



REQUEST FOR PROPOSAL

PROPOSAL:

Destination Drumheller

DATE:

June 8th 2022

FROM:

Julia Fielding

TRAVEL DRUMHELLER REPRESENTATIVE

DATE PROPOSAL REQUIRED:

YEAR: **2022** MONTH: **July** DAY: **20th** TIME: **4pm** Local Time

- SUBMIT PROPOSAL VIA EMAIL-

EMAIL TO executivedirector@traveldrumheller.com
with the Subject Line
RFP: TD Destination Development Plan 2022

REQUEST FOR PROPOSAL

1. **Request for Proposal** – The following table represents Travel Drumheller’s anticipated schedule for this Request for Proposal. This schedule is subject to change at Travel Drumheller’s discretion:

Activity	Date	Time (MDT)
Issuance of RFP	June 8th 2022	10:00 hrs
Close of Questions Deadline	June 21st 2022	12:00 hrs
RFP Closing Date	July 20th 2022	16:00 hrs
Interviews	Aug 8th 2022	09:00 to 17:00 hrs
Notification of Results	Aug 10 th 2022	10:00 hrs

2. **Questions or Inquiries** – Questions or inquiries regarding this Request for Proposal will be considered if received not later than the date and time provided in the Request for Proposal (“Close of Questions Deadline”). Questions may be submitted via email and must be directed to the contact person listed below:

Julia Fielding
Executive Director
executivedirector@traveldrumheller.com
Phone: (403) 823-2242

Travel Drumheller its agents and employees shall not be held responsible for any information given by way of verbal/oral communication.

3. **Closing Date** - Proposals must be received via email no later than the date and time provided in the Request for Proposal Schedule (“RFP Closing Date”). Any submissions received after this date and time will be considered disqualified. Proposals must be submitted via email and received in the executivedirector@traveldrumheller.com email inbox by the date and time stated in the Proposal Schedule and have the email subject line **“TD Destination Development Plan 2022”**

INVITATION

1. Project Overview

The Drumheller region, recognized as the “Dinosaur Capital of the World”, is rich in geological and paleontological history. The breathtaking landscapes are unique in Canada. The Drumheller region is a developing tourism cluster with major attractions, activities, events and visitor experiences. Although the region attracts about a million visitors each year, visitation is primarily in the summer and remains focused on a few major attractions, including the Royal Tyrrell Museum. There is huge potential to build on these strengths and create a year-round global tourism destination.

Travel Drumheller is developing a Destination Development Plan for the Drumheller region to design a road map to create one of Alberta’s premier tourism clusters. The vision is for ‘Destination Drumheller’ (the Drumheller Valley and region) to join Banff and Jasper as one of Alberta’s top three visitor destinations. That involves more than doubling regional tourism in the next 10 years in line with both the Alberta and Federal Tourism Strategies.

Travel Alberta has identified Drumheller as a key region to support to become an export ready destination attracting higher value visitors, in particular international visitors with higher spending power to the area.

Travel Drumheller is the Destination Marketing Organization for the Drumheller region. They are a not for profit with one full time staff member who answers to a Board of Directors. There are also two contract staff. It is primarily funded by a voluntary Destination Marketing Fund collected by accommodation providers in Drumheller.

Travel Drumheller invites qualified consultants to submit proposals to provide professional services to develop a Destination Development Plan (DDP) to create a blueprint for the future of Destination Drumheller – a globally competitive tourism cluster.

2. Scope of Work

The project objective is to develop a comprehensive Destination Development Plan with an Action Strategy for Drumheller and area for at least the next 20 years. It is intended that the Plan will support the growth of the Drumheller region as a desirable destination to visit, work, study, invest, live, and conduct business. Travel Drumheller has recently completed a new 3-Year Strategic Plan (2022-2025). This plan acknowledges that the future of the area lies in the region’s ability to adapt to changing travel patterns, to improve current tourism offerings, widen the season and partner with neighboring municipalities. It is intended that the Destination Development Plan keeps partnership, sustainability and capacity at the forefront. It is expected the following will be included in the Destination Development Plan:

- Identification of the region’s boundaries;
- GAP Analysis for Drumheller and region;
- Workforce readiness;
- Shoulder Season Development recommendations;

Strategic recommendations for the region on how to catalyze tourism investment in the region;

A list of actions divided into short, medium and long term.

