



Request for Proposal

City Centre Business Association

Summer Events Contractor

Closing Date & Time:

4:00pm MDT on December 15, 2023

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2 Introduction

2.1 About The City Centre Business Association

A BIA is a Business Improvement Area. In June 1983, the Province of Alberta passed legislation that allows municipalities to establish Business Improvement Areas.

A BIA is a non-profit association of business owners that join to promote and improve the economic vitality of their business district. A BIA can be used to enhance streetscape improvements, carry out joint promotions and festivals, and promote economic development initiatives.

A BIA organization receives funding through a special levy that is added to each business tax assessment. Worldwide there are approximately 1,200 business improvement areas with approximately 348 of them in Canada. There are currently 33 Business Improvement Areas in Alberta.

On August 15, 2016, City Council approved the establishment of the City Centre Business Improvement Area (BIA) for the purpose of promoting the revitalization and redevelopment of the Spruce Grove City Centre. **The Bylaw (C-966-16) further provided for the establishment of the City Centre Business Association (CCBA) as the Board for the BIA including the corporate bylaws under which the Board operates.** It is understood that at least part of their annual budget will be funded by a Business Improvement Levy on businesses located within the BIA zone. It is also understood that, to keep the levy amount as low as possible, the CCBA will undertake a series of signature events to raise funds for the purpose of fulfilling their mission.

THE City Centre Business Association's mission is to promote, stimulate and reinvigorate Spruce Grove's City Centre as the civic, cultural, and social heart of the community through design, programming and uniting of public and private sector businesses and activities.

2.2 Background

What is driving this RFP

The City Centre Business Association (CCBA) is committed to hosting a series of engaging and vibrant events that enhance the community's quality of life and promote the local business environment. The project goals encompass the following:

- **Event Viability:** Ensure that all major events are financially viable, aiming for cost recovery and the generation of surplus funds for the CCBA's operational budget.
- **Sponsorship Development:** Collaborate with the CCBA in creating attractive sponsorship packages that support event budgets and engage local businesses and organizations in supporting these events.
- **Community Engagement:** Foster community engagement and inclusivity by organizing a variety of events that cater to diverse interests and demographics.

- **Family-Friendly Events:** Introduce and promote family-friendly events, offering a wide range of activities that are accessible to all members of the community, with a focus on free family events to strengthen community bonds.
- **Quality Programming:** Deliver high-quality and culturally enriching programming, including entertainment, arts, culture, and leisure activities, that leave a positive and lasting impact on attendees.

The goal of providing free family events is essential to strengthen the community and create an inclusive atmosphere. It is a significant project goal alongside financial and community engagement objectives.

2.3 RFP Objective

The Event Planner will be responsible for organizing and executing four (4) marquis events to activate and promote the newly completed construction and redesign of the Spruce Grove City Centre. The events aim to revitalize the downtown area, encourage community engagement, and stimulate local businesses.

3 Project Scope & Deliverables

3.1 Scope of Work

The selected consultant or firm will be responsible for the following tasks:

1. Conceptualize, plan, and execute each event, including vendor market setup, activations (e.g., food trucks, music, beer tents, car shows), and ensuring a safe and enjoyable atmosphere.
2. Determine and develop event budgets, while collaborating with the client, ensuring financial viability of events. **See Financial Goals for details**
3. Coordinate with local businesses to encourage their participation and support in the form of in-kind donations and sponsorships.
4. Secure necessary permits, insurance, and approvals for each event.
5. Secure all needed vendors for events.
6. Market and promote each event to the community, ensuring maximum attendance and participation.
7. Work with the City of Spruce Grove to coordinate support for the grand opening event.
8. Collaborate with vendors, sponsors, and volunteers to ensure smooth event operations.
9. Handle logistics, including setup, teardown, and event-day coordination.
10. Manage ticket sales and sponsorships to maximize revenue.
11. Provide post-event reporting and analysis.
12. Volunteer management

3.2 Functional Requirements

The following list outlines the specific outcomes that the proposed solution should achieve in response to this RFP.

