

## RFP Questions and Answers

Friday, January 29, 2021

1. Do you have a timeline in mind for the completion of this project or a deadline you need to meet?

**Ideally, the project would be complete by July 1, 2021.**

2. It's mentioned multiple times throughout the proposal that the intent of this project is to review and analyze the **current brand** and **develop an overall brand** and sub-brands for Confed Centre...however under the deliverables it states "Update CCOA's visual brand identity, **excluding the stand-alone logo...**". Can you clarify...is the stand-alone logo not to be updated, altered or changed in any way...or are all brands being reviewed and possibly updated?

**The stand-alone logo design is to remain the same. Alterations to the colour will be considered.**

3. Where on the Centre website are bidder Q & A's to be found?

**The questions and answers will be posted weekly on Fridays until the expiration of the RFP at:**

**<https://confederationcentre.com/rfp-qa/>**

4. With regard to the following reference in the RFP - 'Update CCOA's visual brand identity, excluding the stand-alone logo...' - does this mean that the circle and C's insignia is to remain?

**The stand-alone logo design is to remain the same. Alterations to the colour will be considered**

5. Relative to the internal survey, how many employees are involved and does this extend to stage crew, casts and the extended creative community or simply the base employees at the Centre?

**The internal survey would be applicable to senior management, administrative staff, theatre crew, front of house and catering staff. Interviewing all staff will not be required, but a statistically relevant number of staff from a cross section of business lines should be included in the internal review. The external review should include members of the creative community as well as other government/private/non-profit stakeholders. The Centre is willing to assist in the facilitation of the internal review with staff and board members.**

6. Will donors/members names and contact coordinates be available to form part of the external survey or are there privacy implications in this regard?

**Our donor list (excluding anonymous donations) is available to the public in our 2019-2020 annual report at: [https://confederationcentre.com/wp-content/uploads/2020/11/CCOA\\_AR-2019-20-eng\\_VIEW.pdf](https://confederationcentre.com/wp-content/uploads/2020/11/CCOA_AR-2019-20-eng_VIEW.pdf) We cannot provide contact information for our donors due to privacy policy.**

7. Are you able to provide/reveal the primary contact name at Abbott Brown Architects?

**Confederation Centre of the Arts would prefer that you do not contact the firm as the work they are currently doing is preliminary in nature. Any questions about the vision for the future of the Centre and how it may relate to the branding exercise can be directed to Andrew Sprague at [asprague@confederationcentre.com](mailto:asprague@confederationcentre.com).**

8. What is the intended critical path (deadline) for completion of the project?

**Ideally, the project would be complete by July 1, 2021.**