



3 Taylor Road, Bracebridge, ON P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound
www.explorersedge.ca



REQUEST FOR PROPOSAL

International Marketing of Key Tourism Activities (KTAs) for Destination Development

Contents

Introduction 1

Proposal Submission Guidelines 2

Executive Summary: International Marketing & The Need for Conversions..... 3

The Opportunity:..... 3

 Statement of work: 3

 Summary of Primary Deliverables 4

 Corporate Information:..... 5

 Note: Proponents shall identify, within their submission, all excluded items..... 5

 Assumptions: The entire project will be fully completed no later than July 2, 2019. 5

 Evaluation Criteria..... 6

Proposal Preparation and Format..... 8

 Pricing..... 8

 Bidder Qualifications and References..... 8

 Cost of Proposal Submissions 8

 Information Indicative Only 9

 Confidentiality..... 9

 Other Considerations 9

Introduction

Explorers' Edge (RTO12) is the regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound funded by the Ontario Ministry of Tourism, Culture & Sport. With some of Canada's most iconic natural landscapes within its borders, including those that inspired the Group of Seven painters, and in a region recognized as one of the most popular travel destinations in the province, RTO12 is proud to promote travel to the great Canadian wilderness just north of Toronto in all four spectacular seasons.

RTO12 is a not-for-profit agency that is governed by a volunteer Board of Directors. The mandate for RTO12 includes: providing industry leadership and strategic planning; developing strong, collaborative partnerships and packages; marketing; and developing workforce and skills training.

RTO12 (www.rto12.ca) is the administrative name for the region that is known in the consumer marketplace as Explorers' Edge (www.explorersedge.ca).

For more information on Ontario's 13 Regional Tourism Organizations, visit <http://www.mtc.gov.on.ca/en/regions/regions.shtml>.

The RFP Process

1. The RFP will be posted online and potential bidders will be e-mailed a copy of the RFP.
2. Upon receiving the document and reading its content, potential bidders are requested to send an email to james@explorersedge.ca to acknowledge their intent to provide information about their proposal. This step will guarantee that the bidder name is entered in the bidder list.
3. The bidders prepare their formal response and send their document in an electronic format to Explorers' Edge by the specified RFP close date.

Project Timetable

Request for Proposal Issued: **January 11, 2019**

RFP Due: **January 30, 2019 at 2pm**

Proposal Submission Guidelines

Restrictions on Communications with Staff

If you wish to seek clarification on any of the information presented here, please contact James Murphy, Executive Director, by email at james@explorersedge.ca until the due date.

Information Submission Format

All responses to the questions in this document must be submitted in a Microsoft Word compatible format.

Submit Information to:

BY MAIL:

Explorers' Edge
3-1 Taylor Road Bracebridge, ON
Bracebridge, Ontario P1L 1S6
Attention: James Murphy, Executive Director

BY EMAIL:

Send to james@explorersedge.ca

Number of Copies Required / Format of Copies

- 1 - Word document

Confidentiality

During the RFP process, the bidder may obtain confidential information in regards to Explorers' Edge businesses and / or its members and employees. The Bidder agrees to keep such information strictly confidential at all times. The bidder may disclose confidential information only when necessary for the submission of a response to the RFP. This does not apply to information known and available to the public.

The Bidder acknowledges that Explorers' Edge will receive many responses to the RFP that might contain information considered confidential by the bidder. The bidder will allow Explorers' Edge to use such information for the purpose of the RFP process.

All information and the responses provided to Explorers' Edge about the RFP will become property of Explorers' Edge and will not be returned to the Bidder.

Executive Summary: International Marketing & The Need for Conversions

In 2017, RTO12 completed an extensive Product Development Framework Report that included significant Environics research into differentiated Key Tourism Activities (KTAs) that will motivate travellers from four key Designated Marketing Areas (DMAs) in the United States to visit this region. As per the recommendations in the Product Development Framework Report and the organization's subsequent 5-Year Regional Tourism Strategy, RTO12 now seeks to promote these KTAs to audiences in the DMAs: Boston, Chicago, Washington and New York City.

Specifically, RTO12 seeks a Consultant to conduct social content marketing and lead nurturing programs that align with the organization's current initiatives in these areas.

For the purposes of this RFP, please consider the total budget to be \$100K CDN* when creating your submission.

**subject to revision*

The Opportunity:

This work described in this RFP is to be completed by July 2, 2018.