- Detailed event plans and budgets for each event.
- High-quality event execution.
- Increased ticket sales and sponsorship revenue.
- A record of in-kind donations from local businesses.
- Positive feedback from event attendees and local businesses.
- Post-event reports and financial analysis for each event.

4 Budget

4.1 Summary

The budget allocation for this project is set at up to \$6,000.00 (six thousand dollars) plus GST per event, with a total project budget of \$24,000.00 (twenty-four thousand dollars). The selected consultant is entrusted with the responsibility of determining and developing comprehensive event budgets in collaboration with the client, ensuring alignment with the financial goals outlined in a separate section of this RFP.

Task List, Cost Estimate, and Work Plan Development:

Upon selection, the chosen consultant is expected to engage in detailed discussions with the organization to conceptualize the event theme and establish financial parameters. Subsequently, the consultant is required to deliver a comprehensive task list, an itemized cost estimate, and a detailed work plan encompassing all aspects of the project execution. This includes but is not limited to consulting fees, disbursements, contingencies, and any other expenses integral to the successful realization of the project scope.

Invoicing and Budget Management:

The consultant is accountable for submitting meticulous invoices that provide a transparent breakdown of the undertaken work for each invoicing period. Invoices should specify the deployed personnel, hours spent at their respective hourly rates, disbursement amounts, the total fee for each invoice, as well as the total budget utilization and remaining balance.

Communication of Budget Variances:

Any circumstances where the stipulated budget might be exceeded must be promptly communicated to the CCBA. No additional work leading to budget excess should be initiated without explicit written consent from the CCBA.

Collaborative Approach:

The consultant is encouraged to work collaboratively with the client throughout the entire process to ensure the financial viability of events while keeping the financial goals of the organization in mind. This collaborative effort should be reflected in the developed work plan and budget, demonstrating a shared commitment to the success of the project.

4.2 Financial Objectives

The City Centre Business Association (CCBA) has established clear financial objectives for the successful planning and execution of the four major events. The financial objectives are designed to ensure that each event achieves cost recovery and generates additional revenue for the CCBA's operational budget. The selected event contractor is expected to work in partnership with the CCBA to achieve the following financial goals:

Cost Recovery: The primary financial goal for each event is to achieve cost recovery. This means that all event-related expenses, including but not limited to event planner fee, venue rental, entertainment, catering, marketing, staff, and logistics, should be covered by the event's revenue, ticket sales, and sponsorships. The event contractor should collaborate with the CCBA to create an efficient budget that allows for cost recovery.

Surplus Funds: Any surplus funds generated from each event, after achieving cost recovery, will be directed back to the CCBA. The contractor should work closely with the CCBA to maximize these surplus funds to support the CCBA's operational budget, ensuring that the organization can continue its activities and services effectively.

Sponsorship Package Development: The event contractor will be responsible for the development of a comprehensive sponsorship package. This package should be designed to attract local businesses and organizations, providing value in exchange for their support. The package should clearly outline the benefits and recognition sponsors will receive in association with each event.

Sponsorship Procurement: While the event contractor will not secure sponsorships directly, the contractor's role is to assist the CCBA in presenting an appealing sponsorship package to potential sponsors. The CCBA will take the lead in securing sponsorship dollars and managing sponsor relationships.

Transparent Financial Reporting: The event contractor will provide regular and transparent financial reports to the CCBA, outlining income, expenses, and the status of sponsorships. These reports will allow the CCBA to track the financial performance of each event and ensure that financial objectives are being met.

Fiscal Responsibility: The contractor is expected to exercise fiscal responsibility when managing event budgets, ensuring that costs are controlled, and resources are allocated efficiently to maximize the financial impact of each event.

5 RPF Process

5.1 Proposal Submissions

Responses to this RFP are to be submitted electronically by email. Messages are limited to 40 MB in size. Submissions are to be sent to both:

- Dr. Angela Regier Cubos, CCBA President & Owner of Back on Track Chiropractic

- aregier@backontrackchiropractic.com
- Jodi Fulford, Economic Development Specialist, City of Spruce Grove
- Jfulford@sprucegrove.org

Vendor proposals should consist of a single PDF file that includes the full scope of their response.

