



# EXPLORE EDMONTON

**3<sup>rd</sup> Floor, World Trade Centre  
9990 Jasper Ave  
Edmonton, Alberta  
T5J 1P7**

**REQUEST FOR PROPOSALS [“RFP”]  
INDIGENOUS TOURISM DEVELOPMENT  
STRATEGY**

**RFP Issue Date: August 4, 2022**

**RFP Closing Date: August 26, 2022**

**Table of Contents**

**1.0 GENERAL**

- 1.1 Land Acknowledgement
- 1.2 Introduction

**2.0 RFP PROCESS**

- 2.1 RFP Terminology
- 2.2 RFP Schedule of Events

**3.0 PROJECT OVERVIEW**

- 3.1 Background
- 3.2 Project Objectives
- 3.3 Project Scope
- 3.4 Project Budget

**4.0 PROPOSAL CONTENT AND REQUIREMENTS**

- 4.1 Corporate Profile
- 4.2 Financial
- 4.3 Experience and References
- 4.4 Project Delivery
- 4.5 Other Services

**5.0 VENDOR REQUIREMENTS**

- 5.1 Terms and Conditions
- 5.2 Conflict of Interest
- 5.3 Confidentiality

**6.0 EVALUATION CRITERIA**



## 1.0 GENERAL

### 1.1 Land Acknowledgement

Explore Edmonton respectfully acknowledges that we are located within Treaty 6 territory, and Métis Nation of Alberta Region 4. We acknowledge this land as the traditional home for many Indigenous Peoples including the Cree, Blackfoot, Métis, Nakota Sioux, Dene, Saulteaux, Anishinaabe, Inuit and many others whose histories, languages, and cultures continue to influence our vibrant community.

### 1.2 Introduction

Edmonton is one of Canada's largest cities, a provincial capital, a leader in environmental stewardship, a destination of choice for people and home to over 34,000 business and nearly one million residents. Edmonton's visitor economy, prior to the pandemic, was over 6 million visitors and generated \$1.8 billion in tourism expenditures. The vision for Edmonton by 2030 is to be a vibrant destination driven by spirit, culture and a unique blend of urban and wilderness experiences.

Explore Edmonton, the Destination Management & Marketing Organization for the city, led the creation of Edmonton's first Tourism Master Plan, which is a 10-year framework providing a common vision for growth and investment with tourism industry partners. One of the key strategic goals is to support the development, enhancement and stewardship of year-round visitor experiences.

The tourism marketplace is demonstrating a significant demand for authentic and cultural and meaningful experiences and Explore Edmonton would like to collaborate with the Indigenous community, businesses and stakeholders to enable the development of authentic Indigenous experiences and incorporate cultural elements in to Edmonton's visitor experience.

To ensure that Edmonton can support and respond to this demand, we invite vendors to submit Proposals for the creation of a three-year Indigenous Tourism Development Strategy as specified in this Request for Proposal (RFP). Short-listed vendors will be required to present their recommended approach and project plan to the evaluation committee. Explore Edmonton has applied to the Prairies Economic Development Canada for assistance with this project and is currently awaiting approval.

This RFP will be conducted with the objective of maximizing the benefit to Explore Edmonton and our stakeholders, while offering Vendors a fair and equitable opportunity to participate. Vendors are advised to pay careful attention to the wording in this RFP, failure to satisfy any term or condition of this RFP may result in an unacceptable Proposal.



## 2.0 RFP PROCESS

### 2.1 RFP Terminology

Throughout the RFP, terminology is used as follows:

