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REQUEST FOR PROPOSAL

From: Port Credit BIA

Date: April 29, 2026

Re: Port Credit BIA Brand Revitalization

Introduction

The Port Credit BIA (“PCBIA”) requests proposals from qualified companies to provide brand revitalization services for the Port Credit BIA website. It is preferred that this process be completed or near completion by June 26, 2026. Target launch prior to our July 1, 2026, Canada day #INThePort celebration.

PCBIA invites you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal.

We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

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Guide to this RFP

Our expectation is that this document will clearly convey our vision for a refreshed and future-forward Port Credit BIA brand, while outlining the opportunities and challenges associated with our current identity. It provides background on our organization, the evolving role of Port Credit as a year-round lakeside destination, and the strategic direction we aim to achieve through this brand revitalization initiative.

This RFP is intended to offer guidance on our goals, audiences, and desired outcomes, including the development of a cohesive visual and verbal identity rooted in the positioning “Life Flows Better by the Lake,” as well as strengthening our presence as a hub for leisure, dining, shopping, and community experiences through #INThePort.

In sharing this information, our intent is not to suggest that we have defined all aspects of the solution. Rather, we are seeking a partner who will bring thoughtful insight, creativity, and strategic expertise to the process. The ideal agency will challenge assumptions, contribute innovative ideas, and help shape a compelling and authentic brand that reflects both the character of Port Credit and the needs of our community and stakeholders.

We value a collaborative approach, where the selected partner works closely with PCBIA to translate our vision into a flexible, enduring brand system that can evolve over time while maintaining consistency and impact.

Check-in points and discussions will be scheduled throughout the process to ensure alignment, gather feedback, and support a collaborative approach between PCBIA and the selected agency. These touchpoints will provide opportunities to review progress, refine direction, and address any challenges as they arise, ensuring the final brand reflects shared goals and expectations.

Project Overview

The PCBIA is seeking a qualified creative agency to lead a comprehensive brand revitalization initiative that reflects the evolving identity of Port Credit as a vibrant, year-round lakeside destination.

The selected agency will develop a refreshed brand identity rooted in a lakeside lifestyle, anchored by the positioning “Life Flows Better by the Lake.” This work should establish a purposeful and cohesive connection between visual design, messaging, tone, and overall brand experience.

At the heart of this initiative is the need to capture and communicate Port Credit’s unique role as a dynamic waterfront destination that serves both the local community and visitors in every season. In the warmer months, the area comes alive with waterfront trails, patios, marinas, festivals, and outdoor events that celebrate its connection to Lake Ontario. In the cooler seasons, Port Credit transforms into a cozy, inviting hub with boutique shopping, culinary experiences, seasonal programming, and community-driven events that maintain its vibrancy year-round. The brand should reflect this duality—balancing energy and relaxation, activity and escape—positioning Port Credit as a place where people can gather, explore, and unwind regardless of the time of year.

The renewed brand should strengthen PCBIA's positioning as a premier destination for leisure, dining, shopping, and community experiences, while reinforcing the spirit of local business through the #INThePort identity. It should appeal to residents as a cherished local hub and to visitors as a must-visit destination, highlighting the authenticity, accessibility, and charm that define the Port Credit experience.

The scope will include the creation of a cohesive visual and verbal brand system, including logo refinements (if applicable), typography, colour palette, imagery direction, and brand voice guidelines. The system should be flexible and scalable across a wide range of applications including digital platforms, events, signage, marketing materials, and partnerships.

Innovation and creativity will be key in translating the brand into engaging and memorable experiences. The agency should consider how the identity can be expressed through seasonal storytelling, adaptable campaigns, and design elements that evoke the movement, rhythm, and atmosphere of life by the lake.

The final deliverables should equip PCBIA with a user-friendly and adaptable brand toolkit, enabling staff to consistently and confidently apply the brand across various channels.

Ongoing support, collaboration, and strategic guidance will be an important consideration in the evaluation of proposals, ensuring the brand can continue to evolve and remain relevant over time.

Organization Background

Formed in 1977, the Port Credit BIA (PCBIA) works together with its over 500 members to achieve goals that assist the continuously changing and growing business, community, and tourist interests of the Port Credit designated area. The PCBIA mandate, stated in its constitution, is to improve, beautify and maintain public lands and buildings with the BIA, and to promote the area as a business and shopping destination. The Port Credit Business Improvement Area (PCBIA) is a Municipal Board under the City of Mississauga and is therefore subject to the regulations contained in the Municipal Act as they pertain to BIAs. The PCBIA volunteer Board of Directors is comprised of business and property owners and a member of the City of Mississauga Council. For more details visit <https://www.portcredit.com/about-us/board-information/>.

