



## **Request for Proposal (RFP)**

Feasibility Study for solutions to house rural workforce in tourism

Cariboo Chilcotin Coast Tourism Association

Proposal Submission Deadline: February 19<sup>th</sup>, 2025

Emailed to: [projects@landwithoutlimits.com](mailto:projects@landwithoutlimits.com)

**Late Submissions Will Not Be Accepted.**

## **Project Overview**

Cariboo Chilcotin Coast Tourism Association (CCCTA) invites proposals from experienced consultants to undertake a thorough feasibility study for seasonal employee housing. This study will encompass the collection of comprehensive information and real-time statistics of the housing gap facing the tourism sector in the CCCTA region of BC and include a focus on seasonal employees. The study will also call for an exploration of innovative solutions for seasonal rural housing and investigate potential avenues for housing solutions for the rural workforce in tourism.

## **Cariboo Chilcotin Coast Tourism Association**

Cariboo Chilcotin Coast Tourism is a non-profit, stakeholder-based Regional Destination Management Organization that leads tourism in development and marketing in conjunction with the BC Ministry of Tourism, Arts, Culture & Sport, Destination British Columbia, Destination Canada, and industry partners in the Cariboo Chilcotin Coast Region, to help foster responsible growth of tourism and empowering a resilient visitor economy. Under this umbrella, Cariboo Chilcotin Coast Tourism Association leads Development and Sustainability, while Cariboo Chilcotin Coast Tourism Marketing Association leads Consumer Marketing. Together, the organization provides leadership and stewardship of both tourism supply-and-demand and the tourism industry.

The Cariboo Chilcotin Coast Tourism Region is located in the central interior of British Columbia. The region covers approximately 117,500 sq km (45,415 sq mi) which is over 12 percent of BC's landmass and stretches from McBride and Little Fort, near the Alberta border in the east, all the way west to the Pacific Ocean, and then north, through Quesnel to Hixon and dropping south into Lillooet and the Bridge River Valley.

The Cariboo Chilcotin Coast Tourism Region is one of six within the borders of British Columbia.

## **Purpose of Study**

Within the present housing crisis in Canada there is a severe shortage of seasonal employee housing that may be being overlooked. CCCTA is looking for up-to-date information and real-time statistics that highlights this situation and how it is affecting the seasonal and long-term workforce in tourism and tourism operators here in the Cariboo Chilcotin Coast region of British Columbia.

CCCTA's intention for this research is to establish its role within this housing issue for its regional tourism operators and to contribute to establishing stronger resiliency within the tourism industry and local rural economies.

## **Project**

### **Contacts**

Amy Thacker, Chief Executive Officer, Cariboo Chilcotin Coast Tourism

[amy@landwithoutlimits.com](mailto:amy@landwithoutlimits.com), 250-392-2226 Ext 200

Marra Stewart, Project Manager, Cariboo Chilcotin Coast Tourism

[projects@landwithoutlimits.com](mailto:projects@landwithoutlimits.com), 250-392-2226 Ext 204

### **Budget and Services Requested**

#### **Budget**

The budget for this project is \$50,000.00

#### **Scope of Work**

The selected firm will be responsible for collecting data that will update and confirm statistics around the tourism staff housing gaps across the nation, but specifically within the CCCTA region of British Columbia. The selected firm will also be responsible for connecting with local, provincial, and federal indigenous and non-indigenous government bodies to gather information on any current housing projects which may produce possible solutions to this housing shortage.

#### **Schedule**

The Cariboo Chilcotin Coast Tourism Association would like to conclude the feasibility study by **May 30<sup>th</sup>, 2025 @ 5PM.**

The preliminary schedule is as follows:

Issue Request for Proposal	February 5 <sup>th</sup> , 2025
Questions from potential consultants accepted through	February 18 <sup>th</sup> , 2025
Proposal Due	February 19 <sup>th</sup> , 2025
Evaluation process	February 20 <sup>th</sup> – 27 <sup>th</sup> , 2025
Interviews conducted with finalists (if necessary)	Week of February 24 <sup>th</sup> , 2025

Organization Announces decision

February 28<sup>th</sup>,2025

Consultant begins work

March 3<sup>rd</sup>, 2025

---

## **Proposal Requirements**

### Firm Information

- Along with the name, title and e-mail address of your firm please provide information about the individual who will serve as the firm's primary contact along with their credentials and a brief description and history of your firm.

### Experience and References

- Proposals should include a list of 3-5 references for similar projects that your firm has completed.

### Project Approach

- Please explain your project approach, style and process, along with milestones and reporting periods.
- Indicate any blocks or barriers to completing the project in a timely manner.

### Schedule and Timeline

- Proposals should include the proposed work schedule, timeline and deliverables resulting from the feasibility study.

The contract is expected to begin March 3<sup>rd</sup>, 2025, and should ideally be completed by May 30<sup>th</sup>, 2025.

## **Submit To / Project Contact**

Applicants can submit their proposals by email to [projects@landwithoutlimits.com](mailto:projects@landwithoutlimits.com) or mailed/in-person to: #204 – 305 Barnard Street, Williams Lake, British Columbia, V2G 4T9.

Hard copies must be delivered in a sealed envelope, clearly marked Housing Feasibility Study Proposal 2025 and addressed to Marra Stewart, Project Manager, CCCTA. All digital copies must be emailed to [Projects@landwithoutlimits.com](mailto:Projects@landwithoutlimits.com) with the subject heading Housing Feasibility Study Proposal, 2025.

Completed proposals, submitted by email or hard copy, must be received no later than February 19<sup>th</sup>, 2025 @ 5:00 PM, PST.