Priority will be given to tenders that have experience in the following areas of expertise and are accredited with appropriate professional associations:

- Economic Impact Assessment
- Destination Management Plans
- Destination Development Plans
- Tourism Strategic Planning
- Innovative Community Engagement and Public Consultation Strategies

3. Stakeholder Participation & Public Consultation

An important outcome of the Destination Development Project is the collective vision of the region. It is intended that stakeholder engagement sessions will be conducted as part of the plan development process to engage stakeholders and gather information from the community, stakeholder organizations, community groups, government stakeholder groups, municipal staff and Council. The region also neighbors Siksika First Nation and it is expected that they will be included in the stakeholder engagement sessions.

It is required that the proponent will conduct meetings/sessions with stakeholders and partners to collect required information, review findings and identify preferred scenarios. They will also conduct public consultation with residents and possibly potential visitors to the region.

Stakeholders include (but are not limited to):

- Drumheller and region tourism business owners
- Drumheller Mayor and Council
- Town of Drumheller administration
- Surrounding municipalities
- Travel Drumheller partners
- Drumheller Community Business Association
- The Drumheller and District Chamber of Commerce
- MH Enterprises (Employment agency)
- Residents (youth and seniors)
- Library
- Community Futures
- Travel Alberta
- Siksika First Nation
- Drumheller Resiliency and Flood Mitigation Project
- Alberta Film Commission
- Indigenous Tourism Alberta
- Alberta Environment and Parks
- Alberta Culture and Status of Women (specifically historical sites)

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4. Deliverables

The expected outcomes of this project include, at minimum the following:

a) Public Engagement and Consultation

b) Recommendation on the region's size and rough boundaries

c) An outline of

- a. the supports and systems currently providing supports to existing and new tourism operators in the region;
- b. organizations involved in the delivery, management and marketing of tourism in the destination and sub-regions;
- c. current tourism plans or plans impacting tourism in the region;
- d. access to mobile broadband and its impact on destination development
- e. transportation access to and within the destination including road, air, rail transportation infrastructure and highway signage;
- f. tourism hospitality workforce needs;
- g. opportunities and gaps in regional tourism products, and experiences
- h. inventory of available land and type (public, private, crown).

d) An interim report, and a draft Destination Development Plan

These will be presented to the Travel Drumheller board

e) A Destination Development Action Plan

The final document should include, but not be limited to, the following information:

- i. A clear picture of what will be required to support development of the regional tourism industry to support Travel Drumheller's Strategic Plan.
- ii. An implementation action plan, with clear tactics and SMART performance measures tied to the Destination Development Plan and Travel Drumheller's Strategic Plan
- iii. Recommendations on secondary assets and experiences that extend stays in the destination.
- iv. Delivery of at least five new tourism related investments (i.e. investment prospectus) that includes full details about prioritized potential tourism investment offerings and their respective positive impact on visitor expenditures, and increased shoulder/winter overnight visitation.

f) Presentations of the Final Destination Development Plan to

- i. The Travel Drumheller Board of Directors
- ii. Town of Drumheller council and neighboring municipalities

g) A binder containing all background information, research and original user group, community, and stakeholder input

h) Educational materials to communicate main components of the Destination Development Plan to different audiences.

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5. Information to be provided

- TIBRE Drumheller;
- Travel Alberta Bootstrap Plan
- Travel Drumheller Strategic Plan
- Roger Brooks Drumheller Analysis and Recommendations Study
- Travel Drumheller Strategic Plan
- Town of Drumheller extension of the season strategy
- 2022 Business Survey results

6. Proposed Schedule

Project Initiation: August 22nd 2022

Project Completion: March 1st 2023

All work associated with this contract must be completed, with the final products submitted no later than March 1st, 2023.

