PHOTOGRAPHY SERVICES FOR THE CANADA COUNCIL ART BANK REQUEST FOR PROPOSAL
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THE CANADA COUNCIL FOR THE ARTS

PHOTOGRAPHY SERVICES

REQUEST FOR PROPOSAL

1.0 GENERAL INFORMATION & INSTRUCTIONS

1.1 PURPOSE FOR THE RFP

This request for proposal (RFP) invites professional photographers (the Firm) with expertise in providing photography services to submit a proposal to the Canada Council for the Arts (the Council). Firms may bid on one or more of the service requirements which include photographing artworks for cataloguing images for the Canada Council Art Bank, photographing artworks on display for promotion of the Art Bank programs, and/or photography services for events. The intent of this request for proposal (RFP) is to establish a list of prequalified suppliers per service who can be assigned to deliver photography services as needed. The Council would enter into Standing Offer Agreements with successful Firms for three years with the option to extend for two years.

1.2 ABOUT THE CANADA COUNCIL FOR THE ARTS

The Canada Council for the Arts contributes to the vibrancy of a creative and diverse arts and literary scene and supports its presence across Canada and around the world. The Council is Canada’s public arts funder.

Its grants, services, initiatives, prizes, and payments support Canadian artists, authors, and arts groups and organizations. This support allows them to pursue artistic expression, create works of art, and promote and disseminate the arts.

Through its arts funding, communications, research, and promotion activities, the Council fosters ever-growing engagement of Canadians and international audiences in the arts.

The Council’s Public Lending Right (PLR) program makes annual payments to creators whose works are held in Canadian public libraries.

The Council’s Art Bank provides the broader public with a collection of over 17,000 Canadian contemporary art works to enjoy through its rental, loan, and dissemination programs.

The Canadian Commission for UNESCO operates under the authority of the Council. It shares a common history and future with the Council in terms of sustainable development characterized by the arts, science, culture, equality, and peace.

For more information in regards to the above-mentioned, please refer to Council’s following websites:

- Canada Council for the Arts: https://canadacouncil.ca/
- Public Lending Right Program: https://publiclendingright.ca/
- Art Bank: https://artbank.ca/
- CCUNESCO: https://en.ccunesco.ca/
1.3 BACKGROUND

The Canada Council Art Bank makes contemporary artwork available to a wide public across the country through corporate art rental, exhibitions and outreach including loans to museums. With more than 17,000 artworks by over 3,000 artists, the Art Bank has the largest collection of contemporary Canadian art anywhere. It houses paintings, sculptures, drawings, photographs and prints by emerging and established artists, including a significant number of artworks by Indigenous and racialized artists.

The Art Bank requires the services of a professional photographer to photograph artworks from the collection onsite at the Art Bank and occasionally at client sites in the Ottawa-Gatineau area and potentially in other Canadian cities. The Art Bank is located at 921 St. Laurent Blvd, in Ottawa, and the majority of the photography services would take place onsite at the Art Bank.

The intent of this request for proposal (RFP) is to establish a list of prequalified suppliers who can be assigned to deliver photography services for the Canada Council Art Bank as needed.

1.4 ACCEPTANCE OR REJECTION OF PROPOSALS

It is the intention of the Council to consider the proposals submitted and to not be precluded from negotiating with one, or more than one, of the parties responding to this RFP to finalize technical and commercial terms. The Council reserves the right to accept any proposal, or any part of a proposal submitted that is deemed, in the sole discretion of the Council, to be the most advantageous to it.

The proposal having the lowest cost shall not necessarily be accepted and the Council may take into account any criteria in evaluating responses to this RFP. The Council is not obliged to provide reasons to any responding parties with respect to any use of the Council’s discretion.

The Council reserves the right, in its sole discretion, to seek further information from, or clarification of, any proposal submitted in response to this RFP, and is entitled to utilize any such information or clarifications received in deciding which proposal it may accept, if at all.