5.2 RFP Timeline

The following table outlines the expected timeline for this RFP:

Activity	Planned Date
Issue date of this RFP	November 20, 2023
RFP Submission Deadline	December 20, 2023
Consultant Selection	January 8, 2024
Commencement of work (target), Project Kick-Off Meeting	January 15, 2024
Event dates:	May, June, July & Aug 2024
Completion of work (target)	August 2024
Project Wrap-up Meeting	September 2024

The proposed timeline is tentative and reflects the expected timeline and dates. The CCBA reserves the right to amend the identified timeline as required.

5.3 Evaluation

Received proposals will be evaluated by a committee of reviewers led by the CCBA and will be rated against the criteria defined within this RFP.

The following table outlines the evaluation criteria that will be employed in evaluating proposals received under this RFP:

Rated Criteria Categories	Weighting (Points)
Relevance of Experience: Demonstrated expertise in organizing and executing engaging and financially viable community events, with a focus on revitalizing downtown areas and promoting local businesses.	30
Strategic Approach: Clear understanding of the project's objectives, combined with a well-defined methodology that aligns with the goals of the City Centre Business Association (CCBA) and the revitalization of Spruce Grove City Centre.	25
Expertise: Consultant or Consulting team qualifications	20
Proposal Excellence: The overall quality of the proposal, including organization, readability, adherence to the	15

prescribed format, and a compelling presentation that reflects the CCBA's mission and objectives for the events.	
Value Alignment: Thoughtful consideration of pricing that reflects the services sought in this RFP, considering the financial goals of achieving cost recovery and generating surplus funds for the CCBA's operational budget.	10
Total	100

6 Proposal Requirements

6.1 Overview

Proposals are to contain sufficiently detailed and complete information for the evaluation team to evaluate and assess the viability of a proposed solution and its conformance with the CCBA's requirements. At the same time, we encourage vendors to be focused and to the point. Vendors are encouraged to keep their proposals to under 50 pages, to the greatest degree possible.

6.2 Submission Requirements

Submissions must be submitted in the format prescribed in this RFP. Vendors should ensure that they have included in their response:

- Cover letter
- Proposal
 - Table of Contents
 - Executive Summary
 - Understanding of Requirements
 - Solution
 - Event Conceptualization and Budget Development
 - Sponsorship Development and Community Engagement
 - Collaboration with CCBA
 - Work Plan
 - Event Execution and Operations
 - Company Information
 - References
 - Resume
- Pricing submission

6.3 Proposal Structure

The following sections identify the structure and required content of submitted responses. Vendors are reminded to use the defined structure in developing their submission, and to include all information required to evaluate their proposed offerings within the body of the proposal.

6.3.1 Cover Letter

Vendors are reminded to include a cover letter, signed by a person authorized to represent the vendor organization, that should include:

- Confirmation that the contents of the proposal are complete, accurate and representative of the products and capabilities of their organization as they exist today.
- Commitment of the organization to abide by the terms and conditions of this RFP.
- Identification of the contact name and details for correspondence in association with this RFP.
- Acknowledgement and receipt of all addenda issued under this RFP.

6.3.2 Proposal

6.3.2.1 Table of Contents

Provide a table of contents, including page numbers, reflecting the structure and outline of your proposal.

6.3.2.2 Executive Summary

Provide a summary of the key features of your proposal, including:

- Identification of the solution being proposed, its key features and the proposed suitability in meeting the CCBA's requirements.
- Identification of the proposing organization, history, and experience in conducting similar projects.
- Outline of the proposed approach in managing and implementing the solution.
- Key features and benefits of the proposal and their value to the CCBA, based upon your interpretation of the RFP.
- Additional innovation and value-added offerings that you can provide to the CCBA.

Executive summaries should be no more than two pages long.

6.3.2.3 Understanding Of Requirements

Provide an overview of your understanding of the CCBA's requirements.

Discussion of requirements should be no more than three pages long.

6.3.2.4 Solution

Provide an overview of the proposed solution.

