



## **Port Credit BIA Brand Revitalization RFP Addenda**

**Addenda Number:** 2026-05-2026 - 1

**Date Issued:** May 19, 2026

**RFP Title:** Port Credit BIA Brand Revitalization

### **Purpose of Addendum**

This addendum is issued to provide clarification and responses to questions submitted by prospective proponents regarding the Port Credit BIA Brand Revitalization Request for Proposal (RFP).

### **Instructions to Proponents**

The following questions and answers form part of the official RFP documentation. Proponents are responsible for reviewing and incorporating the information contained in this addendum into their submissions.

### **Questions & Answers**

**Is there an estimated or target budget range for this project that proponents should consider when preparing pricing?**

PCBIA has allocated a budget of \$10,000 for this project. However, proposals will be evaluated based not only on cost, but also on overall alignment with the project objectives, demonstrated expertise, strategic approach, creativity, and the added value brought to the organization. PCBIA welcomes submissions that clearly outline opportunities for enhanced deliverables, long-term brand impact, and innovative solutions that support the continued growth and positioning of Port Credit as a vibrant destination.

**Question:**

**Is there a budget range for this project that we should keep in mind when preparing our proposal?**

PCBIA has allocated a budget of up to \$10,000 for this project. However, proposals will be evaluated based not only on cost, but also on overall alignment with the project objectives, demonstrated expertise, strategic approach, creativity, and the added value brought to the organization. PCBIA welcomes submissions that clearly outline opportunities for enhanced deliverables, long-term brand impact, and innovative solutions that support the continued growth and positioning of Port Credit as a vibrant destination.

**Question:**

**What prompted Port Credit BIA to pursue a brand revitalization at this time, and what gaps or opportunities are you hoping the new brand will address? Has there been any research conducted that will be shared with the selected agency?**

Port Credit continues to evolve as a vibrant, year-round waterfront destination, and PCBIA recognizes the opportunity to better reflect this growth and energy through a refreshed brand identity. The revitalization is intended to strengthen recognition of Port Credit as both a community hub and tourism destination while creating a more cohesive and modern brand system that supports businesses, events, partnerships, and seasonal storytelling.

The refreshed brand should better communicate the “Life Flows Better by the Lake” positioning, reinforce the connection to the #INThePort identity, and create stronger consistency across all touchpoints. PCBIA is also seeking greater flexibility and scalability in how the brand is applied across digital, print, environmental, and experiential platforms.

Any relevant background materials, existing assets, available analytics, and research currently held by PCBIA will be shared with the selected agency at project kickoff where applicable.

**Question:**

**Who will be involved in the review and approval process throughout the project?**

The review and approval process will include PCBIA staff leadership and key stakeholders, with milestone reviews and collaborative check-ins scheduled throughout the project. The PCBIA Board of Directors may also participate in review presentations and approvals at key stages of the process, particularly during final concept selection and approval phases.

**Question:**

**Is the selected agency expected to support the rollout of the brand (campaigns, signage, website updates, etc.), or mainly focus on developing the brand itself?**

The primary focus of this RFP is the development of the refreshed brand strategy, visual identity system, messaging framework, and supporting brand toolkit. However, PCBIA welcomes agencies to outline optional rollout support services, including campaign development, implementation recommendations, signage applications, launch strategy, or advisory support. Agencies may identify phased rollout opportunities and associated costs as part of their proposal.

**Question:**

**Are there any accessibility or bilingual requirements we should consider during the brand development process?**

The refreshed brand should prioritize accessibility, usability, and adaptability across digital and print applications. Typography, colour contrast, readability, and inclusive design practices should be considered throughout the development process. At this time, there are no formal bilingual requirements outlined within the RFP; however, the brand system should remain flexible enough to accommodate future multilingual applications if required.

**Question:**

**How does Port Credit BIA currently measure the success of the brand, and are there specific goals or metrics you'd like the refreshed brand to improve?**

PCBIA currently evaluates brand impact through overall community engagement, event participation, social and digital engagement, business participation, tourism visibility, and audience recognition of Port Credit as a destination. The refreshed brand is intended to strengthen awareness, improve consistency in communications, deepen emotional connection to the Port Credit experience, and support stronger engagement across residents, visitors, and the business community.

The organization is also seeking a brand system that enables clearer storytelling, stronger seasonal marketing opportunities, and measurable long-term growth in visibility and participation.

**Question:**

**For the July 1 launch, what specific deliverables are expected to be finalized and public-facing by that date, and are there any elements that could be phased following launch?**

PCBIA's goal is to have the core refreshed brand identity publicly launch in alignment with the July 1, 2026 #INThePort Canada Day celebration. At minimum, this would ideally include the finalized brand direction, visual identity system, messaging framework, and select launch-ready applications or assets suitable for public-facing use.

PCBIA understands that some implementation elements may require phased rollout following launch. Agencies are encouraged to identify recommended phasing opportunities within their proposals, including any elements that may extend beyond the initial launch window.

**Question:**

**Is a website redesign or development component included within this RFP, or is the scope focused primarily on the brand system and supporting assets?**

This RFP is focused primarily on the development of the brand strategy, identity system, messaging framework, and supporting brand assets. While the refreshed brand will ultimately inform digital applications, including the website, a full website redesign or development scope is not currently a required component of this RFP unless proposed as an optional additional service.

**Question:**

**For branded merchandise and swag, is the selected agency expected to support sourcing and production management, or only provide production-ready designs?**

The expectation within the current scope is for the selected agency to provide creative concepts and production-ready branded merchandise designs. Agencies are welcome to propose optional sourcing, vendor coordination, or production management services as an additional offering if desired.

**Question:**

**How would you like the relationship between the PCBIA brand, Port Credit, and #INThePort to be approached within the refreshed brand system?**

PCBIA envisions a cohesive and flexible brand ecosystem led by the overarching destination theme: “Port Credit – Life Flows Better by the Lake.” This positioning should serve as the foundation of the refreshed brand system, helping to communicate the unique lifestyle, energy, and year-round experience that defines Port Credit.

Within this framework, the Port Credit destination brand should function as the primary public-facing identity, reflecting the community’s lakeside character, vibrancy, and sense of place. The PCBIA organizational identity should support and reinforce this broader destination vision while maintaining credibility and alignment with its role as a business and community catalyst.

The #INThePort identity should continue to function as an engaging campaign and community expression that brings the brand to life through events, storytelling, tourism promotion, local business engagement, and seasonal activations. The refreshed brand system should clearly demonstrate how these elements work together cohesively while allowing flexibility for campaigns, partnerships, and future growth.

Agencies are encouraged to explore strategic and creative approaches that unify these identities under the “Life Flows Better by the Lake” narrative while ensuring consistency, scalability, and strong audience recognition across all touchpoints.

**Question:**

**What existing materials or assets would be available at project kickoff (brand files, research, photography, analytics, previous strategy work, etc.)?**

PCBIA will provide available background materials and existing assets at project kickoff, which may include current brand files, marketing collateral, website and social media access for review, photography assets, community insights, stakeholder feedback, and any relevant reports or research currently available. Additional materials may be identified and shared throughout the discovery phase as needed.

**Acknowledgement**

These addenda shall be acknowledged by proponents as part of their final RFP submission.

**Additional Questions:**

Any additional questions should be sent to **both** [Kelly@portcredit.com](mailto:Kelly@portcredit.com) and [info@portcredit.com](mailto:info@portcredit.com) .