Request for Quotation: YouTube Agency of Record

Tourism Barrie
4 Essa Rd., Barrie, ON, L4N 3K3
1. Introduction

Tourism Barrie invites qualified agencies to submit quotations to serve as its YouTube Management Agency of Record (AOR). The successful proponent will manage Tourism Barrie's YouTube channel, plan and buy YouTube advertising, and produce new video content for paid campaigns.

RFQ number: TB-2026-YT
Issue date: November 10, 2026
Submission deadline: November 30, 2026

About Tourism Barrie

Tourism Barrie is the official Destination Marketing and Management Organization (DMMO) for the City of Barrie, responsible for promoting Barrie as a year-round destination and driving growth in the visitor economy. Through strategic destination marketing, visitor services, tourism product development, sport tourism initiatives, and industry partnerships, Tourism Barrie works to attract visitors, increase overnight stays, and generate economic benefits for the local tourism industry and broader community.

2. Purpose and Background

Tourism Barrie is seeking an agency of record to manage Tourism Barrie’s YouTube channel: organic channel growth, paid advertising, and the video production that feeds both.

Tourism Barrie is seeking an agency to manage paid YouTube campaigns that will require creating new, purpose-built videos, so the agency must have in-house or subcontracted production capabilities.

The objectives of this engagement are to:

- Grow subscribers, views, and watch time on the Tourism Barrie YouTube channel
- Drive awareness and consideration of Barrie among priority markets.

- Generate measurable traffic to tourismbarrie.com, landing pages, and partners' pages
- Support Tourism Barrie's goal of increasing overnight stays and visitor spending

Target audiences: To be discussed by campaign (e.g., Winter Fun, Shopping, Me Time in the City, Indoor Adventure, and Culinary Experiences in Barrie) to families, active adults 55+, adults 20–30 without children, and sport and event tourism organizers, etc.

3. Scope of Work

The scope covers 3 workstreams. Proponents must quote on all 3.

3.1 YouTube Channel Management

- Discuss YouTube campaigns with Tourism Barrie and priorities for December and January to March.
- Develop and maintain a YouTube content strategy and monthly content calendar, approved by Tourism Barrie
- Upload, schedule and publish videos, including titles, descriptions, tags, chapters, thumbnails, captions and end screens
- Optimize for YouTube search and discovery (SEO), including keyword research
- Organize and maintain playlists by season, audience and theme
- Produce and manage YouTube Shorts
- Ensure accessibility, including accurate closed captions.

3.2 New Video Production

The agency will plan and shoot new videos for YouTube advertising campaigns and channel content. Services include:

- Work with Tourism Barrie to:
    - develop creative concepting, scripting and storyboarding
    - production: location of videos, permits, talent casting, scheduling and coordination with local businesses and partners
- Filming in Barrie across seasons
- Drone footage, operated by a licensed RPAS pilot in compliance with Transport Canada regulations
- Post-production: editing, colour grading, sound design, licensed music, motion graphics and voiceover
- Delivery of all ad cut-downs and aspect ratios (16:9, 9:16, 1:1) needed for campaigns
- Obtaining signed talent, location and music releases

3.4 YouTube Advertising

- Work with Tourism Barrie to:
    - Develop the paid media strategy and campaign plans aligned with Tourism Barrie's seasonal priorities and budgets
    - Set up, manage and optimize campaigns in Google Ads (e.g., skippable and non-skippable in-stream, bumper, in-feed, Shorts and Demand Gen formats)
    - Define audience targeting by geography, demographics, interests and custom/remarketing audiences
    - Set up conversion tracking with Google Analytics 4 and Tourism Barrie's website
    - Conduct A/B testing of creative and audiences
    - Manage the media budget, with pacing reports; no spend beyond approved amounts without written approval
    - Tourism Barrie owns the Google Ads account and has full administrative access at all times

4. Deliverables, Reporting and KPIs

Reporting

Monthly or Seasonal reports must cover both organic and paid performance in a single document, with commentary and recommended next steps. The agency will attend a monthly review meeting (virtual is acceptable) and a quarterly in-person planning meeting in Barrie.

Key Performance Indicators

Targets will be set jointly during onboarding. Reporting must include at a minimum:

- **Channel:** subscribers gained, views, watch time (hours), average view duration, impressions, click-through rate
- **Paid:** impressions, reach and frequency, view rate, cost per view (CPV), cost per thousand impressions (CPM), clicks to website, cost per click
- **Outcomes:** website sessions from YouTube, engaged sessions, partner referrals and other GA4 conversions
- **Creative:** performance by video, format and audience segment

5. Contract Term and Service Fees

Term: The initial term is 6 months, from December 2026, to May 2027, with the option to renew for one-year terms at Tourism Barrie's sole discretion, based on performance.

Service Fee: The agency must price out the service fee per campaign and the monthly management fee:

Definition of Destination Marketing Campaign to be quoted on:
1. Completed a fifteen-second YouTube Video for an advertisement on the platform

2. Completed Thirty-second YouTube Video for Advertising on the platform

i.e., a 15-second YouTube Video of a shopping experience in Barrie with music, captions, graphics, and a CTA, plus a 30-second video of the same experience but changed up a bit so it is different.

3. Estimates on filming new footage for the YouTube channel that can be used for .15 and 30-second ads, but a long form for the channel.

* We understand that some filming would be more time-consuming and that the level of difficulty for more complex shots would result in higher costs.

