



EXPLORE EDMONTON

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REQUEST FOR PROPOSALS [“RFP”]
REGENERATIVE TOURISM STRATEGY

RFP Issue Date: August 4, 2022

RFP Closing Date: August 26, 2022

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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 (TMP), which is a 10-year framework providing a common vision for growth and investment with tourism industry partners.

One of the key principals in the TMP which has evolved into a goal, is developing a regenerative visitor economy. Regenerative tourism addresses impact's holistically, from destination and community perspectives as well as environmental. Edmonton must encourage tourism policies and business practices that protect our unique sense of place and not only sustain, but benefit, both our natural and cultural assets.

A general definition of regenerative tourism seeks to leave things better than we found them, creating a net-positive impact. In collaboration with stakeholders, we would like to determine what a Regenerative Visitor Economy means for Edmonton. Our vision is to develop a new model of regenerative destination development including development principles and integration of Indigenous values and knowledge with environmental management and stewardship practices.

Regenerative tourism is quickly gaining momentum in lock step with the changing parameters of global travel. It is the natural next step for an industry that is evolving from stages like responsible tourism, eco-tourism and sustainable tourism. Now, some travellers are crafting their holidays around elements of contributive work to help destinations recover from humanistic and mechanistic damage.

We invite vendors to submit proposals for the creation of a three-year Regenerative Tourism Strategy for Edmonton as specified in this Request for Proposal (RFP) to differentiate the city, while preserving environmental, cultural and community interests. 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 financial 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 community, 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

Today’s travelers are increasingly aware of the impact of travel on the people and the places that they visit. Environmentally conscious travel is on the rise, and at Explore Edmonton, we encourage tourism policies and business practices that protect our unique sense of place and not only sustain but benefit both our natural and cultural assets.

Explore Edmonton has laid the groundwork to make Edmonton’s tourism industry sustainable, including becoming the first city in Western Canada to join the Global Destination Sustainability Movement (GDS-Movement). To measure and improve our sustainability strategies, the GDS-Movement holds us accountable as a DMMO. Edmonton completed our first Global Destination Sustainability Index (GDSI) in October 2021 and has successfully ranked second



in participating North American cities and 20th in all participating large cities. Our greatest GDSI strength is our social performance, scoring 91 per cent on the Social Progress Index.

In 2019, Explore Edmonton's Sustainability team also issued its very first corporate-wide greenhouse gas (GHG) emissions reduction plan that outlines our implementation to reduce our carbon emissions by 30 per cent by 2035.

We would like to leverage Explore Edmonton's sustainability work and develop a Regenerative Tourism Strategy which will create a community commitment to tourism as a tool to create a thriving and revitalizing destination. To build Edmonton's visitor economy back, we need a strategy that develops a new model for destination development and incorporates collaboration, community, culture and well-being. We want to provide a foundation for which to build future industry training programs and services to enable and support the adoption of regenerative tourism principals and results. Traditional visitor economy success measures have focused on visitor volume and need to shift towards community value.

3.2 Project Objectives

- Define the meaning and opportunity that a Regenerative Tourism ecosystem presents for Edmonton's visitor economy
- Develop an industry leading long-term regenerative destination development vision for Edmonton
- Determine and incorporate community, cultural, Indigenous values as strategy foundations
- Develop regenerative destination development principals
- Align with Edmonton's Tourism Master Plan, Connect Edmonton and the City of Edmonton Economic Action Plan

3.3 Project Scope

Work with Explore Edmonton to develop an industry advisory group and collaborate with community stakeholders to create a Regenerative Tourism Strategy for Edmonton.

The scope of work should include:

- Assessment of current sustainability/regenerative practices in the Edmonton tourism ecosystem
- Identify the stakeholder ecosystem and their respective role that will allow for success
- Consideration of the leisure, travel trade, events and meeting sectors to be included
- Assess regulatory/policy environment for opportunities/barriers to address (City/Provincial/Federal)
- Stakeholder Engagement



- Minimum 55 businesses and Community organizations engaged
- Formation of a Regenerative Tourism industry advisory group
- Share information/engagement with a consulting company selected by Explore Edmonton to develop a future Regenerative Tourism e-course for industry partners
- Determine vision, goals, objectives and strategic priorities
- Creation of an action plan for implementation
- Identify resources required for plan implementation
- Develop a performance framework and identify key performance indicators

3.4 Project Budget

- \$75,000 - \$125,000 (CND)

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
- 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 developing the advisory group and stakeholder engagement
- 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

5.3 Conflict of Interest

- Respondents must fully disclose, in writing, to the person noted as the receiver of the proposal, Jacy 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

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

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):