This should include a detailed discussion of:

- The details of the solution being proposed.
- Why the solution is relevant and appropriate in responding to the CCBA's requirements.
- A detailed response indicating how the proposed solution meets each of the functional requirements as outlined by the CCBA.

6.3.2.5 Work Plan

Provide an overview of how the solution will be implemented within the CCBA. This should include:

- A discussion of the overall approach to be adopted in confirming, developing, and implementing a solution for the CCBA.
- A detailed workplan, including:
 - Activities.
 - Start and finish dates for each activity.
 - Resources for each activity.
 - Effort estimates for each activity.
- Deliverables and anticipated deliverable dates.
- The project organization, including identification of:
 - Team structure.
 - Roles and responsibilities for the proposed team structure.
 - Proposed resources for each position.
 - Required support from CCBA resources.

6.3.2.6 Company Information

Provide an overview of the organization and its experience in delivering similar solutions. This should include:

- Brief corporate overview.
- Experience in conducting similar projects to that contemplated in this RFP.
- Summary of the resources and capabilities of the organization.
- Identification of additional capabilities and value-added services that will be available to the CCBA.

6.3.2.7 References

Provide three customer references of recently completed projects similar in scope to the requirements of this RFP. References should ideally be municipalities. Reference information should include:

- Organization name.
- Contact information (name, phone number and email).
- Project timing and duration.
- Project cost.
- Overview of the scope of work, solution and why that solution was relevant.
- Discussion of challenges encountered and how those challenges were resolved.

6.3.2.8 Resumes

For each proposed resource, provide a resume for each resource. Resumes should clearly identify:

- The experience of each proposed resource
- Involvement in projects similar in scope to the requirements of this RFP.

- Depth of expertise for the role that is being proposed.

Resumes should be no more than three pages each in length.

6.3.3 Pricing

Provide a detailed breakdown of your proposed pricing based upon the defined workplan. This should include identification of:

- Costs for each deliverable.
- Resource rates for each proposed resource.
- Estimates of travel expenses and disbursements.
- Identification of estimation assumptions and combine a section on budget.

7 Event Wrap-Up

The Project Wrap-up Meeting is a crucial phase in the successful completion of this project. The meeting is scheduled for September 2023, following the conclusion of the series of marquis events in May, June, July, and August 2023. The purpose of the wrap-up meeting is to review the overall project, assess its success, and ensure that all necessary closing activities are completed.

7.1 Project Wrap-up Meeting Requirements

The following requirements are expected to be fulfilled during the Project Wrap-up Meeting:

Project Evaluation and Assessment:

- Present a comprehensive evaluation of each event, assessing the achievement of project goals and objectives.
- Discuss any challenges encountered and the corresponding solutions implemented.

Financial Reporting:

- Provide a detailed financial report for each event, comparing the actual expenditures against the initially proposed budgets.
- Summarize the overall financial performance of the project, including any surplus funds generated and their allocation.

Attendee and Community Feedback:

- Share feedback received from event attendees and the local community.
- Discuss the success of community engagement initiatives and the perceived impact on the community.

Sponsorship Evaluation:

- Evaluate the effectiveness of the sponsorship development strategies.
- Summarize the level of support received from local businesses and organizations.

Lessons Learned:

- Identify key lessons learned throughout the project.

- Provide recommendations for improvements or adjustments in future event planning initiatives.

Documentation Submission:

- Submit all necessary project documentation, including event plans, budgets, financial reports, and any other relevant documents.
- Ensure that all permits, approvals, and insurance documentation are organized and handed over.

Final Recommendations:

- Offer final recommendations for the City Centre Business Association (CCBA) based on the experiences and outcomes of the project.
- Discuss potential opportunities for future collaborations or enhancements to similar events.

Q&A and Discussion:

- Facilitate a question-and-answer session to address any inquiries or concerns from the CCBA or other relevant stakeholders.
- Encourage open discussion on the overall project experience.

8 Source Documents

The following documents will be made available to the successful consultant to help them be properly informed.

Additional reports as identified may also be provided.

