

## SUBMISSION DEADLINES

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All submissions for responding to this request must be submitted on paper and delivered to our office, as stated below, no later than:

**Monday, July 5, 2010**

**No later than 4:00pm EDT**

## SUBMISSION DELIVERY ADDRESS

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The delivery address to be used for all submissions is:

Emilia Hovorka  
Executive Director  
Grande Prairie Regional Tourism Association  
#114-11330-106 Street  
Grande Prairie, AB T8V 7X9  
Phone (780)539-7688  
Fax (780)539-0905  
email: [info@gptourism.ca](mailto:info@gptourism.ca)

## SUBMISSION QUESTIONS AND CLARIFICATIONS

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You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

Emilia Hovorka  
Executive Director  
Grande Prairie Regional Tourism Association  
#114-11330-106 Street  
Grande Prairie, AB T8V 7X9  
website:  
email: [info@gptourism.ca](mailto:info@gptourism.ca)

## ELECTRONIC SUBMISSIONS

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Electronic submissions in response to this Request for Proposal will be accepted as long as they meet the following criteria:

Sent to our fax machine at (780) 539-0905

or

Sent via email to: [info@northernvisitor.com](mailto:info@northernvisitor.com)

Document standards:

Must be in Microsoft Word 2003-97 format

File name must end it ".doc"

## INTRODUCTION AND EXECUTIVE SUMMARY

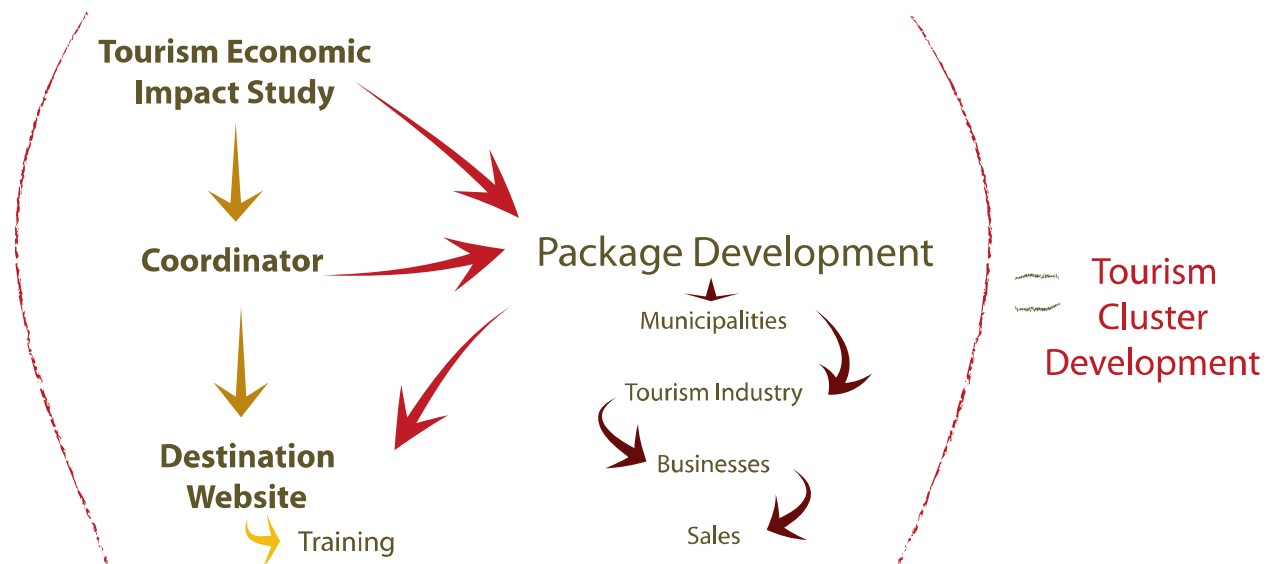
**Project Title:** Destination Marketing Fund Cluster Development

**Area Covered:** City of Grande Prairie, County of Grande Prairie, Sexsmith, Wembley, Beaverlodge, Hythe, TeePee Creek, Debolt, Bezanson, Grovedale, Valleyview, Fox Creek, MD of Greenview

This RFP is to secure the services of a person or persons with extensive back ground in the tourism or related industry. This person will be responsible for the implementation of the new Destination Marketing Fund Cluster Development project. This is a one year project that will bring the tourism operators together. This project has been broken down into three parts.