Statement of work:

The purpose of this project is to market the Explorers' Edge region and specific KTAs to four DMAs in the United States (Boston, Chicago, New York City and Washington). The Consultant will create a social, content strategy to launch new content into these areas, and the expected result is significant visitation to the www.thegreatcanadianwilderness.com site, and an increase in leads for nurturing into the RTO's international database.

As per the Product Development Framework outcomes, the six differentiated KTAs for the RTO12 region are:

- Being Lakeside
- Paddling
- Hiking
- Guided Nature Tours
- Wildlife Viewing
- Indigenous Cultural Experiences

This project will be executed in Four Phases:

Phase One: Significant consultation with RTO12 / Explorers' Edge staff to ensure objectives and executional approach are understood and agreed to by both parties.

Phase Two: Development of the **paid social strategy** including measurable objectives, market reach/CTR/leads forecasts, recommended platforms, and target audience identified. Inventory of current content editorial pertaining to the KTAs that can be re-issued for the international content marketing program via www.thegreatcanadianwilderness.com. Working with EE's Senior Director of Strategy & Communications, identify new editorial ideas per the KTAs for development to successfully hook targeted audiences. Creation of new or necessary content (to live on www.thegreatcanadianwilderness.com).

Phase Three: Paid social content marketing deployed into DMAs via www.thegreatcanadianwilderness.com and chosen platforms. Consultant will do media buys and provide oversight of the spend, and make recommendations for adjustments once the program is underway.

Phase Four: Final Report - a summary of the overall project implementation, results, and further recommendations.

Summary of Primary Deliverables

Phase 1 Memo Outlining Agreed to Project Approach and Ultimate Deliverables: MS Word and PDF electronic versions of the report in English

Phase 2 Strategy Document & Completed Content: MSWord and PDF electronic versions of the report in English. Content presented fully developed (to live on the RTO's international site).

Phase 3 Report Required: MSWord and PDF electronic versions of the report in English.

Phase 4 Final Report: MSWord and PDF electronic versions of the report in English.

Required: All reports must be provided in print, in English as well as one PDF and one Word version. In addition, electronic versions of supporting documents will be provided when available.

COSTING:

The proposal, at a minimum, will break out the costs across the following:

- Preliminary consultation with RTO12 staff
- Development of project timelines (workback schedule) and deliverables
- Social marketing Strategic Plan
- Inventory of current content

- Recommendations for new content development based on review of international program objectives and KTAs
- In-market spend vs. vendor costs including Canadian currency conversions for USA
- Final Report
- Additional costed items

Your proposal will form an integral part of the contract and will be considered the Scope of Work for the Initial Term, so please be thorough.

Corporate Information:

- Please provide a synopsis of your qualifications, including a detailed summary of previous successfully implemented projects of this nature
- Please include your approach to working with Clients
- Please provide a detailed description of your organization, including location(s), business operations, financial security, corporate history, principals and previous work for similar clients
- A standard contract proposal

Note: Proponents shall identify, within their submission, all excluded items.

Assumptions: The entire project will be fully completed no later than **July 2, 2019.**

Selection Process

Below are aspects of your proposal that will be used to evaluate it, and you may also be asked to present and elaborate on these items to RTO12 staff. Proponents considered for this project must be able to demonstrate the following credentials/expertise:

1. Demonstrated understanding of the provincial regional tourism organization model and RTO12 in particular; knowledge of the RTO’s 5-Year Strategy and the Product Development Framework outcomes
2. Demonstrated experience of key personnel in a project of similar scope and nature
3. Demonstrated social, content marketing expertise (and tourism marketing in particular)
4. Demonstrated understanding of
5. Demonstrated strong corporate history and presence, financial standing, and capacity to perform
6. Demonstrated experience in project management in order to meet deadlines with optimal efficiency and efficacy
7. Cost competitiveness
8. References (minimum of three)

Evaluation Criteria

A total of 100 points will be allocated to each proposal, as follows:

Category	Available Points
Technical	
Qualifications and Experience of Company	10
Qualifications and Relevant Experience of Project Team	10
Understanding of RTO12 Business Objectives Overall And For The Project	20
Quality of Implementation Approach & Ability to Meet RTO12 Objectives	20
Proposed Work Plan and Schedule	20
Sub Total	80
Financial	
Fees and Disbursements (including sub-consultants)	20
Total	100

Financial points will only be awarded to submissions that have achieved a minimum score of 60 out of 80 points on the technical evaluation criteria. Proposals that do not meet this minimum score will be deemed non-compliant and will be given no further consideration.