Monthly progress reports will be submitted to the RFP designated contact. It should be understood that the RFP gives a general outline on the reporting and meeting requirements and that the RFP designated contact will work with the proponent to establish expectations around the format, progress, direction, and frequency of communication.

Startup and Report Meetings as a part of the project, will be held in the Drumheller region if possible. Meetings for status on a higher frequency may take place online. Below is a minimum suggested level of communication with respect to reporting during the project:

- Startup Meeting;
- Bi-weekly Status meetings;
- Interim Report – Presentation;
- Draft Plan Presentation to Travel Drumheller Board;
- Final Plan- Presentations to Travel Drumheller Board, Town of Drumheller and surrounding Municipalities.

7. Proposed Budget

This project is funded by a Federal Tourism Relief Fund grant. The maximum budget for the project is \$200,000, before GST. Billing should indicate personnel, number of hours, hourly rates and expenses. All payments will be predicated on acceptance of interim, and/or final products. At no time shall the contract fee be exceeded.

PROPOSAL SUBMISSION REQUIREMENTS

1. **Proposal Mandatory Requirements** – Proposals must comply with the following requirements in order to be considered by Travel Drumheller:

- 1.1 The Proponent must be able to list Travel Drumheller as an additional insured. The successful Proponent must be able to provide proof of the following insurance requirements:
- a. General Liability Insurance in an amount not less than Five Million Dollars (\$5,000,000) per occurrence for personal injury and/or property damage.
 - b. Automobile Liability Coverage in an amount not less than Two Million Dollars (\$2,000,000) per accident for bodily injury and/or property damage.
 - c. Professional Liability Insurance covering the services provided by the Consultant with policy limits not less than Five Hundred Thousand Dollars (\$500,000) per claim.

The Proponent should submit confirmation of full compliance to all the requirements with their proposal.

2. **Proposal Format Requirements** – Proposal page limit shall not exceed 30 pages (with up to an additional 10 pages for staff resumes). Proposals' content should be organized in the following format to ensure proper evaluation:

- Cover Page (First page of this RFP)
- Executive Summary
- Table of Contents
- Confirmation of Compliance with Mandatory Requirements
- Corporate Qualifications & Experience
- Key Staff & Qualifications
- Methodology
- Project Schedule
- Financial (to include billing schedule)

3. **Proposal Criteria** - The following provides a description for each of the previous mentioned criteria:

- 3.1 **Cover Page** – The cover page is the first page of this RFP document and should be completed in full and attached as the first page of the Proposal. It must be signed by an authorized representative of the Proponent.

PROPOSAL SUBMISSION REQUIREMENTS

3.2 Executive Summary – The executive summary should present highlights of the Proponents Proposal and should be no more than one (1) page.

3.3 Table of Contents – Proponents should provide a Table of Contents outlining their proposal.

3.4 Confirmation of Compliance with Mandatory Requirements – Proponents are required to provide confirmation and evidence that they meet all the Mandatory Requirements as outlined in Section 1 of the Proposal Submission Requirements.

3.5 Corporate Qualifications and Experience – Proponents are to explain why they are the best choice to provide the services as described in the Request for Proposal. Key strengths should be clearly identified.

Provide summary and related references for at least three projects completed within the last five years, for which the Proponent has provided prime consultant services. These reference projects must:

- ❖ Be similar in nature to the project for which the Proposals are being sought; and
- ❖ Have a required scope of services similar in nature to this project.

3.6 Key Staff and Qualifications – Proponents shall include, together with their sub consultants (if applicable), a list of key staff that will be involved in the project. A resume shall be provided for each staff member that includes, but is not limited to, qualifications, education, experience, capability and current workloads. The location of the offices of the key team members shall be identified. Each employee's contribution to this project shall be identified as a percentage of the project as a whole. In addition, the percentage this project would represent of the individual employee's entire workload shall be provided. The Proposal should clearly identify the roles each key staff will be responsible for in the implementation of the anticipated contract.

