

## **Request for Proposals**

### **Economic Impact Assessment – Destination Marketing Fund (DMF).**

#### **1. 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, it was recommended that an Economic Impact Study be conducted. Since then, there has been a growing need for the DMF to expand its services.

The Destination Marketing Fund hereby invites proposals from suppliers (“respondents”) to complete a “Tourism Economic Impact Study” of the Grande Prairie region. It will include and develop a methodology and framework for determining economic impact of tourism activity/ performance measurement, and also create a Regional Economic Impact assessment model for the Grande Prairie region.

It is expected that the application will be completed by May 1<sup>st</sup>, 2011.

#### **2. Study Purpose:**

The intent of this study is to:

- Develop a methodology and framework for determining the economic impact of tourism activity in the Region,( City of Grande Prairie, County of Grande Prairie, Sexsmith, Wembley, Beaverlodge, Hythe, TeePee Creek, Debolt, Bezanson, Grovedale, Valleyview, Fox Creek, MD of Greenview) and taking into consideration both demand and supply side components.
- The methodology and framework should also assist with performance measurement in relation to the new local destination marketing fee that has been implemented .
- Create an economic impact assessment model to be used by the DMF and project partners. The economic impact assessment tool will allow for easy reporting to help support the case for tourism operators, municipalities and other stakeholders to invest in tourism, both from a marketing and development perspective. (This would include the various events that are held in the Grande Prairie area.)

#### **3. Deliverables:**

##### **Phase 1 – Collecting Input Data for the Economic Impact Assessment**

1. Undertake secondary research to identify data that is relevant/accessible for the economic impact modeling/assessment, and or where information gaps exist regarding

the required “demand” and “supply side” data need to perform the economic impact assessment for 2009 and subsequent years.

2. Propose a research methodology to address the deficiencies/gaps either through primary (i.e. tourism operator/stakeholder survey) or secondary research, and that can be repeated on an annual basis.
3. Review the proposed research methodology with the Economic Impact Assessment Working Committee and confirm its applicability.
4. Implement the research methodology and collect data for 2009 (baseline year). This task may be a shared responsibility of the Grande Prairie Regional Tourism Association and the consultant.

\*It's assumed that the economic impact assessment may be repeated for subsequent years utilizing the same research methodology and framework that is developed as part of this Request for Proposals.

## **Phase 2 – Economic Impact Assessment**

1. Obtain, review, and validate the data necessary for the economic assessment/modeling including capital, operational and tourism expenditure data associated with tourism activity in the stated region.
2. Run the expenditure data through a DEIM economic impact model which has been customized for this region, and which takes into account the diverse industrial structures of the provincial economy, including a regional level perspective.

The economic modeling or approach should be credible and be previously tested when looking at the regional level analysis.

3. Economic Impact Analysis/modeling should address:
  - On and Off-site Expenditures (Capital, Operating and Tourism Related)
  - Direct & Indirect GDP Impacts
  - Induced GDP Impact
  - Total employment income and FTE jobs
  - Taxes
  - Leakage
4. The analysis will discuss the following variables, at a minimum and at both a Provincial and regional level:
  - Value-added impact: Direct, Indirect and Induced, Regional and Provincial
  - Employment Impacts: Direct, Indirect and Induced, Regional and Provincial
  - Taxes generated: Federal, Provincial and Local, Direct and Indirect Inter-sectoral impacts (employment)
  - Leakages

### **Phase 3 – Economic Impact Assessment Model**

- Create an economic impact assessment model to be used by the project partners to analyze results for the baseline year (2009) and beyond.
- The economic impact assessment tool will allow for easy reporting to help support the case for operators, municipalities and other community stakeholders to invest in tourism marketing and development related initiatives.
- The model should be designed to allow for use by DMF and GPRTA representatives, and assume input data is collected representatives in years beyond the 2009 baseline assessment that the consultant is being requested to perform.

The three phases may occur simultaneously, and there is not specific time frame allocate to each phase.

