



THE CARIBOO CHILCOTIN COAST TOURISM
MARKETING ASSOCIATION

REQUEST FOR PROPOSAL #21-02

Professional Services –MRDT 5 Year Strategy (2023-2028)

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Contact:
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REQUEST FOR PROPOSAL

The Cariboo Chilcotin Coast Tourism Marketing Association (CCCTMA) is seeking proposals from qualified proponents to write and facilitate the development of the 2023-2028 MRDT Strategy for the Cariboo Chilcotin Coast region. This strategy will be used to pursue renewal of the Municipal & Regional District Tax (MRDT) program for the Cariboo Chilcotin Coast region; providing the basis for municipal, regional district and individual business approval of the program's renewal ahead of 2023.

Qualifying proposals will be evaluated by the CCCTMA based on a combination of qualifications, proven experience, work plan/schedule and price. CCCTMA reserves the right not to accept the lowest price or any proposal as submitted.

Confidential electronic proposals will be received up to and including 2:00 pm, local time on March 8, 2021 via email only in PDF format to sydney@landwithoutlimits.com. PDF attachments shall not exceed 10MB including email signature.

Proposal submission subject line shall be identified as: **Proposal – RFP#21-02 MRDT 5 Year Strategy**

Further information and instructions in reference to the RFP may be obtained via email to the Project Manager, Sydney Redpath at sydney@landwithoutlimits.com.

I. TERMS OF REFERENCE

A. ABOUT THE CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION

The Cariboo Chilcotin Coast Tourism Marketing Association is part of the Cariboo Chilcotin Coast regional destination management organization (RDMO) with geographical boundaries that are defined by distinctive areas that include the Cariboo, the Chilcotin and Central Coast of British Columbia.

As a non-profit society, the organization works in conjunction with the Cariboo Chilcotin Coast Tourism Association; Destination BC; the Ministry of Tourism, Arts, Culture and Sport; and tourism industry stakeholders in the Region to foster the development and growth of tourism, to strengthen partnerships and to support BC's brand and global reputation.

Our mission is to conscientiously steward our region's tourism assets and to support responsible growth of the sector by ensuring a sustainable equilibrium between our socio-cultural, economic and natural environments while being inclusive of all Cariboo Chilcotin Coast citizens.

Our vision is to invite and welcome visitors who embrace, celebrate and respect our vibrant destinations, our heritage, people and cultures; and advance innovative, sustainable visitor economy solutions that increase business intelligence and performance so that our residents, local businesses, communities and region thrive.

B. SUPPORTING MATERIAL

The previous MRDT 5 Year Strategy (2018-2023) for the Cariboo Chilcotin Coast region can be viewed [here](#).

Recorded presentations on how MRDT dollars have been utilized to promote the Cariboo Chilcotin Coast region are available that recap the [2018-19 year](#) and [2019-20 year \(including throughout COVID-19 for 2020-21\)](#).

C. BUDGET AND TIMELINE

Budget: \$20,000

Deadline for Completion: June 30, 2021

II. SCOPE OF WORK

RFP submission should take into consideration the following CCCTMA expectations:

A. COLLABORATION

A collaborative process with CCCTMA, including methodology, validation, and any external consultations with stakeholders to ensure accuracy and realistic strategy formulation. This document will serve as the basis for municipal, regional district and individual business approval of the regional MRDT program's renewal in 2023. As such, it should be both reflective of the previous five year's advancements, outline a clear vision for the future and leave room for additions from industry consultations (separate from this contract).

B. COMPREHENSIVENESS

Content of the 5 Year Strategy is expected to include a current situation analysis utilizing pre-COVID data and current; and outline strategic priorities and actions over the next five years. Consultations with CCC internal and contracted marketing staff, Marketing Committee representatives, Board of Directors representatives and CEO are to be conducted to guide strategy development and alignment with overarching Cariboo Chilcotin Coast Tourism initiatives.

III. PROPOSAL INCLUSIONS

The proposal body should be a maximum of (5) pages, excluding the cover page and team member CVs, if to be included, should be presented in an appendix. Proposals not meeting these criteria may be rejected.

All submissions should include and will be evaluated based on the following:

A. COMPANY/CONTRACTOR PROFILE

- a. Name of the business, contact person and contact information: Provide address, telephone number, email address, and web address, as applicable.

B. QUALIFICATIONS AND EXPERIENCE

- a. Provide a brief description of you/your firm, including its founding and history; number of employees; service areas; and awards or other forms of recognition.
- b. Provide a description of your work process.
- c. Special considerations: Describe why and how your firm is uniquely positioned to serve as a contractor to the CCCTMA for this strategy development including an understanding of the Cariboo Chilcotin Coast Tourism region and the project process and objectives.
- d. Provide 3 examples of similar project experience and client references for those projects.

- e. Provide a list of personnel who may be assigned to CCCTMA work, along with their credentials and experience.

C. METHODOLOGY AND WORK PLAN

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work, including a detailed description of the proponent's overall concept and methodology for developing the strategy, including consultations, analysis and validation that will maximize planning for the CCCTMA from this project.
- b. Provide a clear plan that sets out major activities, timelines, resources and outcomes to be achieved over the term of the project.

D. PRICING

- a. Provide a schedule of fees for all cost categories and hours estimated for all relevant services described in the Scope of Work to comprise a project budget summary.
- b. A price ceiling of \$20,000 including all associated costs (exclusive of GST) is in place.

IV. EVALUATION

Proposals shall be evaluated to determine the best value offered to the project against the following criteria:

- 50% Qualifications, references, experience
- 20% Methodology of work program proposed
- 15% Schedule
- 15% Pricing