For example:

Employee	Project Contribution	Workload
Employee A	60%	80%
Employee B	30%	50%
Employee C	10%	5%

PROPOSAL SUBMISSION REQUIREMENTS

- 3.7 Methodology** – Proponents are to provide a clear understanding of the objectives and critical issues that could affect the outcome of the project. The proponent should include a clear explanation of their proposed approach including a task by task breakdown. The Proponent shall also include any innovative comments and ideas pertaining to the project that may not have been addressed in the Request for Proposal as they see fit.
- 3.8 Project Schedule** – Proponents are to provide a Project Schedule including a detailed work plan for the project with breakdowns of proposed major milestones and a meeting and site visit schedule for the duration of the project. An overall flowchart detailing the ultimate time guideline from initiation to completion of the project phase is required. The absolute deadline for this project is **March 1st 2023**. Proponents are required to provide their expected completion date for the project.
- 3.9 Financial** – Proponents are to provide a detailed cost breakdown detailing each task, project team member, estimated hours, hourly rate and disbursements. The budget is to include all expenses, such as space rental and travel costs as there are no other funds for the project. The financial evaluation will be calculated by taking the lowest proposal price divided by each other proponents proposal price. The calculated point will then be multiplied by the weight indicated in the evaluation criteria and weighting table.
- 3.10 Additional Content** – Proponents may at their discretion include additional information which they consider relevant to ensure a full and proper evaluation, provided that the specified maximum allowable number of pages is not exceeded.
- 4 Interview** - The evaluation procedure may include a short list based on the stated evaluation criteria. The short listed proponents may be asked to prepare a presentation or provide additional technical information or clarification prior to the final selection. Interviews (If presentation to be provided) will be at the Travel Drumheller office or online, if necessary and can be scheduled by contacting Julia Fielding at executivedirector@traveldrumheller.com or (403) 823-2242.

INSTRUCTIONS

1. **Definitions**
 - 1.1 “Mandatory” means an essential requirement.
 - 1.2 “Travel Drumheller” is synonymous for the purposes of this RFP. They mean a duly authorized representative on behalf of Travel Drumheller.
 - 1.3 “Consultant” means the successful Proponent that enters into an agreement with Travel Drumheller.
 - 1.4 “Proponent” means the person or firm responding to this RFP.
 - 1.5 “Proposal” means the submission received from a Proponent in response to this RFP.
 - 1.6 “Request for Proposal” or “RFP” means this entire document, and any addenda thereto issued before the RFP closing time.
 - 1.7 “The Work” refers to the activities related to the scope of this RFP.
2. **Originals and Copies** – Proposals can be submitted in writing to the address provided above (in the ‘Invitation’ section) with the exterior of the package clearly marked “TD Destination Development Plan” or via email to ad
3. **Oral Representations** – Proponents shall not rely upon any oral information provided by Travel Drumheller or its representatives.
4. **RFP Clarifications/Addenda** – Proponents shall carefully examine the Request for Proposal Documents and report any errors, omissions, discrepancies or clauses requiring clarification. When necessary, Travel Drumheller shall respond to questions and clarifications by way of Addenda to report any changes to the Request for Proposal Documents. Any Addenda issued prior to the closing date will form part of the Request for Proposal Documents.
5. **Rejection of Proposals** – Travel Drumheller shall not be obligated to accept Proposals that are unsigned, incomplete, conditional, illegal, or contain irregularities of any kind or if the Proponent fails to meet all the requirements stated in this Request. Travel Drumheller also reserves the right to disqualify any Proponents submission whose credentials or performance has been deemed unsatisfactory in the past.
6. **Travel Drumheller’s Discretion** – Travel Drumheller reserves the right to accept, or reject any Proposal, and not necessarily the lowest cost Proposal.