1.5 RFP DATES & DEADLINES

The following schedule will be followed for this RFP:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP posted to MERX</td>
<td>November 29, 2021</td>
</tr>
<tr>
<td>Deadline for questions regarding the RFP</td>
<td>December 6, 2021</td>
</tr>
<tr>
<td>Deadline for responses to be posted to MERX</td>
<td>December 17, 2021</td>
</tr>
<tr>
<td>Deadline for submissions</td>
<td>January 5, 2022</td>
</tr>
<tr>
<td>Contract negotiations (additional requests from short-listed firms if required)</td>
<td>January 7, 2022</td>
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<tr>
<td>Start of contract</td>
<td>After January 17, 2022</td>
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**Period of Validity of the Proposal:** Proposals submitted must remain open for acceptance by the Council for a period of not less than sixty (60) days from the specified closing date.

1.6 CONFIDENTIALITY AND COUNCIL’S OBLIGATION

All information, including the RFP, provided to the Firms shall remain the exclusive property of the Council. As such, all data and information shall be kept strictly confidential and shall not be disclosed to any third party without the express written consent of the Council.
The issuance of this RFP and Council's receipt of any proposal shall not, in any manner, obligate Council to perform any act, incur any liabilities, or reimburse or compensate any Firm for preparation costs or other losses incurred in the preparation of their response to this RFP. Council shall have the right to use, for any purpose, any information submitted in connection with the RFP unless it has been marked Confidential.

Confidentiality agreements or clauses are subject to the Access to Information Act s. 20(1)(b) and must meet the following four conditions to be treated confidentially.

The information must be:

1. financial, commercial, scientific or technical information;
2. “confidential” - three indicators of confidentiality:
   - the information contained in the record is not available from other sources in the public domain or obtainable by observation or independent study by a member of the public acting on his or her own;
   - the circumstances in which the information originates and is communicated give rise to a reasonable expectation that it will not be disclosed; and
   - the information, whether provided by law or supplied voluntarily, is communicated to the government within a relationship that is either fiduciary or not contrary to the public interest and that will be fostered for the public benefit by confidential communication.;
3. supplied to a government institution by a third party; and
4. treated consistently in a confidential manner by the third party.

1.7 TERMS & CONDITIONS

Successful firm(s) will be required to enter into a Standing Offer Agreement with the Council which will embody the terms of this RFP and any subsequent negotiations or clarifications. The Council reserves the right to modify or amend this form of agreement prior to its finalization and execution with the party submitting the successful proposal.

1.8 REQUESTS FOR INFORMATION

Please submit any questions in writing, via email, to the contact below and the Council will respond accordingly. To ensure that all firms receive equivalent information, the Council will post applicable clarification questions and responses on MERX. Deadline for submitting questions is December 6, 2021 at 5:00 pm EST (Ottawa local time).

Enquiries concerning any aspect of this RFP can be directed to:

Contact Name: Martha Young

Contact Title: Operations and Marketing Coordinator

Email: artbank@canadacouncil.ca
1.9 INSTRUCTIONS

1.9.1 INTENTION TO REPLY TO RFP

Please reply via email (address in section 1.8) that you have reviewed this RFP and of your intention to submit a proposal by December 20, 2021. A return email address must be shown in the proposal.

1.9.2 RECEIPT OF PROPOSAL

The completed RFP submission shall be received electronically by email on the proposal due date of January 5, 2022 prior to 5:00 pm EST (Ottawa local time). Firms are requested to keep their RFP submission size to under 20 MB. Please indicate the RFP title in the email’s subject line.

All proposals must be:
1) signed by a duly authorized officer;
2) include a statement that the firm has examined and understood the RFP and all addenda (as applicable), and
3) state that the Firm has the technical and financial resources and personnel to provide the services as identified in this RFP, and within the timeframes specified in this proposal.

