Schedule A

ANNEX 1 - Statement of Work

**PROJECT DESCRIPTION**

Huron County Wish Book and Social Media Campaign

* A nostalgic tribute to the eagerly anticipated annual department store wish book, the electronic Huron County Wish Book will provide gift ideas from retailers and businesses across Huron County. Whether looking for a handcrafted one-of-a-kind item or popular brand name products, everyone can find great gift-giving ideas available right in their backyard.
* The program will roll out to businesses through e-blasts and social media posts that will be amplified by participating Chambers, BIAs and municipal partners. It will roll out to residents and tourists through media releases, media interviews, e-blasts, social media posts, posters and advertising (including local newspapers, radio and television; Spotify; social media advertising and boosts).
* Creating and deploying logos and common campaign, website content The electronic Wish Book, media releases, advertising, and professional photography and videography services will be co-ordinated by the Huron Chamber of Commerce. A toolkit of branding materials and logos, Wish Book templates, e-blasts, and social media posts will be accessible to partners. Partners will share their local material for use on a regional level.
* Promoting seasonal approaches intended to drive shoppers to local small merchants

Marketing and Promotion

* Developing and posting short videos Huron Chamber of Commerce will co-ordinate professional development of short videos, based on requests from the partner communities.
* When the campaign is completed, these videos will find a permanent home on Ontario's West Coast regional website and will be available to the local BIAs, Chambers and individual businesses for promotional use.
* Creating and distributing marketing tool kits/templates.
	+ A toolkit of branding materials and logos, Wish Book templates, e-blasts, and social media posts will be accessible to partners. Social media buys and creative visuals.
* Huron Chamber of Commerce will co-ordinate a marketing campaign that includes social media advertising and posters for community boards, that's based on strong and enticing visuals.
* Huron Chamber of Commerce will co-ordinate a marketing strategy that includes print media and radio advertising in the local catchment area, plus markets that are within an hour's drive of Huron County
* Developing and sharing content and presentations that explain the economic, civic and environmental importance of the local businesses in the community

**Start Date: September 1, 2021**

**End Date: January 14, 2022**

**WORKPLAN**

**(Timeline)**

Graphic Design - Logo and Branding Materials – Sept. 1 to Nov. 8

* A graphic designer, hired from an RFP process, will work with a maximum of four staff members of the Huron Chamber of Commerce, Town of Goderich Tourism and Community Development, and County of Huron Economic Development Department to develop a logo and branding materials that can help to achieve our goal of increasing local shopping.
* Due for circulation: Friday, Oct. 7. Award: Oct. 22.
* Status: Underway.
* Lead: H. Boa. Input from R. Sickinger, J. Ujiye

Communications – Media Release and Eblasts for Business – Sept. 1 to Oct. 15

* A communications company, hired from an RFP process, will work with the Huron Chamber of Commerce to develop a package of communications materials – media release, newletter text, and three eblasts, social media - with consistent and effective messaging for delivery to a media list provided by the Chamber and enhanced by the communications company.
* Due: Thursday, Oct. 14
* Status: Not started
* Lead: H. Boa.
* Note: Although this is part of the RFP, H. Boa will complete the early work and funds will be redirected to a program launch media conference, inviting MP Ben Lobb and others.

Communications – Toolkit for Partners – Nov. 1 to Dec. 31

* Huron Chamber of Commerce will create a toolkit on its OneDrive to share with partners. Graphics, video, photos and text will be shared to the drive as necessary.
* Under RFP

Gathering of Material for Wish Book – Oct. 5 to Nov. 1

* The Huron Chamber of Commerce will work with its partners to gather photos and text for the Wish Book. The BIAs and Chambers, who know their members the best, will be responsible for submitting a target number of Wish Book items based on the size of their communities. For example, Goderich, with the biggest community base, will be invited to contribute the highest number of items from among its business community.
* Our target is 500 businesses participating in the Wish Book. That’s about 20% of retail businesses in Huron County.
* Due: Friday, Oct. 29 at 5 pm. We can trickle in additions as they arrive.
* Status: Not started
* Lead: All BIA and Chamber managers.