INSTRUCTIONS

7. **Budget Funding** – If the Proposal pricing submitted in the best evaluated Proposal exceeds the amount Travel Drumheller has budgeted or estimated, Travel Drumheller may either reject all proposals, award the contract to the Proponent who submitted the next best evaluated Proposal with proposal pricing that is within Travel Drumheller’s budget, or attempt to negotiate a lower price with the Proponent who submitted the best evaluated Proposal.
8. **RFP Cancellation** – Travel Drumheller reserves the right to cancel this Request for Proposal for any reason without any liability to any Proponent or to waive irregularities at their own discretion. No payment will be made by the Travel Drumheller for costs incurred in the preparation or submission of this document.
9. **Conflict of Interest** – The Proponent shall have no pecuniary interest in the business of any third party that would cause, or seem to cause, a conflict of interest in carrying out any consulting services for Travel Drumheller. Should such an interest be acquired during the Proposal process, the Consultant shall immediately declare it to Travel Drumheller. Travel Drumheller will, immediately upon notification, take action as it deems appropriate. This may include rejection of the submitted Proposal.
10. **Proposal Confidentiality** – All documents submitted to Travel Drumheller will be subject to the protection and disclosure of the Alberta *Freedom of Information and Protection of Privacy Act (FOIP ACT)*.
11. **Evaluation of Proposals** – Proposals will be evaluated as follows:
 - 11.1 **Mandatory Requirement Screening** – Proposals must meet the Mandatory Requirements outlined in Part 1 of the Proposal Submission Requirements Section. It will be at Travel Drumheller’s sole discretion to determine if a Proposal shall be disqualified due to insufficient or incomplete information.
 - 11.2 **Evaluation Criteria and Weighting** – Proposals meeting the Mandatory Requirements will be evaluated in accordance with the following criteria and weighting:

Item	Evaluation Criteria	Weight
1	Quality of Proposal	10
2	Key Staff & Qualifications	25
3	Methodology	25
4	Project Schedule	10
5	Financial	15
6	Interview	15
	TOTAL	100

INSTRUCTIONS

11.2.1 *Evaluation of Technical Requirements* - The technical requirements of this Proposal are “Quality of Proposal,” “Key Staff & Qualifications,” and “Methodology.” The Proponent’s responses to these technical requirements will be evaluated using a rating scale of 0 to 5 as outlined below. The determined rate score will then be multiplied by the predetermined weight as specified in the chart above. Each weighted score will be added to arrive at a total score for the technical requirements. In the event of a tie score, the technical requirements score will be used as a tie-breaker. Travel Drumheller will assign scores at the sole discretion of the Evaluation Committee assigned to the project.

Rating		Explanation
5	Excellent	Exceeds Requirement/Adds Value
4	Above Average	Exceeds Minimum Requirements
3	Average	Meets Minimum Requirements
2	Below Average	Falls Short of Expectations. Lacking Innovation
1	Poor	Falls to Meet Minimum Requirements
0	Non Responsive	Did Not Attempt to Address Requirement

11.2.2 *Quality of Proposal* – Proposals will be evaluated on the overall package including presentation, completeness, and relevant information provided.

11.2.3 *Key Staff & Qualifications* – Proposals will be evaluated on the qualifications and availability of key staff. Staff members with experience related to Destination Development will be considered the most valuable.

11.2.4 *Methodology*– Proposals will be evaluated on their approach to completing the Destination Development Plan. It is important that the Proposal demonstrates a clear understanding of the various components of this project and a comprehensive approach to development of the methodology.

11.2.5 *Financial* – The financial evaluation will be calculated by taking the lowest Proposal Price divided by all other Proponents Proposal Price. The calculated point will then be multiplied by the weight indicated in the Evaluation Criteria and Weighting table above.

11.2.6 *Project Schedule*- this will be evaluated by looking at the proposed schedule and how it meets Travel Drumheller’s deadline of March 1st 2023.