Consulting firms are responsible for ensuring that submissions are received by the Council prior to the proposal due date and time. Late submissions received after the closing date and time will be disqualified from competition and not evaluated.

1.9.3 FORMS OF PROPOSAL

To ensure that all proposals are uniformly evaluated, they must be submitted in the format prescribed in Appendix A of this RFP.

The proposal should completely address each element of the Council’s requirements as outlined in Section 2.2 (Service Requirements). Changes or enhancements should be clearly identified and explained. The Firm may suggest alternative means beyond the scope of the stated requirements.

All the terms and conditions set forth in the RFP are accepted and incorporated in the proposal unless the proposal specifically takes exception to them.

1.9.4 MODIFICATION OF PROPOSALS

Firms may modify their proposals up to the specified closing date and time.

1.9.5 AMENDMENTS OR WITHDRAWAL OF THE RFP

Correction or clarification to the RFP will be issued in the form of a written addendum to the RFP and will be posted on MERX. No interpretation, correction, clarification or amendment to the RFP shall be binding on the Council unless it is by way of an addendum. Firms must acknowledge receipt of all addenda in their proposal.

1.9.6 RETURN OF PROPOSALS

Unsuccessful proposals will not be returned to the Firm.
2.0 COUNCIL’S REQUIREMENTS

2.1 OVERVIEW
The Art Bank is a full service art rental organization with a collection of approximately 17,000 artworks of various mediums and dimensions, including paintings, drawings, sculptures, fibre works, photographs and more. The works have been purchased over the past five decades for the purpose of renting them to public and private sector clients in Canada and, at times, internationally. The Art Bank also loans works to institutions in Canada and internationally for the purpose of exhibiting them in major exhibitions or retrospectives as well as organizing two exhibitions each year in the Canada Council’s exhibition space, Ājagemô, and beyond. The Art Bank’s diverse collection includes artworks by notable artists from the 1960s to today including Edward Burtynsky, Jack Bush, Sarindar Dhaliwal, Jacques Hurtubise, William Kurelek, Rita Letendre, Meryl McMaster, Kent Monkman, Norval Morrisseau, Alfred Pellan, Edward Pien, Jean-Paul Riopelle, Denyse Thomasos, Joyce Wieland, etc. For more information about the Art Bank and to see the entire collection, visit https://artbank.ca/.

The Art Bank wants to establish a list of prequalified suppliers to provide photography services on an as needed basis.

The Art Bank is based in Ottawa, Ontario and the majority of the required photography services would be delivered onsite or within the Ottawa-Gatineau area.

2.2 SERVICE REQUIREMENTS

1. Artwork Cataloguing Images:
The Canada Council Art Bank intends to rephotograph between 300 and 500 artworks in the collection on an annual basis. The artworks could be two-dimensional or three-dimensional, framed or unframed, protected by glass/plexi or not, small/medium/large scale, single or multiple components. The final images will be used in the Art Bank database at a relatively low resolution to provide a visual reference to clients of the art rental and exhibition and outreach programs. The images would also be available online on the Art Bank website at a slightly higher resolution. Finally, the highest resolution images will be saved in a databank for potential use in either online or print publications for either the promotion of the Canada Council and its programs or upon external request. The photography would be done intermittently with work periods of one day or several weeks depending on the requirements throughout the year. The photography services would take place, for the most part, at the Canada Council Art Bank, in an area assigned for photography and with the assistance of Art Bank or sub-contracted art handlers. As the photography would be done over several years and could be completed by more than one photographer, the Art Bank has developed specifications for photographing cataloguing images which will be shared with the Firm in advance.

