

## TENDER NOTICE

**WDBA RFP 2022-008**

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- 1. Title** Market Research and Marketing Plan Development.
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- 2. Introduction** Windsor-Detroit Bridge Authority (“**WDBA**”) is a non-agent Crown corporation with headquarters in Windsor and is responsible for the design, construction, financing, operation, and/or maintenance of a new Gordie Howe International Bridge (“**Project**”) between Windsor, Ontario and Detroit, Michigan through a public-private partnership. Further information about WDBA can be obtained at [www.wdbridge.com](http://www.wdbridge.com).
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- 3. Description** WDBA requires professional services and research from subject-matter experts to collaboratively undertake a comprehensive market assessment that will further inform the development of the Gordie Howe International Bridge Marketing Communications Plan, as required by the WDBA-BNA Project Agreement. The contract will be undertaken in a phased approach with multiple key deliverables that include:
- Customer segmentation and associated market research;
  - Marketing Plan development; and,
  - Marketing Plan implementation support.
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- 4. Solicitation Type** Request for Proposals.
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- 5. Region of Opportunity** Windsor, Ontario, Canada.
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- 6. Tendering Procedure** Open
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- 7. Summary of Key RFQ Dates** The timetable for the RFP is as follows:
- | RFP Process                             | Date                              |
|---|-----------------------------------|
| Issue RFP                               | February 1, 2022                  |
| Deadline for Questions & Clarifications | February 22, 2022 at 14:00:00 EST |
| Final Addendum                          | March 1, 2022                     |
| Submission Deadline                     | March 14, 2022 at 14:00:00 EST    |
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- 8. Documents** The RFP is available only through MERX, the electronic tendering system used by WDBA. For further information about MERX, call 1-800-964-MERX or visit the MERX website at [www.merx.com](http://www.merx.com).
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- 9. Conditions to Participation** None.
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- 10. Proposal Delivery** Proposals must be submitted electronically to MERX using the MERX electronic bid submission system.
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- 11. Delivery of Services** The Successful Proponent will be required to provide Market Research and Marketing Plan Development, as outlined in the RFP.
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- 12. Contact** Name: Estefany Della Nina, Procurement Officer ([estefany.dellanina@wdbridge.com](mailto:estefany.dellanina@wdbridge.com))  
Chris Hatt, Procurement Manager ([chris.hatt@wdbridge.com](mailto:chris.hatt@wdbridge.com))