1. Economic Impact Study
2. Coordinator/ Consultant
3. Destination Website and Reservation System

Below is a Diagram that shows the overall project. This project will be guided by an Ad Hoc Steering Committee. The committee will include one member from Community Futures Grande Prairie & Region, Grande Prairie Regional Tourism Association, and the Destination Marketing Fund. The overall project will be the responsibility of the Consultant.



## BACKGROUND

This project began in 2007 as a Rural Community Economic Development Fund Project that involved the study and implementation of a Destination Marketing Fund (DMF). The DMF has since been assembled and now has seven board members and has been operational for the last 2 years. Upon completion of the 2007 DMF project, the firm, S Comm Management Strategies, (see appendix) recommended that an Economic Impact Study be conducted. Since then, there has been a growing need for the DMF to expand its services.

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## PROJECT SCOPE

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The intent of this project is to take the Destination Marketing Fund to the next level by creating a bridge between the DMF and other tourism related business operators. A primary outcome of the project is the development and implementation of a destination website that will contribute to local businesses and municipalities by establishing a single interactive website with dual functionality. It will be the responsibility of the Consultant to manage the project. The successful candidate will work with the website developers to develop and populate the website. It will be crucial that the local operators are aware and up-to-date on the project .

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## DETAILED SPECIFICATIONS/ DELIVERABLES

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The project Consultant will be of paramount importance to the success of this project. This person(s) will be responsible for:

- developing a five year marketing plan
- implementation of the first year of the marketing plan
- developing policies and procedures
- the coordination of informational meetings with general public
- setting up and conducting meetings with potential partnering organizations
- all aspects of the Destination Website and Reservation System
  - working with industry to develop packages for the website
  - acting as contact person for web developers
- training and materials
  - developing training and materials regarding clusters
  - coordinating training with website developers
- Formal reports will be circulated Monthly, quarterly, as per RDI guidelines including a final project report
  - Progress report, Performance indicators and completion of activities
  - Conduct a survey and compile summary
  - De-briefing meeting of partner steering committee
  - Share best practices with industry leaders in other parts of the provinces as well as with other CF offices and WD
- # of tourism operators committed to packaging and partnering on website
- # of custom packages developed and posted on website
- # of business trained on website
- # of people trained on website
- # general information sessions on clusters
- five year marketing plan
- # meeting held
- # of tourism operators contacted

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## SCHEDULING AND TERMS OF PAYMENT

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**Scheduling:**

All work associated with this contract must be completed and the final products submitted no later than April 30, 2011.

**Terms of Payment:**

An upset limit of \$80,000 is available for services provided in accordance with the completion of this contract. All payments will be predicated on acceptance of interim and/or final products.

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## CONSULTANT OBLIGATIONS

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The consultants will meet these additional requirements:

**WCB Coverage**

Provide (i) proof of Workers Compensation coverage for employees (i.e., WCB Certificate Number).

**General Liability Insurance**

Provide proof of insurance coverage (either a Standard Certificate of Insurance or a Simplified Certificate of Insurance). The contractor must carry a minimum of \$2,000,000 General Liability coverage.

**Automobile Insurance**

Carry at least one million dollars (\$1,000,000) automobile liability insurance on all vehicles operated or licensed in the name of the contractor and used in the performance of the contract.

**Errors and Omissions Insurance**

Carry Errors and Omissions insurance of at least \$1,000,000 or provide reasons for exclusion e.g., ascription of the type of work undertaken by the contractor and why the type of work would not result in losses due to professional errors.

**FOIP**

Abide by the Freedom of Information and Protection of Privacy (FOIP) Act in so far as applicable to its operations and the information the company has access to, collects, or uses as a consequence of arraying out its obligations under the contract agreement.

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## LIMITATION OF LIABILITY

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The Destination Marketing Fund and project partners shall not be liable for any expenses respondents incur in connection with providing a response to this solicitation or for any costs, fees or lost or forgone profits of unsuccessful proposals.

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## CONFIDENTIALITY

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Destination Marketing Fund and project partners will use all reasonable efforts to protect any proprietary and confidential information contained in your proposal. Under no circumstance will Community Futures Grande Prairie & Region or its members be liable for any damages resulting from any disclosure.