- Previous event budgets and site plans
- Vendor lists and contacts for entertainment
- List of businesses within the City Centre Business Association

9 RFP Terms & Conditions

9.1 Gifts & Gratuities

Vendors will not offer entertainment, gifts, gratuities, discounts, or special services, regardless of value, to any employee of the CCBA, contractor or board member. Vendors shall report to the CCBA any attempt by City employees to obtain such favours.

9.2 Cost Of Proposal

As a condition of submitting a proposal, each vendor acknowledges and agrees that this procurement process is a request for proposals and is not a tendering process. It is part of an overall procurement process intended to enable the CCBA to identify a potential successful vendor. The CCBA will not be responsible for any costs, expenses, losses, damages, or liability incurred by any vendor as a result of, or arising out of, preparing, submitting, or disseminating a proposal, or for any presentations or interviews related to the

proposal, or due to CCBA's acceptance or non-acceptance of a proposal. No implied obligation of any kind or on behalf of CCBA shall arise from anything in this RFP.

9.3 Communications

Communications with respect to this procurement are to only be conducted in accordance with the provisions outlined in this RFP. Vendor organizations should not rely on any communications or information not included in this RFP or, by extension, any subsequent addenda issued in accordance with the RFP process. Any communication with City staff or other stakeholders outside of the defined question process will result in the disqualification of that organization's response.

9.4 Media

Vendor organizations may not communicate directly or indirectly with the media regarding this RFP or any subsequent negotiations or contract without the express written permission of CCBA.

Vendor organizations will refrain from engaging in lobbying or carrying out any activities to publicly promote or advertise their participation, any details of their proposal or their interest in this RFP.

9.5 Bid Ineligibility

The CCBA may reject a proposal from a vendor where, in the opinion of the CCBA, the commercial relationship between the CCBA and the vendor has been impaired by the act(s) or omission(s) of the vendor, within the five (5) year period immediately preceding the date on which a contract is to be awarded.

The act(s) or omission(s) include, but are not limited to, the following:

- Threatening litigation or pursuing litigation against the CCBA, in relation to previous contracts awarded to the vendor by the CCBA;
- A claim has been made by the CCBA against the vendor regarding previous performance under an agreement with the CCBA, including claims under a security submitted by the vendor, such as a Bid Deposit, Performance Bond or Materials and Labour Bond;
- The vendor has refused to follow reasonable directions of the CCBA or to cure a default under any agreement with the CCBA;
- The vendor refuses to enter into any agreement with the CCBA after the vendor's proposal has been accepted by the CCBA;
- The vendor has communicated, directly or indirectly, with any other vendor about the preparation of the vendor's bid for the same Work;
- The vendor or any person with whom that vendor is not at arm's length, within the meaning of the Income Tax Act (Canada) as amended, has been convicted of an offence under any taxation statute in Canada;
- The vendor has been convicted under the Criminal Code or other legislation, including environmental, product liability, occupational health and safety and financial securities legislation.

9.6 Retention

Submitted proposals will be retained by the CCBA for on-going reference and will not be returned to vendors.

9.7 Late Proposals

Late proposals will not be accepted. Responses received after the closing date and time will be returned to the vendor unopened.

9.8 Entire Proposal

The proposal submitted by vendor organizations is to be the full, complete, and entire proposal of the vendor. No links or references to additional documentation, promotional material or web sites should be included by the vendor. Vendors should not rely on any other information being considered in evaluating responses apart from the information contained within the submitted proposal.

The CCBA will not be responsible for incomplete or misdirected proposals.

9.9 Expiry Date

Proposals and pricing shall be irrevocable for a period of 90 (ninety) days from the closing date and time of this RFP.

9.10 Acceptance Of Proposals

The CCBA may elect at its sole discretion to accept or reject any proposal or part thereof and to waive any defect or irregularity in any Proposal and to accept or reject any Proposal, in whole or in part. The CCBA may reject any or all proposals, cancel the RFP, or cancel and re-issue the RFP in whole or in part on the same or different terms at any time.

9.11 Assessment Of Proposals

The CCBA reserves the right to consider and rely on any criteria that the CCBA deems relevant, even if such criteria has not been published in this RFP.