1. **“Additional Services”** means the Services, work, duties, functions and deliverables not otherwise included in the Contract.
2. **“Alberta Time”** means Mountain Standard Time or Daylight-Saving Time as provided for in the Daylight-Saving Time Act of Alberta.
3. **“Business Day”** means 08:15 to 16:30, Alberta Time, Monday to Friday, excluding holidays observed by the province.
4. **“Business Hours”** means 08:15 to 16:30 Alberta Time on Business Days.
5. **“Consultant”** means the legal entity that signs the Contract. Consultant is the term that is used to refer to the successful Proponent after the Contract is signed.
6. **“Contract”** means the written agreement between the successful Proponent and Explore Edmonton to provide the Services and Materials contemplated by the Request for Proposal (RFP)
7. **“Hourly Rate Fee”** means a definite and predetermined hourly rate.
8. **“Lump Sum”** means a definite and predetermined fee.
9. **“must”, “required”, “shall”** means a requirement that must be met in a substantially unaltered form in order for the Proposal to receive consideration.
10. **“optional”** means a requirement not considered essential, but for which preference may be given.
12. **“Respondent”** means a legal entity responding to the RFP with a Proposal.
13. **“Proposal”** means the respondent’s response to the RFP and includes all the proponent’s, attachments, and presentation materials.
14. **“Request for Proposal” or “RFP”** means the solicitation for the Services including appendices, if any.
15. **“Subconsultant”** means a person or firm with whom the Consultant enters into a contract to perform part of the Services.
16. **“Services”** means the materials, work, functions, duties, tasks and responsibilities to be provided by the Respondent as described in the Contract.



- 17. “Unit Rate Fee” means a definite and predetermined unit rate.
- 18. Headings are used for convenience only, and they do not affect the meaning or interpretation of the clauses.
- 19. Words in the singular include the plural and vice versa

## 2.2 RFP Schedule of Events

### Request for Proposal Timelines

RFP Released	August 4, 2022
Notify Explore Edmonton of intent to bid by	August 11, 2022
Period to submit questions by end of business day	August 15, 2022
Question responses provided by end of business day	August 19, 2022
Proposals due by end of business day	August 26, 2022
Evaluation process (determine vendor short-list)	August 29 – September 9, 2022
Short-listed vendor presentations	September 12-16, 2022
Select and notify vendor by end of day	September 30, 2022*
Kick-off Meeting week of	October 3, 2022*

\*Pending PrairiesCan funding approval

## 3.0 PROJECT OVERVIEW

### 3.1 Background

There’s been a growing demand around cultural exploration and activity-based travel experiences for a number of years. But the demand for experiential travel shows no signs of slowing down. Travellers today want more than a simple visit to a new destination; they are seeking an immersive experience that goes deep—one that changes them in ways they may not even be aware of. Our research unveiled opportunities to enhance and develop tourism experiences within Edmonton that meet the needs of these contemporary travellers.

Edmonton is proud to be home to the second largest Indigenous population in Canada, a community full of talented performers, artisans, musicians and entrepreneurs. The river valley is an essential element of the destination experience in Edmonton and a critical Indigenous development opportunity.

Indigenous people of various Nations are the original inhabitants and first stewards of this river valley. In the river valley, the archaeological site revealing the oldest cultural artifacts is on the land in the bend of the river next to the water treatment plant. Artifacts at this site (including a bison skull and a hearth) were dated back to at least 9,000 years ago, 1,000 years older than any other





## 4.0 PROPOSAL CONTENT REQUIREMENTS

Please include the following within the proposal submission and abide by the Terms and Conditions, Conflict of Interest, and Confidentiality statements listed below.

### 4.1 Vendor Profile

- Corporate overview, mission statement, vision and values
- Identify primary project team members and their qualifications
- Minimum \$2 million general liability insurance required
- Provide information on corporate FOIP policy
- Provide information about your organizations sustainability policy and practices
- Provide information about your organizations equity, diversity and inclusion policy and practices

### 4.2 Financial

- Please provide a total cost for the project and a break-down of costs including consulting fees, Travel and applicable taxes in Canadian funds
- List of additional costs that may not be included in the scope of work

### 4.3 Experience and References

- Years of experience providing tourism strategy development services
- Years of experience providing indigenous strategy development services
- A sample list of current project related clients
- Three references, including contact names and telephone numbers

### 4.4 Project Delivery

- Provide clear articulation of the proposed project, work plan to achieve the Scope of Work and availability
- Methodology for developing the strategy, including recommendations on engagement with the Indigenous Advisory Group and stakeholders
- List any subcontractors that may be engaged in delivering services and their qualifications
- Schedule of milestones in Gantt chart format
- Draft strategy document in word for review
- Completed strategy document delivered by **March 3, 2023**
- Supporting presentations for engagement activities and Explore Edmonton Senior Leadership

### 4.5 Other Services

- Explore Edmonton is willing to consider ancillary services outside the specified scope of services should the respondent wish to suggest additional and alternate services, along with the outline of remuneration arrangements.