11.2.7 *Interview* – The interview will be evaluated based on the responses to questions asked by the Evaluation Committee relating to the project team, schedule, budget, and technical aspects. The interviews will be evaluated using a rating scale of 0 to 5 as outlined below. The determined rate score will then be multiplied by the predetermined weight as specified in the chart in Section 11.2.

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12. **Award** – The Evaluation Committee assigned to the Request for Proposal will make an award to the Proponent that submitted the Proposal with the highest total score within the available budget amounts.
13. **Proposal Feedback** – All unsuccessful Proponents will be notified within three (3) business days after contract award.
14. **Communication** – Proponents or bidders are required to ensure that no communication is made by the proponent/bidder or its representatives, including a third party representative employed or retained by it, to promote or oppose any bid/proposal, make any public announcement, or communicate with any news media in any way unless such communication has first been approved by and appropriate Travel Drumheller Official. Failure to comply with this communications clause may affect the current awarded contract, as well as future contracts.

GENERAL TERMS

1. Reporting

- 1.1 The Consultant shall submit to Travel Drumheller regular progress reports with respect to the Services provided by the Consultant. If Travel Drumheller, acting reasonably, determines that additional progress reports are necessary, the Consultant shall submit all additional progress reports requested at no additional cost to Travel Drumheller.
- 1.2 The Consultant shall meet with Travel Drumheller's RFP designated contact and any other Travel Drumheller staff as appropriate to discuss the project's progress, to review interim results, and to receive direction as required. If Travel Drumheller, acting reasonably, deems additional meeting necessary, the Consultant shall attend those meetings.

2. Termination of Agreement

- 2.1 Travel Drumheller may terminate this Agreement immediately by giving the Consultant written notice if the Consultant:
 - a) in the opinion of Travel Drumheller, fails to complete the Services or any portion thereof within the time stated in this Agreement for such completion, or;
 - b) becomes insolvent or commits an act of bankruptcy or;
 - c) abandons the project or;
 - d) assigns this Agreement without the required written consent or;
 - e) fails to observe or perform any of the provisions of this Agreement or;
 - f) has any conflict of interest, which may, in the opinion of Travel Drumheller, have an adverse effect on the Project.

3. Indemnity

- 3.1 The Consultant agrees to indemnify, protect, and save harmless Travel Drumheller, its officers, agents and employees from and against any and all losses, claims, demands, payments, suits, judgments, charges, expenses, actions, causes of action and costs arising out of the willful misconduct of the Consultant including, but not limited to, trespass or nuisance and the negligent performance of the Consultant's services.

GENERAL TERMS

4. Insurance

- 4.1 During the term of this agreement, the Consultant must carry the following:
- a) Commercial General Liability including bodily injury, death and property damage, in an amount of \$5,000,000 (combined single limit on each occurrence). Such coverage is to include blanket contractual liability, contingent employer's liability, cross liability, contractors protective liability, non-owned automobile, attached equipment, broad form property damage, products and completed operations and sudden and accidental pollution. Travel Drumheller is to be added as an additional insured to the coverage.
 - b) Automobile Liability Insurance for owned, leased, hired, operated or licensed vehicles with limits of \$2,000,000 for accidental injury to or death of one or more persons or damage to or destruction of property as a result of one accident or occurrence.
 - c) Professional Liability Insurance covering the services provided by the Consultant with policy limits not less than one million dollars (\$1,000,000) per claim.
- 4.2 The Consultant shall be responsible for the payments of all premium and deductible amounts relating to the insurance policies, and the Consultant shall maintain the insurance from the date of this agreement until the completion of the project.
- 4.3 Each such policy shall state that it cannot be cancelled without at least 30 days written notice to Travel Drumheller.

5. Payment & Completion

- 5.1 Travel Drumheller shall make regular payments based on the Consultant submitting Progress Reports. Payment will be calculated on the basis actual work completed as measured in monthly invoices and reports showing a narrative describing work performed during the billing period, progress by major tasks, costs incurred, person-hours expended, and a task completion report.
- 5.2 Such payments shall be due and payable to the Consultant within thirty (30) days from the monthly report submission date.