Our Mandate:

The PC BIA MANDATE, stated in its constitution, is to improve, beautify and maintain public lands and buildings within the BIA, and to promote the area as a business and shopping destination.

Our Role:

A key role of the PC BIA is to serve as a CATALYST AND INCUBATOR FOR COMMUNITY IDEAS AND EVENTS.

Our Vision:

The PC BIA envisions the evolution of Port Credit as one of Mississauga's PREMIER SAFE, CLEAN, and VIBRANT TOURIST DESTINATIONS.

All with the goal of improving the economic strength of the Port Credit business community and main street.

To address our mandate, the PCBIA is split across 6 different pillars.

1. Streetscape and Beautification
2. Marketing & Promotion
3. Safety & Security
4. Business Retention & Expansion
5. Sponsorships & Events
6. Advocacy

Project Goals

The PCBIA would consider the brand revitalization a success if it increases overall awareness and recognition of Port Credit as a vibrant, year-round lakeside destination, strengthens the identity and visibility of our business community, and reinforces engagement with both local residents and visitors across Ontario.

A successful brand would clearly articulate the value of the PCBIA and its membership by expressing a cohesive and compelling story that highlights the benefits of doing business #INThePort. It should create a strong emotional connection to the “Life Flows Better by the Lake” positioning, reflecting both the energy and ease of the Port Credit lifestyle.

The refreshed brand should unify how PCBIA is represented across all touchpoints, ensuring consistency in visual identity, messaging, and tone. This includes elevating how we promote our businesses, events, and initiatives, while making it easier for audiences to recognize and connect with the Port Credit experience.

The brand should effectively showcase Port Credit as a premier destination for leisure, dining, shopping, and community experiences through the use of engaging visuals, storytelling, and adaptable campaign elements that can evolve seasonally.

A primary goal of the brand revitalization is to create a flexible and scalable system that can be easily implemented by PCBIA staff. This includes providing clear brand guidelines, templates, and tools that enable the team to confidently apply the brand across digital, print, events, and partnerships.

A successful outcome will also support stronger marketing performance by enabling clearer communication, improved audience engagement, and the ability to measure brand impact over time through increased participation in events, business engagement, and overall community visibility.

Scope of Work: Brand Revitalization

The PCBIA will provide:

- Background information on the organization, including existing brand assets and materials
- Access to current marketing collateral, website, and social media channels for review
- Stakeholder input and participation throughout the process
- Feedback and approvals at key project milestones
- Relevant research, reports, and community insights (if available)

The selected agency will be responsible for delivering a comprehensive brand revitalization that includes the following components:

A. Discovery & Strategy

- Conduct stakeholder consultations and workshops to gather insights and align on vision
- Complete a comprehensive brand audit of existing assets, messaging, and positioning
- Define and segment target audiences, considering both broad and niche groups (residents, visitors, businesses, investors, etc.)
- Develop a clear and differentiated brand positioning rooted in “Life Flows Better by the Lake”
- Identify key opportunities to strengthen Port Credit’s identity as a year-round lakeside destination

B. Brand Identity Development

- Review and refine (or redesign, if required) the existing logo to align with the new direction
- Develop a cohesive and versatile colour palette reflective of the lakeside lifestyle
- Establish typography standards that are modern, accessible, and aligned with the brand personality
- Create a distinctive visual language, including imagery style, graphic elements, and design treatments
- Ensure the identity system is flexible and scalable across digital, print, signage, and experiential applications

C. Brand Messaging

- Develop a compelling brand story that captures the essence of Port Credit and its community
- Refine or reinforce the tagline “Life Flows Better by the Lake” within the broader brand narrative
- Establish clear messaging pillars that support tourism, local business, and community engagement (#INThePort)
- Define tone of voice guidelines to ensure consistency across all communications
- Create sample copy applications for key use cases (e.g., website, campaigns, social media)

D. Brand Guidelines & Toolkit

- Produce a comprehensive brand standards document outlining proper use of all brand elements
- Include guidance on logo usage, colour applications, typography, imagery, and messaging
- Provide templates and adaptable assets for marketing materials, social media, and partnerships
- Ensure the toolkit is user-friendly and enables PCBIA staff to easily implement and maintain the brand

The agency should ensure all deliverables are adaptable for use across multiple platforms and support ongoing marketing initiatives, seasonal campaigns, and community engagement efforts.

RFP responses must also outline:

- Project timelines and key milestones
- Team structure and relevant experience
- Any additional recommended services (e.g., brand rollout, campaign development)
- Ongoing support options and associated costs

The final brand system should be designed to evolve over time while maintaining consistency, ensuring Port Credit continues to grow as a recognizable and compelling destination for both the local community and visitors.