2. Art Rental Client, Exhibition and Outreach Promotional Images of Artworks:
From time to time, the Art Bank may require the Firm to photograph artworks at a client site or in the Canada Council exhibition space, Ājagemô. Photography could be a cataloguing image (ie. artwork by itself) or a promotional image (artwork in situ). For promotional images, the Art Bank would discuss the requirements with the Firm in advance. Clients are largely located in the Ottawa-Gatineau area for these types of service requests. Occasionally, the Art Bank requires photography services outside of the Ottawa-Gatineau area (ex. Montreal or Toronto). If photographers are available to travel, please include estimated charges for these services with the understanding that this is an optional requirement for this standing offer agreement.
3. Photography at Art Bank events:

From time to time, the Art Bank may require the Firm to document events (ex. Doors Open Ottawa at the Art Bank). The Art Bank would discuss the requirements with the Firm in advance.

Art Bank Process for Requesting Services:

- For each type of photography service, the Art Bank will contact the Firm with a detailed request for the work required, including a list of the artworks to be photographed (or a sample list with an approximate number of artworks if requesting a large quantity of works to be photographed), the type of service required, the location where the photography will take place, the deadline for final images, etc.
- The Firm would provide a quote detailing the hourly rate and the estimated number of hours/days to complete the photography work as well as any other associated costs (ex. Post production fee).

General Requirements

The Firm shall:

- Provide all photography equipment required for this project
- Produce and deliver final colour-corrected images in the following sizes:
  - TIFF format (minimum 300 dpi) at a minimum of 3600 pixels in smallest dimension and reproducible to 12 x 18 inch document size
  - JPG format, 300 dpi, 1920 pixels either in height or width (largest dimension)
  - JPG format, 72 dpi, 1920 pixels either in height or width (largest dimension)
- Name each cataloguing image using its cataloguing (ABBA) number and artist last name
- Submit the final images through a file sharing system
- Prior to delivery of an invoice, the Firm must verify that the final images meet the needs of the Art Bank. Should an image need to be colour-corrected or otherwise edited, the Firm will work with the Art Bank to ensure the final files are clearly identified as final and the old files are removed from the file sharing system
- Understand and agree that the copyright for the artworks belongs to the artist or their estate
- Understand and agree that the final images will belong to the Council and can be used freely by the Council – with permission of the artist or their estate. Whenever possible, the Council will credit the Firm. However, the Council will not credit the Firm for the use of the image on the Council or Art Bank’s websites, social media or database.

2.3 GENERAL TIMEFRAME REQUIREMENTS

Exact timelines will be defined with each request for photography services, however, the following general timeframes are being planned for large photography projects:

- 300-500 artworks (cataloguing images) in February and March 2022 with final images due by March 31, 2022
- Annually thereafter, 100-300 artworks between June and August and a further 100-300 artworks between December and March
2.4 OTHER REQUIREMENTS

Although it is not a requirement for this Standing Offer Agreement, it would be an asset if the Firm could provide the services of an experienced art handler(s) to assist with the movement of artworks for large photography services. The art handler(s) would need to have general liability insurance.
3.0 EVALUATION OF THE PROPOSALS

3.1 SCORING

All proposals will be rated on the basis of a "points earned" matrix that will involve an analysis of the complete proposal including, but not limited to, such areas as:

- Proposal is submitted according to instructions (Pass/Fail)
- Firm’s capability (60%)
  - Section A: Executive Summary of the Proposal
  - Section B: Profile of the Firm
  - Section C: Suitability of the Firm
  - Section D: Service Requirements
  - Section E: Service Standards
  - Section F: References
  - Section G: Timeline Requirements
- Firm’s pricing schedule (40%)
  - Section H: Pricing Schedule, Experience & Value Added
  - Appendix B

Firms are required to demonstrate in their proposal that they are able to satisfy the above criteria. Council reserves the right in its sole discretion to request, in writing or orally, clarification of any additional information concerning proposals that are considered responsive.

3.2 SHORT-LIST

A short-list of Firms will be selected on the basis of Council's analysis. Firms on the short-list will be notified in writing and Council reserves the right to request a one-hour presentation to the Council's Selection Committee.

The Council retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements.

