

# **The Corporation of the City of Kawartha Lakes**

## **Council Report**

**Report Number PUR2019-40**

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**Date:** October 22, 2019

**Time:** 1:00 p.m.

**Place:** Council Chambers

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**Ward Community Identifier:** All

**Title:** Request for Proposal 2019-89-OP Development of a Digital Service Squad to Market and Deliver the Digital Main Street Program in Kawartha Lakes

**Author and Title:** Marielle van Engelen, Buyer

Carlie Arbour, Economic Development Officer - Community

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### **Recommendation(s):**

**That** Report PUR2019-40, Request for Proposal 2019-89-OP Development of a Digital Service Squad to Market and Deliver the Main Street Program in Kawartha Lakes, be received;

**That** Cat's Cove Communication be selected for the award of RFP 2019-89-OP Development of a Digital Service Squad to Market and Deliver the Main Street Program in Kawartha Lakes;

**That** subject to the receipt of the required documents, the Director of Development Services be authorized to execute the agreement and Financial Services issue a purchase order.

**Department Head:**\_\_\_\_\_

**Financial/Legal/HR/Other:**\_\_\_\_\_

**Chief Administrative Officer:**\_\_\_\_\_

## Background:

Digital Main Street (DMS) was developed by the City of Toronto and in partnership with the Toronto Association of Business Improvement Areas (TABIA). The program has recently expanded to the rest of Ontario through a twelve million dollar partnership between the Province of Ontario and the Ontario Business Improvement Area Association (OBIAA) to support the growth of main street businesses by making the adoption of digital tools and technologies uncomplicated.

The City of Kawartha Lakes has received a Digital Service Squad Grant from the Ontario Government to offer the Digital Main Street program in the Kawartha Lakes. The grant will fund the development of a “Digital Service Squad” (DSS), to market and implement the program with local businesses within downtowns and main streets throughout the Municipality.

The Squad’s priority will be to help businesses on-board the program and activate easy-to-use tools to launch or expand their digital presence and business. Examples of this may include, but not limited to; launching or upgrading websites, integration of social media platforms, point of sale and inventory tracking systems.

The DSS team will be a key contributor to the success of the platform and the growth of the program as a whole. The DSS will service businesses in downtowns across Kawartha Lakes.

Request for Proposal 2019-89-OP Development of a Digital Service Squad to Market and Deliver the Main Street Program in Kawartha Lakes was released for advertising in accordance with the Purchasing Policy.

The proposal closed on September 19, 2019 and was opened in public by Andy Letham, Mayor and Linda Lee, Buyer. Proposals were received from the following:

Name of Company
Cat’s Cove Communications Perth, Ontario

## Rationale:

An evaluation committee carefully evaluated and scored the proposal by consensus, based on the criteria described within the request for proposal. References were checked and found to be satisfactory.

Staff recommends that Request for Proposal for Development of a Digital Service Squad to Market and Deliver the Main Street Program in Kawartha Lakes be award to Cat's Cove Communication.

**Other Alternatives Considered:**

No other alternative is being considered as a competitive procurement process was conducted.

**Financial/Operation Impacts:**

One hundred percent of the funds (100%) funds for Proposal 2019-89-OP are provided to the City through a grant for the Digital Main Street project from the Ontario Business Improvement Area Association (OBIAA).

**Relationship of Recommendation(s) To The 2016-2019 Strategic Plan:**

The recommendation directly aligns with Council's goal to establish a Vibrant and Growing Economy by supporting Downtown and Main Street businesses in expanding their knowledge and digital acumen.

**Department Head E-Mail:** cmarshall@kawarthalakes.ca

**Department Head:** Chris Marshall, Director Development Services

**Department File:** 2019-89-OP