Project Deliverables

- The selected agency will be expected to deliver a comprehensive and cohesive suite of brand assets that support the implementation and long-term sustainability of the Port Credit BIA brand revitalization. Deliverables will include, but are not limited to:
- Logo System (Refresh if Required) – Review the existing logo and refresh or refine it as needed to align with the new brand direction. This may include updated primary and secondary logo variations, as well as guidance on usage. The logo should lead the overall brand identity and inform the colour palette and visual system
- Brand Guidelines – A comprehensive and user-friendly brand standards document outlining proper usage of all brand elements, including logo, colour palette, typography, imagery, graphic elements, and tone of voice
- Messaging Framework – A clear and structured messaging system that includes the brand story, tagline integration (“Life Flows Better by the Lake”), key messaging pillars, and tone of voice guidelines to ensure consistency across all communications
- Branded Merchandise Design (Swag) – Creative concepts and production-ready designs for branded merchandise such as t-shirts, hats, tote bags, and other promotional items that reflect the brand personality and support community engagement
- Editable Files & Asset Package – Delivery of all final design files in fully editable formats (e.g., Adobe Creative Suite or equivalent), along with organized asset libraries to ensure ease of use for PCBIA staff and partners
- Brand Refresh Recommendations – Strategic guidance outlining how the brand can evolve over time, including recommendations for phased rollouts, future campaigns, and opportunities to extend the brand across new platforms and experiences
- All deliverables should be designed with flexibility and scalability in mind, ensuring the brand can be consistently applied across digital, print, environmental, and experiential touchpoints.

Inspirational Resources

The following resources are provided as sources of inspiration to guide the PCBIA brand revitalization and reflect the project's goals of increasing awareness, strengthening business identity, and positioning Port Credit as a vibrant, year-round lakeside destination. Collectively, these examples illustrate how successful place brands create emotional connections, communicate a clear and cohesive story, and deliver consistent, engaging experiences across all touchpoints. They demonstrate effective use of visual identity, messaging, and storytelling to highlight local culture, lifestyle, and economic vitality, while also showcasing flexible and scalable brand systems that can evolve seasonally and be easily implemented across digital, print, events, and partnerships. These references are intended to inspire a refreshed brand that elevates the profile of Port Credit and resonates with the local community, visitors, and the business community, while capturing the essence of "Life Flows Better by the Lake" and supporting stronger engagement and measurable marketing impact.

<https://youtu.be/6YMNlRj7AF0?si=y5quIWAchzQneBhN>

<https://youtu.be/85Vt0AGqKWc?si=DKwwviV1Yf1-pJx>

<https://www.facebook.com/share/v/1CHVShcCmU/?mibextid=wwXlfr>

Project Timeline

PCBIA is seeking to complete the brand revitalization within an accelerated timeline to align with key seasonal opportunities and planned activations.

- RFP Responses Due: May 22, 2026
- Proponent Presentations to Board (if required): Evening of May 27, 2026
- Agency Selection & Notification: May 29, 2026
- Project Kick-Off: Early June 2026

Following vendor selection, the project will move immediately into discovery, strategy, and creative development phases. Regular check-ins and milestone reviews will be scheduled throughout May and June to ensure alignment and timely progress.

- Brand Development & Refinement: June 2026
- Final Deliverables & Approval: By June 30, 2026

The finalized brand will be launched publicly as part of the Canada Day #INThePort celebration on July 1, 2026, positioning the refreshed identity at a high-profile, community-focused moment.

Proponents should demonstrate their ability to meet this timeline and outline any considerations or requirements needed to ensure successful and timely delivery.

Criteria for Selection

Please email your response to kelly@portcredit.com by May 22, 2026, and provide the following:

- Itemized Cost Proposal – A detailed breakdown of all costs associated with the brand revitalization, including strategy, creative development, deliverables, and any optional or additional services
- Project Approach & Methodology – An overview of your process for brand development, including discovery, stakeholder engagement, creative development, and implementation
- Project Timeline – A high-level timeline demonstrating your ability to meet key milestones, including final delivery by June 30, 2026
- Relevant Experience & Portfolio – Examples of previous brand development or revitalization projects, particularly those related to place-making, tourism, or community-based organizations
- Team Structure – Identification of the project team, including roles, responsibilities, and relevant experience
- Client References – At least two references (email and/or phone number) from similar projects
- Brand Implementation & Support – Outline of any additional services such as brand rollout support, staff training, or ongoing advisory services
- Tools & Deliverables – Confirmation of the formats and accessibility of final deliverables, including editable files and brand guidelines
- PCBIA will evaluate submissions based on overall value, demonstrated experience, creativity, understanding of the project, ability to meet timelines, and alignment with our vision for the Port Credit brand.