



Request For Proposal

Canada's Premier Food Corridor
An initiative of
Economic Development Lethbridge

Highway Signage Project

March 24, 2025



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Economic Development Lethbridge: CPFC Highway Signage Project

Organizational Overview

Economic Development Lethbridge (EDL) is the support system, the community collaborator and proactive advocate for the future evolution, growth, and prosperity of Lethbridge; primarily as a destination for enterprise, but also as a place for residents to live and work with a great sense of wellbeing. Together with our 31-member volunteer Board of Directors, we serve as stewards of the economic strategy for the city and ambassadors of the Choose Lethbridge brand.

Economic development is the process of developing and maintaining suitable economic, social, cultural, learning, environmental and political environments in which balanced growth may be realized, increasing the prosperity of the community.

We are focused on four key outcomes:

1. Lethbridge as an agrifood and manufacturing hub
2. Lethbridge as a transportation and logistics hub
3. Lethbridge as a centre of excellence for innovation in many sectors including *health, education, technology, and alternative energy*
4. Lethbridge as a regional driver of the visitor and cultural economy

What is Canada's Premier Food Corridor?

Canada's Premier Food Corridor (CPFC) is a collaborative initiative uniting five municipalities in southern Alberta — the City of Lethbridge, Lethbridge County, the Town of Coaldale, the Municipal District of Taber, and the Town of Taber. Together, these communities are working to attract new investment into the region's growing value-added food processing sector, leveraging the area's agricultural strengths and rich history of innovation in agri-food production.

Spanning approximately 50 kilometers along Highway 3, from Lethbridge to Taber, the corridor offers a diverse range of agricultural resources, infrastructure,

and investment opportunities. Each municipality within CPFC brings its own unique character, contributing specialized expertise, niche crops, and distinct food processing focuses that create a dynamic and complementary regional network.

CPFC benefits from well-established transportation infrastructure, including road, rail, and air access, enabling efficient movement of goods to national and international markets. The region's proximity to the U.S. border also strengthens trade opportunities, making it an attractive destination for global agri-food companies seeking to expand into North America.

By pooling resources and expertise, CPFC fosters a supportive business environment and showcases southern Alberta as a prime location for investment. This partnership highlights the region's collaborative spirit, agricultural richness, and commitment to sustainable growth — creating a thriving agri-food ecosystem that offers long-term prosperity for local communities and the broader economy.

Introduction

As part of the CPFC initiative, a new campaign is being launched to raise awareness among residents and visitors that they are traveling through CPFC while educating them about the diverse crops grown throughout the region. Central to this campaign is the development of innovative highway signage that captures the essence of the region's rich agricultural heritage and showcases the value-added food processing sector that thrives here.

This Request for Proposals (RFP) invites qualified signage manufacturers to submit proposals for designing and producing state-of-the-art highway signage. The selected manufacturer will work closely with CPFC through a collaborative process, incorporating input from key stakeholders to ensure the final product reflects the region's unique agricultural identity while enhancing roadside engagement. The envisioned signage will serve multiple purposes — attracting investment, visualizing agricultural data, and informing the public. Most importantly, the signage will tell the story of CPFC, fostering a deeper connection between viewers and the land that produces their food.

The successful proposal will demonstrate creativity, technical expertise, and a keen understanding of how to integrate meaningful storytelling into physical design. CPFC is seeking signage solutions that are visually striking, durable, and

reflective of the region's innovation and agricultural excellence. Concepts could include digital elements, interactive components, or artistic depictions of the corridor's key crops and industries.

All submissions will be carefully evaluated through the RFP process. CPFC will review each proposal's alignment with project goals, design innovation, and overall feasibility. Shortlisted applicants will be invited to participate in further discussions to refine ideas and ensure alignment with CPFC's vision. Economic Development Lethbridge (EDL) will facilitate these meetings, using a formal RFP scorecard to assess each proposal. The scorecard will evaluate factors such as design quality, durability, cost-effectiveness, and the ability to convey CPFC's story in a compelling and informative way.

Ultimately, this project aims to create more than just roadside markers — these signs will stand as welcoming beacons to CPFC, symbolizing the region's pride in its agricultural roots while offering an invitation to explore, invest, and grow in southern Alberta.