Graphic Design and Layout of Wish Book – Oct. 16 to Nov. 8

* A graphic designer, hired from an RFP process, will work with the Huron Chamber of Commerce to design the Wish Book in InDesign. A PDF version of the Wish Book will be uploaded to Issuu, a free publishing program for embedded flipbooks.
* Under RFP

Communications – Media Release and Eblasts for Local Residents and Visitors – Nov.8 to Dec. 24

* A communications company, hired from an RFP process, will work with the Huron Chamber of Commerce to develop a package of communications materials – media release and three eblasts - with consistent and effective messaging for delivery to a media list provided by the Chamber and enhanced by the communications company.
* Under RFP

Communications – Social Media Posts – Nov. 1 to Dec. 31

* Huron Chamber of Commerce will work with Community Futures Huron's social media expert to create social media posts that generally promote the Wish Book and regional local shopping, and explain the economic, civic and environmental importance of the local businesses in the community.
* Local BIAs and Chambers will be provided access to branding and templates for social media posts that they can generate to promote other gift ideas, inform viewers on events like Christmas parades and Santa visits, or highlight their hidden gems such as incredible restaurants.
* In addition to the toolbox, those BIAs and Chambers that request it will be provided with maximum 15 of the Wish Book items in ready to post format for social media from Nov. 8 to Dec. 31.

Photography / Videography – Wish Book and Social Media Posts – Oct. 1 to Nov. 10

* Huron Chamber of Commerce will schedule a photographer and videographer, hired through an RFP process, to gather material for use in the Wish Book and across social media platforms. Five high quality, edited videos will promote the regional shop local message. Twenty-four 15-second videos that rely heavily on text messaging will be produced using video shot for the longer videos or using fresh video shot separately.
* Please submit your complete photo and text listings, which will be accessed by the graphic artist, with retakes scheduled when necessary.

Graphic Design of Marketing Materials – Oct. 1 to Dec. 15

* Huron Chamber of Commerce will work with a marketing company, hired through an RFP process, to create advertising with regional messaging and community-specific messaging according to a marketing strategy that includes print media and radio advertising in the local catchment area, plus markets that are within an hour's drive of Huron County – London, Stratford and Kincardine.

Marketing – Nov. 1 to Dec. 24

* A marketing strategy that includes print media and radio advertising in the local catchment area, plus markets that are within an hour's drive of Huron County – London, Stratford and Kincardine.

Lead: H. Boa

According to approved Marketing Plan.

Under RFP process

***Eligible Activities***

The Recipient will focus on promoting Shop Local initiatives to:

* increase consumer confidence in the marketplace;
* improve consumer traffic for local business;
* increase local partnerships in support of capacity building; and
* increase sharing of knowledge/best practices between community groups.

Key goals of the initiative include:

* To implement campaigns that represent the diverse and unique circumstances and demographics of regions, communities, and neighbourhoods;
* To support collaboration with key stakeholders including small businesses, municipalities and organizations and associations that are representative of local communities;
* To facilitate coordination amongst organizations supporting existing buy local campaigns to avoid duplication or competing messaging and leverage established branding thereby maximizing benefits and reach; and,
* To access local suppliers such as media, graphic designers, printers, etc., whenever possible in the design and implementation of Shop Local campaigns.