3.3 AGREEMENTS WITH SUCCESSFUL FIRMS

The Council shall enter into negotiations with the successful Firm(s) with a view to finalizing a Standing offer for services (the contract), on terms acceptable to the Council. The contract shall be for a period of three base contract years with an option to renew for a further two years in favour of the Council. The Council reserves the right to cancel the contract at any time if the service does not meet Council's expectations and a 30-day advance notice will be sent.

If an agreement acceptable to the Council is not reached within sixty (60) days after selection of the successful Firm, the Council may disqualify that Firm and re-evaluate the remaining proposals without obligation or claim against the Council.

All proponents will be advised on the results of the RFP, including disclosure of the name of the winning proponent, once the proposals have been reviewed and the final negotiations with the winning proponent have been finalized and agreed. Notifications will be done via an email and/or telephone conversation.
with all the proponents at the discretion of the Council. Within 15 days after notification of award, unsuccessful proponents may request a debriefing on their proposal to be scheduled at a later date.
4.0 WORK TERMS

4.1 TASKS
Depending on the service requested as well as the nature and scale of the project, tasks may include:
• Forecasting time, planning and scheduling
• Setting up lighting and preparing area where photography will take place
• Delivery of photography services
• Colour correcting and editing images

4.2 CLIENT SUPPORT
The Council's Project Authority will:
• Provide overall project management authority;
• Provide access to Art Bank personnel as required for discussions, consultations and information;
• Provide access to the Art Bank warehouse for in-house work;
• Coordinate with Art Bank clients;
• Provide details of the photography requirements, including lists or visual references;
• Will be the source of final approval and acceptance of all deliverables; and
• Provide feedback to the Firm on all deliverables.

4.3 DELIVERABLES AND ASSOCIATED SCHEDULE
Deliverables must be completed during regular business hours (8:45 a.m. to 5:00 p.m. EST), unless otherwise requested by the Project Authority.

The source files will be sent to the Project Authority or his/her designated representative through a file sharing system by the Firm at no additional cost to the Council.

The Firm must also provide access to a file sharing system when sharing deliverables for review and approval by the Project Authority.

All completed deliverables are subject to inspection and acceptance by the Project Authority or his/her designated representative.

Deliverables deemed to be unacceptable by the Project Authority and thus not meeting the Quality Assurance requirements described in this document must be corrected by the Firm within the timeframe prescribed by the Project Authority.

4.4 OFFICIAL LANGUAGES
Work, including tasks and deliverables, will be primarily completed in English; however it would be considered an asset for the Firm to be capable of providing services in both official languages. Especially for photography services at Art Bank client sites and at events.

4.5 WORK LOCATION
The work shall be carried out primarily at the Art Bank storage facility at 921 St. Laurent Blvd in Ottawa, Ontario. There may be occasions when the Firm would be requested to provide photography services at client sites in Ottawa-Gatineau and, if feasible, the Firm could be asked to photograph at
client sites in Montreal or Toronto. Travel to Montreal or Toronto is not a mandatory requirement of this Standing Offer.

### 4.6 TRAVEL

For in-house work at the Art Bank, the Firm will be able to park for free on site. Travel outside the Ottawa-Gatineau area may be required. If travel outside the Ottawa-Gatineau area is required, travel expense estimates must be provided by the Firm for each call up. Travel within the Ottawa-Gatineau area will not be reimbursed.
APPENDIX A - PROPOSAL FORMAT

To ensure that all proposals are evaluated equally, the submissions must be divided into the following sections:

**SECTION A**  AN EXECUTIVE SUMMARY OF THE PROPOSAL

**SECTION B**  A PROFILE OF THE FIRM

This section should include:

- company legal name and Canadian address;
- contact information for person responsible for RFP submission;
  - Name, Title, Phone, E-mail
  - Authorized Signature and Date
- website;
- professional memberships;
- number of years in business as a photography firm in Canada;
- number of core customers;
- financial capacity;
- geographical area of operation;
- a brief description of your company, including the number of FTEs (employees versus contract personnel), average length of employment, an organizational chart and a brief resume of each senior manager.
  - Provide details that would be specific to this engagement
- Provide details of the Firm’s general liability insurance coverage

**SECTION C**  SUITABILITY OF YOUR FIRM

This section should describe in two pages or less why you feel that the Firm is best suited to serve the Canada Council Art Bank’s photography requirements.