Bidder Certification

(Bidder must sign and return.)

I certify that this information is complete and correct to the best of my understanding and that I am authorized to submit this information on behalf of the company.

Authorized

Signature_____Date_____

Title_____

Print/Type

Name_____

Print/Type Company Name

Here_____ 10

Proposal Preparation and Format

The Bidder must ensure that the proposal meets the following mandatory requirements.

- An intent to Bid email is received by email before the “Closing Date and Time” as outlined in the RFP Timelines
- A complete bid is received by email “before the “Closing Date and Time” as outlined in RFP Process and Timeline
- Includes a cover letter including Bidder’s name, address, telephone, e-mail address and primary contact person with a note of date and time of submission. The letter should be submitted by a person authorized to sign on behalf of and to bid the Bidder to its Proposal and the terms of the RFP.
- Includes a statement that the Project Conditions outlined in the RFP have been reviewed and understood.

Pricing

Bidders must provide a detailed/line-itemed breakdown and summary of costs to provide the proposed services with total price shown. Prices must be quoted in Canadian dollars, including freight and delivery charges, and taxes.

Notes: Be advised that taxes are considered within the project budget. Prices must remain valid for at least 120 days. Bidders are required to provide their payment terms as part of their proposal.

Bidder Qualifications and References

Bidders shall provide the following information:

- Company profile outlining history, capabilities, qualifications, and experience as well as other information you deem relevant
- Summary of prior experience (within last 3 years) in providing the goods or services similar to those described in this RFP.
- Identification of all key personnel, including sub-contractors, who will be assigned to this project. Please include their relevant experience and qualifications and their roles and responsibilities in the project, as well as their level of efforts
- References including names, position, telephone numbers and e-mail addresses for which the Bidder has performed similar work. These references might be contacted during the proposal evaluation phase to determine their satisfaction with the work carried out.

Cost of Proposal Submissions

- The Bidder is responsible for all and any costs associated with the preparation and submission of the Proposal. Explorers’ Edge will not be liable to pay any such costs or reimburse the Bidders in the event Explorers’ Edge decides to reject all Proposals.

Information Indicative Only

- The information that is provided in this RFP is indicative only. Through the review of the proposals and subsequent finalization of an agreement with the successful Bidder Explorers' Edge reserves the right to request further information or clarification of information. Explorers' Edge reserves the right to request new or additional information regarding a Bidder and any individuals or other persons associated with a response.

Confidentiality

- If the Bidder does not want the documents that are submitted in response to this RFP to be made available to the public, the Bidder must indicate that the documents are submitted in confidence. The documents contain trade secrets, technical, commercial, financial or labor relations information that disclosure of the documents could reasonably be expected to result in harm, as specified in Section 10 of the Municipal Freedom of Information and Privacy Protection Act. While Explorers' Edge will endeavor to maintain the confidentiality of all such information, the Bidder must realize that such information may well become public or be disclosed.

Other Considerations

- Explorers' Edge in its sole and absolute discretion, may discuss or negotiate with any Bidder, the terms and conditions of its response without any obligation to other Bidders and without giving rise to any rights of other Bidders to amend or negotiate their response.
- Explorers' Edge shall not have any obligation to notify any of the Bidders of discussions or negotiations with any other Bidder, to invite amended responses from any other Bidders, to disseminate other information disclosed to any one Bidder, or to approve a further submission made as a result of such information.
- Conflict of Interest.
 - The bidder must declare any actual or potential conflict of interest including situations or circumstances that could give a bidder an unfair advantage during a procurement process or compromise their ability to perform
 - Explorers' Edge reserves the right to disqualify a vendor's quote due to a conflict of interest
 - The bidder must avoid and disclose any actual or potential conflict of interest during the performance of their contractual obligations
 - Explorers' Edge reserves the right to terminate an agreement where a vendor fails to disclose an actual or potential conflict or where such a conflict cannot be resolved.
- In the event of any discrepancies appearing, or differences of opinion, misunderstanding or dispute arising between the Bidder and Explorers' Edge respecting the intent or meaning of this RFP, or accompanying documents, or as to any omission there from or misstatements therein, the decision and interpretation of Explorers' Edge shall be final and binding upon all parties. There shall be no review or appeal of such decision.

End of RFP. Thank you for your time.