### **Consultant Responsibilities**

The consultant will be responsible for:

- facilitating any required meetings;
- addressing all of the components under Phases 1, 2 and 3;
- creation, testing and finalization of a customized economic impact model for use by the DMF and project partners;
- gathering all the required data and primary/secondary research (with the assistance from GPRTA staff), and performing the required economic impact modeling/analysis and compilation of information for the baseline year (2009);
- creation of methodology for use by the GPRTA (user manual) that will assist them to collect and input data to the model for subsequent years (2010 and beyond);
- preparing presentation material for meetings;
- preparing a draft report to be presented to the Working Committee for the baseline year economic impact results;
- preparing the final report including relevant report modules/sections, executive summary and necessary appendices (2009 baseline year economic impact analysis);
- preparation of 12 hard copies of the final report and a digital copy; and
- preparation of a Power Point presentation with final results that may be used by the Project partners for the 2009 baseline year results.

### **4. Final Product**

The consultant will be responsible for addressing the following as it relates to designing and implementing an economic impact model for the GPRTA:

- primary and secondary research;
- data analysis;
- develop and implementing an economic impact research methodology/framework;
- utilizing the most recent primary and secondary data (i.e. Statistics Canada, other sources) for the 2009 baseline year assessment;

- create a methodology/framework that the GPRTA can use to repeat economic impact assessments for subsequent years on its own;
- the research/methodology should facilitate trend analysis/performance measurement, particularly in light of the GPRTA's new destination marketing fee;
- create an economic impact assessment model that will allow for easy reporting to help support the case for communities, operators and other stakeholders to invest in tourism marketing and development related initiatives (including festivals and events)
- final report on findings of the development and implementation of the economic impact model (for the 2009 baseline year);
- create a user manual for the customized model (collect data, input data and management outputs from the model); and
- outline research methodology that GPRTA can use to collect input data for subsequent years (as part of final report or user manual).

## **5. Submission of Proposals/Inquiries**

Proposals should include the following items:

1. A proposed approach for undertaking the project including; draft products, timelines, meetings and associated fees and expenses.
2. The methodology the consultant would undertake to carry out the project, including: primary and secondary research, economic impact methodology/framework, implementation of the methodology/framework using recent data, documenting results for GPRTA for the baseline year, and creation of the customized economic model for the GPRTA.
3. Provide details on the economic model that will be utilized and examples of projects where the consultant has used or developed similar models to complete economic impact assessments.
4. An overview of staff roles and responsibilities during the project including time allocations (hours) and billing rates, including sub-consultants.
5. Staff experience (including sub-consultants) related to: expertise with tourism related primary and secondary research; data analysis and economic impact modeling/assessments.
6. A description of related firm experience.
7. A stipulated upset cost figure to carry out all the work of the contract described in this Request for Proposals, together with a proposed payment schedule.

## **6. Contract Administration**

The GPRTA will be the contract administrator. The Working Committee (as outlined in Appendix A), along with a GPRTA official, will provide direction to the consultant, and will also be responsible for reviewing and approving draft materials.

## **7. Meetings**

Meetings proposed by the consultant, as part of the project, will be held in Grande Prairie at the offices of the GPRTA.

## **8. Professional Responsibility**

The consultant shall comply with generally accepted standards for similar consulting work.

## **9. Scheduling and Terms of Payment**

### *Scheduling:*

All work associated with this contract must be completed and the final products submitted no later than October 30, 2010.

### *Terms of Payment*

An upset limit of \$40,000 is available for services provided in accordance with the completion of this contract. Billing should indicate personnel, number of hours, hourly rates, and expenses.

All payments will be predicated on acceptance of interim and/or final products.

## **10. Cost Control**

If at any point during the progress of the work, the consultant considers that the stipulated upset cost figure will be exceeded either by unforeseen circumstances or changes in the Request for Proposal, the client shall immediately be supplied with complete details. At no time shall the contract fee be exceeded without notifying and obtaining the client's written acceptance.

## **11. Consultant Obligations**

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., description 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 carrying out its obligations under the contract agreement.

#### **12. Ownership of Work**

Ownership of any work, information, or material (the "Materials) regardless of form, and including any copyright, patent, industrial design process, or trademark acquired or produced under or relating to this Agreement by the contractor, its employees or agents, shall vest with the GPRTA. These Materials shall be delivered to the GPRTA upon completion or termination of this Agreement.

#### **13. Consultant Proposal**

We request that a proposal be submitted to:

Ms. Emilia Hovorka  
Executive Director  
Grande Prairie Regional Tourism Association  
114, 11330 – 106 Street  
Grande Prairie, AB T8V 7X9

Submissions must be received by no later than **4:00 pm, July 12, 2010.**

Questions regarding the Terms of Reference should be directed to Ms. Emilia Hovorka

The GPRTA reserves the right to reject any and all proposals that are received.