The Recipient proposes to administer the Project across the applicable four potential project streams. They are:

**Stream 1: Shop Local campaign branding**

Eligible activities for this stream could include, but are not limited to:

* developing and rolling out overall campaign theme(s)
* creating and deploying logos and common campaigns, website content
* promoting seasonal approaches intended to drive shoppers to local small merchants
* creating and distributing promotional templates for shared use

**Stream 2: Marketing and promotion**

Eligible activities for this stream could include, but are not limited to:

* developing and posting short videos
* creating and distributing marketing tool kits/templates
* social media buys and creative visuals
* purchasing ads, talk radio spots
* creation of printed/ e-guides, signage and maps
* developing and sharing content and presentations that explain the economic, civic and environmental importance of the local businesses in the community

**Stream 3: Building consumer confidence**

Eligible activities for this stream could include, but are not limited to:

* promoting awareness of safety measures to protect consumers
* promoting local purchasing options
* developing and sharing featured stories that highlight difference makers in the community

**Stream 4: Partnership development**

Eligible activities for this stream could include, but are not limited to:

* implementing activities to build local capacity through community engagement
* encouraging collaboration and best practices to achieve support for the local campaign
* collaborating with local education institutions, colleges or universities to plan hack-a-thons or contests to develop digital or marketing materials.

***Encouraging Local Supply Chain Use***

As previously noted, the Recipient are encouraged to consider local suppliers to assist with development and delivery of their Shop Local campaign elements. Where suppliers do not exist or are unavailable, Chambers are encouraged to explore other nearby suppliers to maximize opportunities for local businesses from surrounding communities.

***Research and Reporting***

The Recipient will establish SMART objectives (i.e. specific, measurable, achievable, relevant, and time-bound) and diligently manage, track and report on them.

Annex 2

**PAYMENT SCHEDULE**

**First Payment:** 40% upon the OCC receiving funding from the government of Canada

**Second Payment**: 50% of the awarded amount will be provided upon receipt of the midterm report

**Final Payment**: 10% of the awarded amount will be provided upon receipt of the final report

**PROJECT BUDGET**

See attached per email

Annex 3

Expected Results

**Recipient reporting will include results on the following metrics:**

* Size/Membership of the Recipient.
* Number and names of communities participating in the project.
* Did the project enhance an existing Shop Local campaign.
* Did the project establish a new Shop Local campaign.
* Approximate number of consumers reached through each of the campaign activities based on the potential reach of communications campaign and size of community.
* Number of businesses that benefitted from the SL awareness campaigns (e.g. – can be based on the number of regional Chamber members/businesses they represent and/or the sectors targeted).
* Information regarding how the campaign was received by the community.
* Number of local partnerships created.
* Number of resources developed.
* Social media impressions.
* Number of participating businesses.
* Number of local businesses that received funding/contracts assisted with development and delivery of their shop local campaign.
* Number of consumers reporting awareness of SL campaigns (based on reach of ad-buys in legacy media other promotional activities).
* Approximate number of consumers reached through each of the campaign activities.
* Number and types of sectors promoted through Shop Local projects.

Schedule B

Eligible and ineligible activities and related information

1. General principal

The Eligible Costs shall be the direct costs which, are reasonably and properly incurred or allocated, to the performance of the Project, less any applicable credits as defined below.

1. Eligible Activities

Are those activities as outlined in the program guide.

1. Non-Eligible Activities

Activities of an on-going nature (e.g. normal operating costs) will not be eligible.

1. Eligible Costs

Eligible Costs will be those costs that are incurred by the Recipient and which, in the opinion of the OCC, are reasonable and required to carry out the Eligible Activities to which they relate. Only costs that are reasonable and which relate directly to the Eligible Activities will be allowed.

1. Non-Eligible Costs

Non-eligible activities include those of an ongoing nature (e.g. normal operating costs).

1. Goods and Services Tax or Harmonized Sales Tax

Only that portion of the Goods and Services Tax or the Harmonized Sales Tax which is not refundable by Canada Revenue Agency as an Input Tax Credit or as a Rebate can be claimed as an Eligible Cost. Only that portion of the Provincial Sales Tax which is also not refundable by the respective provincial tax authority can be claimed as Eligible Cost.

Schedule C

Reporting requirements

1. Reporting

The Recipient will ensure that appropriate data collection processes are in place to enable the capture and reporting of data necessary to complete reports and shall submit progress and a final report satisfactory to the OCC, as per the templates provided by the OCC for both progress/milestone and final report. Report frequency as noted in the program guide.