



## REQUEST FOR PROPOSALS (RFP) FILMPEI DIGITAL STRATEGY

July 21, 2020

TO WHOM IT MAY CONCERN,

FILMPEI is seeking proposals from consultants to conduct research, assess digital maturity/needs and develop a 3-year strategy for the organization.

Proposals must be received no later than 4:00PM, on Monday, August 3, 2020. All responses must be submitted digitally with the subject line FilmPEI DIGITAL STRATEGY PROPOSAL RFP RESPONSE. All submitters will be emailed a notice of receipt. If you do not receive a notice of receipt by 5:00PM Monday, August 3, 2020 please contact FilmPEI immediately either by email or by phone.

EMAIL TO: [director@filmpei.com](mailto:director@filmpei.com)

Proposals will not be accepted after the date and time stated above. Incomplete submissions that do not conform to the requirements specified herein will not be considered.

Thank you for your interest in working with FilmPEI on this project. We look forward to receiving your proposal.

Sincerely,  
Renee Laprise  
Executive Director, FilmPEI

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## PRIMARY CONTACT

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## TABLE OF CONTENTS

Page 4 .....	Opportunity
Page 5 - 6 .....	About Us
Page 7 .....	Project Background
Page 8 .....	RFP Requirements
Page 9 .....	Project Timeline
Page 10 .....	Schedule of Fees

# OPPORTUNITY

FilmPEI is looking to create a 3-year strategy for the organization that takes fullest advantage of the digital transformation of the film/media sector. To do this, we need to understand the current digital state of the organization, assess the needs of the membership and wider film/media arts community, identify gaps and consider what role and supports the organization could offer with a more digitally robust infrastructure and presence.

Funding for this project is provided by the Canada Council Digital Strategy Fund, Special Initiative Grant. To fulfill the funding requirements, FilmPEI is looking to partner with a consultant, consultancy, or agency with a solid understanding of the film/media sector to ultimately create a strategy that includes the organization's vision, guiding principles, priorities, and an action plan that fits our capacity, and available resources.

Deliverables must include:

1. A Digital Maturity Assessment to measure our current use of digital and to identify strengths and areas of improvement and a Digital Needs Assessment to identify where we want to be and highlight the gaps between our current state and where we want to invest.

2. A Strategic Plan that builds on FilmPEI's Vision, Mission and Mandate to outline FilmPEI's Goals for the next 3 years and how to achieve them, with key sections: Guiding Principles, Priorities, Short-term and Long-term Goals and a three-year Action Plan. The Action Plan should include short term actions and actions that may take the full three years to accomplish. The Strategic Plan should look at the following six areas:

1. Member needs
2. Sector growth
3. Global engagement
4. FilmPEI equipment needed
5. FilmPEI administrative systems and website
6. FilmPEI organizational sustainability

For more specific information about the Canada Council funding program, expectation and toolkit go to **<https://canadacouncil.ca/applydsf>**

It is **STRONGLY RECOMMENDED** that applicants consult with the Executive Director of FilmPEI prior to submission for information concerning the organization, its needs and desired outcomes for the process and the final deliverables.

## **ABOUT US**

### **ORGANIZATIONAL DIRECTIVES**

#### **Vision**

FilmPEI is an innovative and socially conscious film industry hub focused on growing vibrant creative careers and developing a thriving sector.

#### **Mission**

FilmPEI fosters film production on PEI through infrastructure, training, communication, advocacy and opportunity creation.

#### **Mandate**

1. To provide mentorship, training, equipment, infrastructure and a safe space for filmmakers and media artists to learn, share, exchange ideas, and hone their craft.
2. To facilitate the production of Island films that showcase a diversity of voices and experiences.
3. To facilitate opportunities to build the filmmaking industry on PEI
4. To encourage the entrepreneurial, economic, and business aspects of professional filmmaking
5. To represent the interests of FilmPEI members with government, key stakeholders and the general public.
6. To serve as an information hub about festivals, publications, conferences, grants, websites and any other sources of information about the media arts.

### **HISTORY**

FilmPEI began as the Island Music Cooperative incorporated in 1978. The name changed to the Island Media Arts Cooperative in 1982 reflecting a shift in focus towards film production. In 2018 the organization tripled in size and rebranded to FilmPEI. The initial emphasis on film production has grown over the years to include digital cinema, animation, experimental video and sound, and media arts in many forms with a constant objective of providing support and resources to artists to strive for excellence in their craft. The organization was formed to address Prince Edward Island's need for film

production facilities and equipment available at accessible rates to support a network of creative and technical professionals on the Island. FilmPEI now also works to build creative careers and develop the ecosystem for an economically viable creative and commercial film sector to ensure PEI filmmakers and media artists are able to live and create in their chosen province. FilmPEI's primary funders are Innovation PEI and The Canada Council for the Arts. The organization has entered into the first year of its four-year funding cycle with Canada Council in April 2020.

