

**COUNCIL REPORT**

**To:** Mayor and Council

**From:** Administrative

**Date:** August 8, 2025

**Subject:** RTC – Strategic Marketing Initiatives Plan Contract Award

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**RECOMMENDATION:**

THAT Council awards the Strategic Marketing Initiatives Plan contract to Kimbo Design in the amount of \$35,000 plus GST;

AND THAT the Chief Administrative Officer be authorized to execute the contract and any related documentation.

**BACKGROUND:**

On April 23, 2025, Council approved a resolution of support for the District of Mackenzie's grant applications to the Northern Development Initiative Trust (NDIT) and the South Peace Mackenzie Trust (SPMT), seeking funding for the development of a Strategic Marketing Initiatives Plan.

External funding has been unsuccessful; however staff have identified savings and sufficient funds within the General Government operating budget to support the development of the strategy at this time. Starting this project now will ensure the Strategic Marketing Initiatives Plan is completed in time to pursue large economic development funding opportunities anticipated later this year.

Early initiation of the strategy will position the District to move quickly into the implementation phase and take full advantage of known grant opportunities in October 2025 and January 2026.

**Procurement:**

In accordance with Purchasing Policy 3.1, staff received three quotes. The estimates/proposals were evaluated based on budget, previous experience, workplan timelines and deliverables, and value-added services. Based on positive past experience and references, examples of similar high-quality work, as well as a value-added services, Kimbo Design scored the highest mark based on the evaluation criteria.



**BUDGETARY IMPACT:**

\$35,000 would be allocated from the General Government Operating Budget to support the recommendation.

**COUNCIL PRIORITIES:**

**Economic Vitality**

- The District is a leader on efforts aimed at diversifying the community's economy, supporting local businesses, and attracting new investment to the community. Diversification, a strong business sector and new investment are key to our economic vitality.

**RESPECTFULLY SUBMITTED:**

Rachelle Richman, Economic Development Coordinator

**Reviewed By:** Corporate and Financial Services

**Approved By:** Chief Administrative Officer