Project expectations include:

- Initial meeting with CPFC staff to discuss strategy and scope of work for the project
- Regular checkpoints with CPFC team to discuss workflow, pain points and overall status of the project
- Viewer testing with diverse demographical users to gain feedback on project
- Signage to align with CPFC and EDL/Brighter Together Brand guidelines
- Selected firm/business to meet both time and budget requirements as set out in this RFP (or discussed and agreed upon with CPFC)
- Presentation of final project to CPFC staff and select stakeholders

Signage project objectives

At the heart of this project is a desire to foster a deep sense of pride and connection to Canada's Premier Food Corridor (CPFC) — not only for those who call the region home but also for visitors passing through. We envision signage that goes beyond mere function, serving as a gateway to the rich agricultural heritage, innovation, and opportunity that define CPFC. This is more than a

signage project; it's a storytelling experience that invites people to feel a part of something bigger.

We are seeking a firm, company, or agency that wholeheartedly embraces this vision — one that understands the importance of crafting signage that resonates emotionally as well as visually. The successful proponent will recognize that the signs should do more than display information; they should spark curiosity, inspire connection, and leave a lasting impression. Each sign should stand as a landmark, inviting viewers to pause, reflect, and appreciate the agricultural abundance and economic vitality that thrives within the corridor.

Functionally, the highway signage must effectively highlight key imagery and convey meaningful data, serving as informative touchpoints along the route. However, the signs must also ignite interest in CPFC's broader story — showcasing the region as a hub of investment, growth, and knowledge. Whether through bold design, interactive features, or compelling narratives, the signage should act as a beacon, drawing attention to the area's potential and encouraging further exploration into the agri-food sector.

In essence, this project is about creating more than just roadside markers. It's about crafting experiences that evoke pride and curiosity while celebrating the corridor's role as a leader in agriculture and food innovation. We're looking for partners who share this passion and are ready to bring this vision to life.

Timeline

Activity	Date
RFP Process Opens	March 24, 2025
Deadline for Questions	March 31, 2025 by 4:30PM
Answers Document to Interested Candidates	April 14, 2025
Deadline for RFP Proposals	April 30, 2025
Candidate Selection	May 9, 2025
Project Start Date	May 12, 2025
Final Deliverables	September 1, 2025

Budget

The project budget is set at \$200,000. Interested candidates are required to include a detailed cost breakdown in their submission. This should cover the cost of any tools or technology to be incorporated, the number of personnel involved and their roles, the overall scope of work, hourly rates for post-installation support, and any other relevant expenses associated with the project.

Deliverables

All highway signage must be installed by **September 1, 2025**.

The successful bidder will be responsible for working with corridor municipalities and the provincial government for all planning and permitting requirements. In addition, they will be responsible for negotiating with private landowners, if applicable.

If applicable, a user instruction and training session with CPFC staff must be conducted prior to installation. Additionally, a project kickoff meeting will be held within the first week of the project start date to review the project scope, establish workflow, and outline key dates, milestones, and meetings.

Proposal evaluations

EDL will evaluate all submissions and supporting data and documents based on the responses received using the following ranking system:

1. Executive Summary (10%)
 - . Company introduction and overview
 - . Appropriate references
2. Meeting CPFC Objectives (35%)
 - . Alignment with overarching theme of the project
 - . Initial visual representation of signage
 - . Explanation on how viewers will observe/interact with signage
3. Qualifications (35%)
 - . Considerable direct expertise on similar projects
 - . Appropriate staffing for project

- . Demonstrated ability to perform stated project at the highest level and within the timeline

4. Project Cost (20%)

- . Cost of services with details as to the method, schedules and any other related costs related to the project
- . Breakdown of overall costs

EDL reserves the right to negotiate with proponents prior to awarding the contract.

What to include in your RFP proposal

- Company Introduction
- References
- Prior work related to this project (links to current highway signage projects)
- Key staff working on project
- Description of how proposal meets project objectives
- Initial visual representation of highway signage
- Budget breakdown (including development costs and costs for tools/technologies)
- Support costs and caveats
- Timeline for project

Communication regarding RFP to:

Sandra Dufresne
Cluster Development Manager
Canada's Premier Food Corridor
Economic Development Lethbridge
sandra@chooselethbridge.ca

Inquires must be submitted via email.

Please send all RFP submissions via email. These can be sent as a package or link to download. Any submissions received after the deadline will not be considered.