Without reducing the generality of the previous statement, the CCBA reserves the right to consider while evaluating proposals:

- The information provided in the proposal.
- Information provided in response to enquiries of credit and industry references.
- Information received in response to enquiries by the CCBA to third parties regarding the reputation, reliability, experience, and capabilities of a vendor.
- Previous experience of a vendor in providing services to the CCBA.

9.12 Conflict Of Interest

In submitting a response to this RFP, vendors warrant that no employee or member of the Board of Directors of the CCBA will have any interest, directly or indirectly, in the performance of work or any profits that would result should they be successful vendor. Vendors shall disclose to the CCBA any such conflict(s) prior to executing an agreement for this work. If such a conflict of interest does exist, the CCBA may, at its discretion, withhold the execution of the agreement until the matter is suitably resolved.

Vendors shall, upon request, provide all pertinent information regarding ownership of their company. This information shall be supplied within forty-eight (48) hours of request.

9.13 Change To Timeline

The CCBA reserves the right to amend the timeline of this RFP. Timeline amendments will be communicated to all vendors by addendum as discussed in the Clarifications section, above.

Vendors requesting an extension of this timeline must provide sufficient reason for their request. Extension requests received less than 5 (five) business days before the published closing date will not be considered, provided that in any event the CCBA shall in no circumstances have any obligation to allow any extension or to provide a response to an extension request in a timely manner, or at all.

9.14 Amendment Or Withdrawal

Vendor organizations may amend or withdraw their proposals any time prior to the submission deadline for this RFP. The last proposal received will invalidate and supersede all previous submitted proposals. After the deadline, all proposals are irrevocable.

9.15 Clarification

The CCBA may, at its direction, seek clarification from vendor organizations regarding any unclear, ambiguous, or missing information within their proposals and allow clarifications to be made by vendors. Vendors should be prepared to respond and provide additional information in a timely fashion.

Vendor organizations are cautioned not to rely on this provision and should endeavor to ensure their submitted proposals are complete, clear, and comprehensive.

9.16 Negotiation

The selected vendor(s) will be expected to negotiate and enter into an agreement with the CCBA. Any negotiations will be subject to the terms of reference defined within this RFP, and the governing law of the Province of Alberta. The CCBA will not be obligated to enter into a legally binding agreement until satisfied with the solution, pricing, and terms of reference of the agreement. No legal relationship will be created until a formal written agreement is negotiated and signed by both parties.

9.17 Best Fit, Not Lowest Price

The CCBA is seeking a solution that best fits the requirements and needs of the organization.

The CCBA is under no obligation to award an agreement to the lowest cost, or any proposal submitted under this RFP.

9.18 Failure To Enter An Agreement

Where the successful vendor(s) fails to enter into an agreement, the CCBA reserves the right to approach and negotiate with the next ranked candidate(s).

9.19 Inaccurate Information

By submitting a proposal, vendors warrant and certify that all information is true, reflective of the current capabilities of their product(s) and free of misstatements or misrepresentations.

Identification of material errors, misstatements or inaccuracies may result in a vendor's proposal being disqualified.

9.20 Debriefing

At the completion of the RFP process, vendors may request a debriefing. Requests are to be made in writing, and within thirty days of receiving notification of the results of this RFP.

The intent of the debriefing information session is to aid the vendor organization in presenting a better proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

9.21 Freedom Of Information

The CCBA is subject to the Freedom of Information and Protection of Privacy (FOIPP) act of the Province of Alberta. This obligates the CCBA to release information under certain conditions and circumstances.

Under the Act, information harmful to the business interests of a contractor and/or proprietary information must be protected. Vendors are encouraged to identify which portions of their proposals are considered proprietary or confidential. However, the CCBA cannot guarantee such information will remain confidential and is subject to disclosure required by FOIPP, or otherwise required by law or by order of a court or tribunal. Vendors are advised that their proposals will, as necessary, be disclosed on a confidential basis to the CCBA's advisers that have been retained for the purpose of evaluating or participating in the evaluation of their proposals.