



Request for Proposal

Economic Analysis Research Paper

JUNE 2025

ISSUED BY

Edmonton Screen

REPRESENTATIVE

Andie Bardeck

abardeck@edmontonscreen.com



Introduction and Background

As a key partner in developing the city's creative economy, Edmonton Screen is mandated to support and grow our local screen industries. We champion talent and production to foster creativity and drive sustainable economic growth for our city.

Edmonton Screen is accepting proposals in response to this Request for Proposal to find a qualified vendor to provide an economic analysis research paper. Our goals for the paper are to:

1. Assess the impact of current incentives within the context of the Edmonton region, and Alberta as a whole
2. Better understand the current impact of the film and television industry in the region
3. Provide tools and recommendations to clearly advocate for the industry

The objective of this Request for Proposal is to locate a contractor that will provide the best overall value to Edmonton Screen. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section below.



Submission Guidelines and Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

1. Only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders must include at least three examples of substantially similar projects, providing a summary, live link (if available) and client references for each.
3. The proposal should be a single PDF document, not exceeding 20 pages. It must include:
 - a. Project Plan: An overview of your proposed approach, methodology, and a detailed project schedule, including a thorough description of the proposed research, evaluation and writing process
 - b. Team: Biographies and roles of all key personnel who will be assigned to this project.
 - c. Budget: A detailed cost breakdown, including a total fixed project price, hourly rates for all personnel, and an estimated number of hours.
4. The proposed project budget should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours.
5. Proposals must be received prior to July 15, 2025 to be considered.
6. Proposals must remain valid for a period of 90 days.



Purpose

The purpose of this project is as follows:

1. To provide Edmonton Screen with compelling data and strategic recommendations regarding the Government of Alberta's film and television tax incentives, specifically the Alberta Film and Television Tax Credit (FTTC).
2. To allow Edmonton Screen to strengthen the organization's ability to effectively advocate for the continued growth and support of the screen industry at municipal, provincial, and federal levels.



Project Scope

Edmonton Screen continually advocates to stakeholders and potential partners regarding the most effective ways to develop the film, television, video, animation, and related projects applicable to the Alberta Film and Television Tax Credit program. To further our current understanding of the industry's economic impacts and potential, we require in-depth data and analysis of the current state of the industry. This analysis will enable us to make recommendations to municipal, provincial, federal stakeholders, the industry itself, and the public.

Edmonton Screen seeks a research paper analyzing the impact and efficacy of Alberta's provincial tax credit and other incentives on local and provincial conditions. The paper must include an analysis to assess the current economic impact of the industry, focusing on production activity (number of productions), production volume (dollar value), job creation, investment leveraged into the region, and broader outcomes. This analysis will utilize Edmonton Screen's existing data, existing external data, new primary data gathered from stakeholders and partners, and industry-standard economic indicators in Canada. A SWOT or similar analysis may be incorporated, alongside brief written case studies of key projects.

The paper should present an unbiased view of the Edmonton region's dynamic creative industries, including its talent and companies, while clearly identifying any existing or potential challenges and gaps.

The paper should clearly and effectively convey key facts, comparisons, and potential outcomes through writing and charts. Edmonton Screen may utilize the analysis results as presented in various future applications, including videos, written promotional materials, websites, social media, public presentations, and media, as well as for distribution to local, national, and international stakeholders. Edmonton Screen will also retain access to anonymized raw data (as available) and may use it to conduct further analysis as needed.

The paper should offer practical recommendations for Edmonton Screen to present publicly and to prospective partners.



Deliverables

The following are required deliverables of this project:

- Research paper including an executive summary, economic analysis and recommendations
- Summary document (one or two pages)
- Sourced graphics and any charts or tables included in the paper in a stand-alone format to be used independently of the document
- Anonymized primary data used in analysis and calculations



RFP & Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	June 27, 2025
-------------------------------	---------------

Request for Proposal Deadline	July 15, 2025
Selection of Preferred Bidder	July 23, 2025
Contract Award / Notification to Unsuccessful Bidders	July 31, 2025
Project Completion	December 19, 2025



Budget

Edmonton Screen’s budgeted amount for the project will be determined by its evaluation of the proposals and be based on an agreement of the exact work to be contracted and delivered, in negotiation with the successful applicant.

The agreed upon amount shall not exceed \$50,000 CAD in total.



Evaluation Factors

Edmonton Screen will evaluate proposals based on the following criteria to determine the best overall value:

- **Responsiveness and Understanding:** How well the proposal addresses the requirements outlined in this RFP.

- **Relevant Experience and Past Performance:** Demonstrated success with similar projects and positive client references.
- **Portfolio and Quality of Work:** The quality and relevance of the work samples provided.
- **Cost and Value:** The overall cost of the project in relation to the proposed solution and its long-term value.
- **Technical Expertise:** The demonstrated skill and experience of the proposed project team.

Edmonton Screen reserves the right to award the contract to the bidder that, in its sole discretion, presents the best value and is in the best interest of the organization.