the larger regional community and visitors alike. So, while Village is responsible for all maintenance and operation cost for the bike wash station, including bulk water, the need for a sponsorship of the Bike Wash has been driven by a Council directive to seek compensation for this service that is largely benefiting non-residents.

2.0 SPONSORSHIP FEE

The Village is seeking a minimum sponsorship fee of \$2250 (\$750 per year over three years), which represent the approximate annual costs incurred by the Village in operating this amenity. **However, proponents may choose to submit a proposal with a higher sponsorship fee.** Prices will be firm over the entire contract period (three years).

3.0 COMMITMENT BY THE VILLAGE

- a) The Village will make available, upon request and at no cost to the successful Proponent, any relevant existing Village information, maps required for the design of the advertisement.
- b) The successful Proponent may be required to sign non-disclosure, confidentiality, or other agreements when access is provided to Village information.

- c) As part of a sponsorship agreement with the selected proponent the Village will provide exclusive advertising/sign space at the bike wash location to be determined in discussions with Village staff
- i. Village staff will work with the proponent on an appropriate size and design for the sign, following Village signage guidelines. Village staff will be responsible for fabrication and installation
 - ii. The Village will provide upkeep and maintenance of the advertising space
 - iii. Alterations or adjustments to the sign during the three-year period are allowed, but redesign costs may incur additional expenses.
- d) The Village endeavors to make its best effort to always keep the bike wash station operable. However, the station may be closed periodically for either planned maintenance or repairs.
- e) Per Village policy, the Bike Wash Station may be closed when Stage 2 and 3 Water Restrictions are implemented or during extended periods of snow and ice.



Figure 1: Mock-up of a single sponsor sign (left), and a mock-up of a potential multi-sponsor sign (right).



Figure 2: Bike wash station at the SE corner of Dunsmuir Road and Sutton Avenue.

B. PROPOSAL SUBMISSION REQUIREMENTS

1.0 PROPOSAL SUBMISSION

Proposals can be submitted at Village Hall or electronically at: info@Cumberland.ca

Proposals must, submitted, and finalized prior to the Closing Date & Time. Submissions by other methods will not be accepted.

2.0 PROPOSAL REQUIREMENTS

Proposals are to be made by letter or email to info@cumberland.ca and include the following content:

- A brief overview of your business and/or community organization and how it aligns with this sponsorship opportunity.
- why your firm wants to work with the Village, including how your business and/or organizational values and interests align with the Cumberland community
- Contact information for the individual responsible for working with Village Staff on the sponsorship agreement and its implementation.
- The proposed annual sponsorship fee and acknowledge of the three-year contract term.

3.0 PROPOSAL REQUIREMENTS

For the purposes of this procurement process, the “RFP Contact” will be:

Kaelin Chambers, Economic Development Officer, Kchambers@Cumberland.ca

Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials, or other representatives of the Village, other than the RFP Contact, concerning matters regarding this RFP.

C. OTHER

1.0 JOINT SUBMISSIONS

Joint submissions between partner businesses and/or organizations (who must be clearly identified in the Proposal) is acceptable. This includes a joint submission by a Proponents who have no formal corporate links. However, the Proponent must be prepared to take overall responsibility for successful interconnection of how all applying parties will share the sponsorship benefits and this must be defined in the Proposal.

Where applicable, the names of approved joint submissions listed in the Proposal will be included in the Contract. No changes or additions to the list will be permitted without the written consent of the Village.

2.0 ADDENDA

- a) Any questions that are received by the Village that affects the Request for Proposal process will be issued as addenda by the Village.
- b) Addenda will be published through the Village's website at <https://cumberland.ca/bids/>.

It is the responsibility of the proponent to monitor the website to check for updates. All addenda become part of the RFP document and must be considered when responding to this RFP.

3.0 EVALUATION AND SELECTION CRITERIA

Evaluation of Proposals will be by the Village according to the criteria identified below.

Point-Rated Criteria	Weighting (Points)
Sponsorship fee	60
How your business and/or organizational values and interests align with the Cumberland community	40
Total Points	100

D. CONTRACT CONDITIONS

By submission of a Proposal, the Proponent agrees that should its Proposal be successful, the Proponent will enter into a 3-year Contract with the Village based on this RFP, the Proponent's Proposal, and any subsequent negotiations.