## 5.0 VENDOR REQUIREMENTS

### 5.1 Terms and Conditions

- **Contract** - The winning respondent will be invited to participate in contract negotiations, starting with the RFP submission. If a contract agreement cannot be successfully reached, then Explore Edmonton reserves the right to cease discussions with the winning respondent then either choose another respondent or pursue another avenue to fulfill the requirements.  
**No Further Contract or Liability Arising from the RFP Process** - By submitting a proposal, the respondent agrees and acknowledges that:
  - Nothing in this RFP, nor the submission of the proposal, nor the review and consideration of the proposal by Explore Edmonton, nor any communication between the parties in relation to the RFP, obligate any party to enter into any further business relationship with the other party and, in particular, if Explore Edmonton decides to engage the respondent in connection with the subject matter of the RFP then such engagement may only occur pursuant to a written agreement, Explore Edmonton will have no further liability or obligation to the respondent in connection with the subject matter of this RFP;
  - The respondent is participating in this RFP process at its sole risk expense, and Explore Edmonton will not be liable to the respondent for any costs, expenses or liabilities incurred by the respondent in any way arising in connection with the respondent's participation;
  - Explore Edmonton has made no representations other than those expressly stated in the RFP.
  - Explore Edmonton has the right to cancel this RFP at any time and to reissue it for any reason whatsoever or decide not to reissue it for any reason, without incurring any liability, and no vendor will have any claim against Explore Edmonton as a consequence. The proposal and any accompanying documentation submitted by the respondent will become the property of Explore Edmonton and will not be returned.
- **Receiver of Proposal - Contact Information:**  
**Jacy Calon**  
**Business Administration, Shared Services**  
**Explore Edmonton**  
**Email: [jcalon@exploreedmonton.com](mailto:jcalon@exploreedmonton.com)**



### 5.3 Conflict of Interest

- Respondents must fully disclose, in writing, to the person noted as the receiver of the proposal, Jay Calon, on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a potential conflict of interest between the vendor and Explore Edmonton. Explore Edmonton may reject any proposal where, in the opinion of Explore Edmonton, the vendor is or could be perceived to be a conflict of interest.

### 5.4 Confidentiality

- Respondents are to be prepared to sign a non-disclosure agreement if selected to be Explore Edmonton's service provider.
- It is asked that each party (the "**Recipient**") agrees to protect the Confidential Information of the other party (the "**Disclosing Party**") in a manner consistent with the treatment that Recipient accords its own Confidential Information of a similar nature, but in any event with no less than a commercially reasonable degree of care, and the Recipient agrees to use and reproduce Confidential Information only to perform its obligations under this Request for Proposal (RFP), for the discussion and/or evaluation of potential transactions, or for its internal collection and analysis.



## 6. EVALUATION CRITERIA

<b>Evaluation Criteria</b>	<b>Points Awarded</b>
<b>Corporate Presentation</b> Completeness and clarity of proposal.	<b>10</b>
<b>Financial</b> Overall quoted project fee and break-down of costs based on scope of work.	<b>20</b>
<b>Project Management, Methodology and Approach</b> Ability to meet the project timeline, inclusive approach, presentations and support material.	<b>25</b>
<b>Qualifications and Experience</b> Experience working with Indigenous communities and businesses, similar project experience and background in tourism planning and development, preferably with a destination organization. Excellent corporate writing, presentation and facilitation skills.	<b>30</b>
<b>References</b> Strength of references from who the consultant has provided similar services.	<b>10</b>
<b>Value Added Services</b>	<b>5</b>

Proposals should include the following signed certification:

“The statements made in this proposal are correct and truthful representations. If selected, I / we shall negotiate in good faith with Explore Edmonton”

Company Name & Representative’s Full Name:

Date (DD/MM/YYYY):

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