Please describe what work the Firm has done in terms of photography services with (a) Crown corporation(s), or (b) similar type of agencies and/or organizations, and (c) with organizations working in the arts and culture sector. A demonstrated knowledge and understanding of the arts and culture sector will be a bonus.

The Firm must be able to demonstrate experience in providing photography services for similar corporations and agencies and describe in detail the Firm’s process from planning to final delivery as well as provide an outline of experience on location-based shoots.

**SECTION D**  SERVICE REQUIREMENTS

This section should be broken into sub-sections that respond to each of the requirements identified in the Council's Service Requirements (2.2) of this RFP. In addition, the Firm must submit examples of work that demonstrate their creativity and quality of achievement in photography.

All photographs must have been produced in the past (5) five years as a professional (not student work or created as part of an academic or curriculum requirement).
The examples of work must be consolidated into your proposal document. A link to an online photo library may be included in your proposal document.

SECTION E  SERVICE STANDARDS

This section should describe the Firm's approach, methodology and accelerators for managing and delivering on project engagements of this nature (based on the examples identified in Section D).

This section should also address the following:

- Firm's ability to provide a highly personalized, responsive and practical service, and meet established project deadlines;
- Firm's proposal for problem resolution if the proposed work is unsatisfactory;
- Firm's ability to provide a high level of service to Council in both official languages.

SECTION F  REFERENCES

Please provide two (2) references of comparable, existing corporate clients including the names of the senior contacts, phone number and email. Summarize the work that was done for their organization and the year(s) the service was provided.

SECTION G  TIMELINE REQUIREMENTS

This section should describe the Firm’s ability to meet the timeframes indicated in Section 2.3 and demonstrate availability and capacity to deliver on the Council’s service requirements in the timeframe requested.

SECTION H  PRICING SCHEDULE, RESOURCES & VALUE ADDED

This section should outline the rates for services for each type of service and each role (see Appendix B for the roles). Short resumes must be provided for each of the roles to demonstrate the Firm’s breadth of experience and availability of these resources to immediately start work on the proposed requirements.

The Firm must provide an estimate of the number of artworks that can be photographed (or estimated number of final photographs to be provided) within the daily or hourly rate and any other costs or considerations that will be factored into the pricing of various types of photography requests. Indicate if a minimum number of hours would factor into the pricing.

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.
APPENDIX B – PRICING SCHEDULE, RESOURCES & VALUE ADDED

As a requirement to complete the Proposal, a pricing schedule must be included.

B.1 PRICING SCHEDULE

To ensure that all proposals are evaluated equally, please provide a rate for each of the role/personnel necessary to provide photography services. The Firm should provide an estimate of the number of artworks that can be photographed (or estimated number of final photographs to be provided) within the daily or hourly rate and any other costs or considerations that will be factored into the pricing of various types of photography requests. Indicate if a minimum number of hours would factor into the pricing:

<table>
<thead>
<tr>
<th>Role</th>
<th>$/Hour</th>
<th>Daily Rate</th>
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Note: If additional roles would be required to provide the services requested by the Council, list the role, rate and provide a description of the expected need for that type of resource.

B.2 KNOWLEDGE, EXPERIENCE AND CAPABILITY

It is important to the Council to have competent resources who have been dedicated by their Firm to work with the Council. Describe the resources, including their knowledge, qualifications and experience to provide the services required by the Council. Please provide resumes for each of the roles identified above.

B.3 VALUE ADDED

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.