## **FACILITY and RESOURCES**

FilmPEI is a non-profit organization located in a 3000 square-foot space in West Royalty Business Park in Charlottetown with a 700 square-foot sound stage, a large equipment inventory and post production/digital facilities. We strive to provide support for production and post-production, resources and opportunities for public presentations of media arts works and to create and foster peer group solidarity and mentorship in the community. The organization also takes on a limited role as an industry association by providing resources to local and visiting productions and representing the PEI film/media industry at regional markets, festivals, conferences, etc., as well as liaising with various levels of government and our regional counterparts.

## **MEMBERSHIP**

Our Members include people of various ages, backgrounds and skill levels from many different facets of film and media arts. FilmPEI is an inclusive organization with board representation from the Mi'kmaq community and the Black Cultural Society. The organization promotes gender parity and forwarding the stories of all communities including LGBTQ2+ and newcomers, as well as provides youth engagement and mentorship. The facility is also wheelchair accessible and will work with interpreters to better serve our membership. FilmPEI endeavors to facilitate all people telling their own stories in their own voices in which ever media art form they prefer.

# PROJECT BACKGROUND

FilmPEI's board and operational staff have identified the need to embed a digital vision for the organization in a comprehensive 3-year organizational strategy. As PEI's only film/media focused support organization, FilmPEI is well positioned to implement a digital strategy that supports the creative and skill development of our members.

Part of the strategy's development will be a needs assessment of the membership and a visioning of the organization to assess what it can/should provide. Such member needs might include resource accessibility for our more rural members and across the Mi'kmaq territory for our Indigenous members.

FilmPEI's 2016 strategy expanded the organization's role in the community from purely artistic/production development of members to include services and resources typical of an industry association. FilmPEI's new role includes building and developing the local economic ecosystem and liaising with visiting productions to help serve their needs. A digital needs assessment, as well as a discoverability plan will be a top priority to ensure FilmPEI is fulfilling its role to the expectation of those local and visiting producers relying on its services.

Discoverability of the organization globally with the intention to drive production to PEI could also help the organization and the local industry become financially sustainable. Organizational goals might include building bridges with other organizations to help expose our members to what is happening across Canada and potentially the world.

FilmPEI is an equipment provider and expects a strategy will involve procurement of digital equipment to help produce work and also evolve communications and administration.

A strategy to evolve the organization's administrative systems and pipelines, as well as our website, with a focus on efficiency and security will be an important piece to the organization's three-year plan.

FilmPEI receives operational funding from Canada Council and Innovation PEI, but the costs to run the organization and programming, as well as provide expanded industry services will require more funding than is currently accessible to the organization. The organization would like to see suggestions and strategies for developing revenue streams (including digital avenues), as well as, identify funding streams and sources that could help expand and sustain the organization's role in film on PEI.

# RFP REQUIREMENTS

## 1. Letter of Introduction:

- a. Provide a summary of why you or the agency is a good fit with FilmPEI.

## 2. About You:

- a. Tell us about yourself or the agency
- b. Outline your relevant experience.
  - i. Consultants/Consultant Teams: please attached your resume.
  - ii. Agencies, please outline your services and how they will benefit FilmPEI
- c. Biography/ies of yourself and/or team.

## 3. Examples of Relevant Experience:

- a. Provide examples, case studies, of previous relevant work

## 4. Budget Breakdown

- a. Referring to the Schedule of Fees on page 10, breakdown the project budget



# PROPOSED TIMELINE

This proposed timeline is tentative though FilmPEI would like the final reports by end of September 2020.

## **REQUEST FOR PROPOSALS PROCESS:**

- July 21, 2020 – RFP circulated
- August 3, 2020 – RFP closes
- August 12, 2020 – Notification of Selection

## **EXECUTION OF THE PROJECT:**

### **Phase 1 – Digital Maturity/Needs Assessment**

- Deliver Report Draft September 8, 2020

### **Phase 2 – Strategic Plan**

- Deliver Interim Report with Draft Key Findings Sept 30, 2020
- Finalized Strategy/Reports packaged & delivered to FilmPEI by November 9, 2020

# PROPOSED SCHEDULE OF FEES

This project budget is fixed at \$50,000 plus applicable taxes.

All budget fees must include sub-contracted consults and incidentals (travel, accommodation, printing, telephone, room rentals, elder fees, software costs, consultation costs like catering, etc.).

The contracted consultant or company will receive payments on the following dates:

- July 30, 2020 - Upon signing of Contract  
\$15,000 (30%)
- September 8, 2020 - Upon delivery of Rough Draft of Digital Maturity/ Needs Assessment  
\$15,000 (30%)
- September 30, 2020 – Upon Delivery of Interim Report with Draft Key Findings  
\$10,000 (20%)
- November 9, 2020 - Upon delivery of Final Packaged Digital Maturity and Need Assessments and Strategy, as well as materials required for the Canada Council final report on the project.  
\$10,000 (20%)

NOTE: dates and drawdown amounts are negotiable.