



**Request for Proposals: Graphic Design/Social Media Consultant/Photographer
Corso Italia Business Improvement Area**

March 20, 2023

Introduction

The Corso Italia Business Improvement Area (the BIA) is a family-friendly neighbourhood of hidden gems with a strong commercial legacy that is ready to be reignited. Here, we celebrate the spirit of our rich and diverse heritage. Alive with history at every turn and welcoming to all, we're both a destination neighbourhood and a place to call home. Located along St. Clair Avenue West between Westmount Avenue and Lansdowne Avenue, boasting over 170 eclectic businesses.

The history of the Corso Italia neighbourhood stretches back to the shores of the glacial Lake Iroquois, which carved out the Davenport Bluffs during the last Ice Age. Generations of families have made their homes here for over 10,000 years. Since the nineteenth century, Corso Italia has served as an entryway into Toronto for thousands of immigrants and newcomers to Canada. Just like its residents, Corso Italia has continued to evolve through the years. At one time the largest Italian community in the city, Corso was the destination for shoes and wedding dresses, cafés and espresso — and a welcoming community. Later, new Canadians from Portugal and Latin America moved to the area, adding Spanish and Portuguese to the Italian soundscape of the neighbourhood.

Corso Italia today is a vibrant mixed community of young families, single people, and retired couples. While fewer new immigrant families are settling in the neighbourhood, over three-quarters of the residents are first- or second-generation immigrants. Corso Italia is a neighbourhood in transition, rich in opportunities for current and new residents. It remains a place of welcome and a home for all.



Project Descriptions

The BIA invites proposals from creative agencies, and/or freelance graphic designers, social media consultants, and photographers to undertake promotional projects throughout the year, developing content (photos, videos, images and text) that creatively captures and communicates the vibrancy of the community and its businesses. The successful proponent(s) will provide key components of the BIA's promotional program from June 2023 through to May 2024 (12 month engagement), including planning, content creation and execution in conjunction with the BIA Coordinator and BIA Marketing Committee. ***Note: We are seeking ideally one proponent who will provide all three services in a more integrated manner, however we will entertain bids from proponents who can provide one or more of these services.**

Components of the project will include:

Photography

- Photographs of each ground level business “storefront” and upper floor business signage (where available) to be used in the BIA's business directory;
- Photographs of “street life” capturing the vibrancy and attractiveness of the area; and,
- Photographs of BIA events, including, but not limited to Harvest Festival in September, Halloween in October, and the Christmas Event in late November/early December.

Graphic Design

- Graphic Designer will have excellent knowledge in using programs such as Adobe Illustrator;
- Produce creative assets for print and digital use to promote ongoing BIA activities, initiatives and events
- Work with the various BIA subcommittee teams to determine needs, establish schedules and production requirements for promotional material to be used for events or social media accounts;and,
- Collaborate and coordinate with other marketing consultants / freelancers and the BIA Coordinator.



Social Media Consultant

- Create a social media calendar for a 12-month duration for all social accounts (Instagram, Facebook and Twitter);
- Create campaigns and posts for the BIAs social accounts in conjunction with BIA Coordinator, graphic designer and photographer and,
- Develop and deploy targeted paid social advertising using content developed for the BIA.

The consultant(s) will work directly with the BIA Coordinator to develop, schedule and execute the projects. The successful proponent(s) will be expected to bring ideas, creativity and awareness to the initiative. The successful proponent agrees that the Corso Italia BIA will have unlimited use for all materials produced under the contract.

Submission Requirements

Proponents must include the following in their proposal:

1. A one-page cover letter that includes:
 - a. Proponent's name, business name and contact information.
 - b. A brief account of work/education/training history in supporting content development and social media, including:
 - i. For photography: highlighted experience shooting streetscapes in an urban or retail storefront context;
 - ii. For video: highlight experience with video interviews and storytelling; and,
 - iii. Link to an online portfolio of relevant work.
 - c. The total proposed cost, including all creation, editing and production, and any travel charges for incidentals. Pricing should be broken out by scope of work and deliverables.
 - d. Provide hourly / per diem rates for out-of-scope services that may arise.
2. A description of the proposed approach to the project that demonstrates:
 - a. Your understanding of the project and the BIA's objectives;
 - b. Your artistic creativity in approaching the project; and,



- c. Your experience with similar projects.
- 3. At least two references from previous clients of similar projects including contact name, company/organization name, telephone number, email address and website address.

Budget

Deadline for Proposal Submission: May 1, 2023

Questions may be submitted to Katerina Gourmos, BIA Coordinator, at corso@torontocorsoitalia.com no later than April 17, 2023.

TIMELINES

March 20, 2023	RFP issued
April 17, 2023	Deadlines for submission of questions
April 21, 2023	Posting of answers to all interested proponents
May 1, 2023	Deadline for submission responses
May 5-15, 2023	Interviews for shortlisted proponents
May 30, 2023	Selection of successful proponent(s)
June 15, 2023	Start of contract (one year term)