4. Managing the YouTube advertising schedule and reporting fee:

The YouTube media spend is paid for directly by Tourism Barrie. Proponents must state any commission or markup on media as a separate cost/budget.

All music licensing used in the video can be paid for directly by Tourism Barrie and/or use Tourism Barrie's royalty-free music account.

Pricing format: Proponents can consider providing:

- A monthly retainer for channel management and reporting
- Rates by hour or by campaign – to be discussed
- ½ day rates for production crew and equipment, including drone
- Itemized cost for one sample 30-second ad campaign shoot (1 shoot day, full post-production, all cut-downs)
- Any additional costs (travel, talent, permits)

All prices must be in Canadian dollars, exclude HST, and remain valid for [90] days after the submission deadline.

6. Proponent Qualifications

Proponents must meet the following mandatory requirements. Submissions that do not will not be evaluated.

- Experiences in managing YouTube channels and YouTube/Google Ads campaigns for clients
- In-house or contracted video production capability, including drone footage by a Transport Canada–certified RPAS pilot
- Commercial general liability insurance of at least [$2,000,000] per occurrence, and errors and omissions insurance of at least [$1,000,000]
- Valid WSIB clearance (or equivalent) for any crew working on location

Preferred qualifications:

- Experience with tourism, destination marketing or hospitality clients
- Knowledge of the Barrie & Ares outdoor recreation and tourism market
- Experience producing content across all four seasons

7. Submission Requirements

Submissions must be a single PDF of no more than 10 pages, excluding appendices, organized in this order:

1. **Cover letter** — signed by an authorized officer, with primary contact details

2. **Company overview** — size, location, years in business, relevant services

3. **Team** — names, roles and short bios of the people who will work on the account, and who leads day to day

4. **Approach** — how you would manage the channel, and plan and optimize paid campaigns

5. **Relevant experience** — Sample YouTube ad work, with results

6. **Video portfolio** — links to at least [five] videos the proponent produced, including at least one YouTube ad and one Short

7. **Pricing** — completed in the format described above

8. **References** — three client references from the past three years,

9. **Proof of insurance and certifications** — as listed in Section 6

10. **Conflict of interest declaration** — any current clients that compete with or are related to Tourism Barrie

9. RFQ Timeline

Dates are subject to change; any change will be communicated to all proponents in writing.

Milestone	Date
RFQ issued	November 10, 2026
Deadline for questions	November 25, 2026
Submission deadline	November 30, 2026, 3:00 pm
Contract start	December 1, 2026

10. Terms and Conditions

- **Ownership of content:** All footage, edited videos, raw files, project files, scripts and creative produced under this contract become the property of Tourism Barrie on payment. Raw and final files must be delivered to Tourism Barrie at the end of each project and on contract end.

- **Regional exclusivity**: Because Tourism Barrie is paying for this content, it is for Tourism Barrie's use only. Agency may not sell, license or give any film/content created for Tourism Barrie to any other destination marketing organization or municipal tourism department in the region. This includes, but is not limited to, Tourism Simcoe County; RTO7 – Bruce Grey Simcoe; Orillia and Ontario's Lake Country; and the tourism departments of Innisfil, Wasaga Beach, Essa, Oro-Medonte, Orillia, Midland, Penetanguishene, Bradford West Gwillimbury, Collingwood, New Tecumseth, Adjala-Tosorontio, Clearview, Ramara, Severn, Springwater, Tay and Tiny. During the program term, the agency of record may not do paid work for these organizations or for competing destinations without Tourism Barrie's written approval.
- **Existing footage:** Tourism Barrie's existing footage is provided under licence for this engagement only and may not be used for any other purpose.

- **Code of conduct**: No content that is unsafe, illegal or discriminatory, or that shows irresponsible alcohol use or bad behaviour can be used. Agency of record must respect posted rules, private property, and Leave No Trace principles. Safe equipment must be used and worn by models while filming and in the video, e.g., helmets, life jackets, and harnesses.

- **Account ownership:** The YouTube channel, Google Ads account and Google Analytics properties remain Tourism Barrie's property. The agency will be granted user access and must return all access at the end of the contract.

- **Rights and releases:** The agency is responsible for securing and providing copies of all talent, location and music releases, with rights granted in perpetuity for all media.

- **Approvals:** No content may be published, and no media may be purchased without Tourism Barrie's written approval.

- **Confidentiality:** Information shared during this RFQ and the engagement is confidential.

- **Termination:** Tourism Barrie may terminate the contract with [30] days' written notice.

- **Costs of submission:** Proponents bear all costs of preparing and submitting a response.

- **Right to cancel:** Tourism Barrie may cancel or amend this RFQ at any time, and may negotiate with any proponent.

- **Accessibility and privacy:** The agency must comply with the Accessibility for Ontarians with Disabilities Act (AODA) and applicable privacy legislation.

11. Contact and Submission Instructions

Submit your response by email as a single PDF to the contact below by **November 30, 2026 ET**. Use the subject line: *RFQ - TB-2026-YT – YouTube Agency of Record – Agency name*. Late submissions will not be accepted.

All questions must be submitted in writing by email or by calling Kathleen Trainor directly before the question deadline. Proponents must not contact other Tourism Barrie staff or board members about this RFQ.

Contact:
Kathleen Trainor
Executive Director
Tourism Barrie
ktrainor@tourismbarrei.com
705-739-9444 ext 103