



EXPLORE EDMONTON

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

REQUEST FOR PROPOSALS [“RFP”]

NIGHT-TIME ECONOMY 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, which is a 10-year framework providing a common vision for growth and investment with tourism industry partners.

Key strategic goals include:

- Strengthen awareness and perception of the Edmonton place brand
- Support the development, enhancement and stewardship of year-round visitor experiences
- Create a dynamic, well-designed, and accessible urban experience
- Improve access, mobility and connectivity
- Expand tourism investment and collaboration

Edmonton's Night-time Economy (NTE) contributes to the social and cultural fabric of the city, and improves the city's viability and appeal for both local residents as well as visitors. For the purposes of this strategy, the NTE is defined as economic activity that occurs after 5 pm and includes dining, nightlife, arts, music, theatre, entertainment, festivals, events, activities and attractions that are open at night. At night, places take on a different pace, function and atmosphere. These changing dynamics create more business and entertainment opportunities but also more community needs.

We invite vendors to submit proposals for the creation of a three-year Night-time Economy Strategy for Edmonton as specified in this Request for Proposal (RFP) to differentiate the city, maximize economic development opportunities while preserving 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 assistance with this project and is currently awaiting approval.



This RFP will be conducted with the objective of maximizing the benefit to Explore Edmonton, 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

A transformation of Edmonton’s downtown core has started through the development of the ICE District, which is home to a mix of premium office space, high-end residences, a luxury hotel, boutique shops and restaurants, all anchored by Rogers Place, a state-of-the-art sports and entertainment facility that is home to the NHL’s Edmonton Oilers.

Edmonton has the opportunity to leverage the Ice District as an anchor and expand its use of public spaces downtown for evening events, entertainment and activities as well as expanding culinary options. Travellers are seeking cultural exploration and social activities that immerse them in the local destination. Edmonton has the opportunity to harness the creative undercurrent which drives the city’s cultural identity and create a Night-time



Economy (NTE) Strategy that will elevate the interest and desire to visit Edmonton and experience the vibrancy of the city’s downtown core and other business districts.

The City of Edmonton has created a Downtown Vibrancy Strategy outlining a series of actions that can be taken in the short-term to promote vibrancy in the downtown core. The strategy is based on collaboration and partnership between of number of organizations with a vested interest in the future of downtown Edmonton. The Night-time Economy Strategy will align with the cities Downtown Vibrancy Strategy and support its four vibrancy pillars to ensure the core is a destination that nurtures business and is a safe and welcoming place for residents and visitors.

The pillars include:

Downtown as a Home	Downtown as an Economic Hub	Downtown as a Destination	Downtown as a Safe, Welcoming Place
<i>A place with a thriving and inclusive population where people continue to want to live and enjoy a high quality of life.</i>	<i>A place that supports a strong, diverse economy, where businesses, infrastructure, and amenities are connected and coordinated.</i>	<i>A place that people love, where tourism, retail, services, festivals, arts and culture, and attractive, accessible, and well-activated public spaces flourish..</i>	<i>A place that prioritizes participation and quality of life for everyone, regardless of race, gender, class, age, ability, culture or other identity.</i>

Destination development and promotion of Edmonton will raise the communities profile opening the door to enhanced opportunities for traditional business relocation, expansion, and new start ups to occur. It will also contribute substantially to highlighting the quality-of-life opportunities critical to the relocation decision as well as resident’s attitude about where they live.

Explore Edmonton in collaboration with the City of Edmonton, will form and co-chair a Night-time Economy Advisory Group to provide guidance and input on the vibrancy pillars and strategic plan development.

3.2 Project Objectives

- Create a plan to make Edmonton a “must visit” destination renowned for its downtown vibrancy, culture and unique experiences
- Enhance public spaces with more things to experience
- Improve access and create a more inclusive nightlife
- Improve safety and reduce crime



- Align with the City of Edmonton Downtown Vibrancy Strategy, Edmonton's Tourism Master Plan, Connect Edmonton and the City of Edmonton Economic Action Plan

3.3 Project Scope

Work with Explore Edmonton and the city of Edmonton to collaborate with community stakeholders on creating a plan for more active places for people at night with a focus on the downtown core and key entertainment business districts.

The scope of work should include:

- Assessment of current NTE experience offerings to identify challenges and opportunities
- Assess NTE regulatory policy environment (City/Provincial)
- Stakeholder Engagement
 - Minimum 55 businesses and Community organizations engaged
 - Develop and execute a resident's survey (scope to be determined)
- 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

Key Stakeholders:

City of Edmonton, Explore Edmonton, City Business Associations, Attractions, Restaurants/Bars, Festivals & Events, Retailers, Entertainment Venues, Educational Institutions, Residents

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 engagement with the Night-time Economy 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

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 Experience working with city communities and businesses in the development of a Night-time Economy Strategy 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 who 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):

