



# **REQUEST FOR PROPOSALS**

**Town of Inuvik Tourism Marketing Strategy**

**Reference Number 2019-012**

**Request for Proposals**  
**Town of Inuvik Tourism Marketing Strategy**  
**Reference Number 2019-012**

**Table of Contents**

1.0	General Information and Instructions
2.0	Project Overview
3.0	Introduction and Background
4.0	Scope of Work and Deliverables
5.0	Reporting Requirements
6.0	Project Budget and Schedule
7.0	Proposal Content and Format
8.0	Reproduction
9.0	Evaluation of Proposals
10.0	Acceptance of Proposal
11.0	Notice to Proponents
12.0	Clarification of This Request for Proposals

## 1.0 GENERAL INFORMATION AND INSTRUCTIONS

Proposals will be received until 3:00 p.m. Inuvik local time on **December 20, 2019**. Four (4) copies of the proposal are to be submitted and must be clearly marked with the name and address of the Proponent, quoting Reference Number 2019-012, the closing date and the title “**Town of Inuvik Tourism Marketing Strategy**” on the outside of the envelope. The Town will not be responsible for proposals received after the exact time and date noted and will reject and return late proposals to the proponent unopened. Proponents are responsible for ensuring that digital and courier delivery occurs within the deadline. **Proponents must pre-register and request the Official Proposal Package prior to submitting a proposal. Official Proposal Packages may be obtained by emailing the Project Contact:**

**Project Contact:**

Jackie Challis, Director  
Economic Development & Tourism  
Town of Inuvik  
P.O. Box 1160, 2 Firth Street  
Inuvik NT X0E 0T0  
Phone: 867.777.8632  
Fax: 867.777.8601  
E-mail: jchallis@inuvik.ca

1. The Town will not be responsible for any proposal that:
  - does not indicate the Request for Proposal reference, title, closing date and Proponent’s name;
  - does not arrive prior to the date and time displayed on the official tender clock; and
  - is delivered to any address other than that provided above.
2. Facsimile transmitted proposals will be accepted under the following conditions:
  - the proposal is received before the submission deadline at the facsimile number stated;
  - the Town shall not be liable for any claim, demand or other actions for any reason should a facsimile transmission be interrupted, not received in its entirety, received after stated closing time and date, received by any other facsimile unit other than that stated herein, or for any other reasons;
  - the Town cannot guarantee the confidentiality of information contained in the proposal;
  - In accordance with item 2 above, original copies of the proposal are to be submitted immediately following the transmission of the facsimile.
3. All questions or enquiries concerning this Request for Proposals must be in writing and be submitted to the address provided above **no later than five (5) business days prior to the proposal deadline**. Verbal responses to any inquiry cannot be relied upon and are not binding on either party. Emails are acceptable.

4. Any available resources noted herein can be obtained at the Town Office.
5. This is not a Request for Tender or likewise. The Town is not bound to accept the proposal that provides for the lowest cost or price to the Town nor any proposal of those submitted.
6. If a contract is to be awarded as a result of this Request for Proposals, it shall be awarded to the Proponent who is both responsible and whose proposal provides the best potential value to the Town. The determination of best potential value shall be at the sole discretion of the Town. “Responsible” means the capability in all respects to perform fully the contract requirements and the integrity and reliability to assure performance of the contract obligations.
7. Notice in writing to a Proponent and the subsequent execution of a written agreement shall constitute the making of a contract. No Proponent shall acquire any legal or equitable rights or privileges whatever until the contract is signed by both parties.
8. The contract will contain the relevant provisions of this Request for Proposals, the accepted proposal, as well as such other terms as may be mutually agreed upon, whether arising from the accepted proposal or as a result of any negotiations prior or subsequent thereto. The Town reserves the right to negotiate modifications with the successful Proponent.
9. In the event of any inconsistency between this Request for Proposal, and the ensuing contract, the contract shall govern.
10. The Town has the right to cancel this Request for Proposals at any time and to re-issue it for any reason whatsoever, without incurring any liability and no Proponent will have any claim against the Town as a consequence.
11. Any addenda made by the Town to the Request for Proposals will be issued in writing and sent by email to all who have received the documents no less than three (3) days prior to proposal deadline.
12. The Town is not liable for any costs involved in the preparation or presentation of proposals.
13. An evaluation committee will review each proposal. The Town reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria. Each submission will be rated using the following criteria:
14. Proponents may not amend their proposal after the proposal deadline but may withdraw their proposal at any time prior to acceptance.
15. Proposals may be short-listed. Proponents who are short-listed may be requested to make a formal presentation. Such presentations shall be made at the cost of the Proponent.
16. The proposal and accompanying documentation submitted by the Proponent are the property of the Town and will not be returned.

**END OF GENERAL INFORMATION AND INSTRUCTIONS**

## 2.0 PROJECT OVERVIEW

As Inuvik strives to diversify and enhance its economic potential, the need for a community supported, municipal-led tourism marketing strategy is critical. Although the strategy will include a range of goals, objectives and tactics to help position Inuvik as a preferred meeting, convention, festival, and incentive travel destination, the focus will be to create an implementable plan with action items for which the Economic Development & Tourism Department, the Town of Inuvik, and other relevant stakeholders can adopt, implement, measure, and assess.

Several key areas to be addressed include:

1. Inuvik as a preferred Meetings, Conventions, Festivals, & Incentive Travel Destination
2. Inuvik as a preferred sector or niche “meeting hub” for climate change research, arctic social and physical sciences, space & communications, GIS Mapping,
3. Inuvik as a preferred learning destination for Arctic and/or Indigenous Tourism, Arts, Education & Training
4. Inuvik as a preferred tourism destination for FIT travellers (Road & Air)

For each area listed above the Strategy should define:

- Define Current & Potential Markets
- Define Current & Potential Product Experiences
- Define Current Marketing Programs & Assets

For each area listed above the Strategy should also outline:

- Strategic Goals
- Action & Implementation Plan (tactics)
- Channels & Distribution
- Product/Market Match
- Branding / Messaging / Positioning

By means of this project, the Town of Inuvik will utilize the services of an outside firm to facilitate the consultation and development of the strategy, while Town of Inuvik Mayor, Council, and Staff will be responsible for the implementation. Community and stakeholder consultation will be an integral component to the development and successful execution of the strategy.

### **3.0 INTRODUCTION AND BACKGROUND**

The Town of Inuvik Integrated Community Sustainability Plan (ICSP) was approved by Town Council in March in 2010. Resulting from a consultation process engaging a range of community organizations and stakeholders in the Fall of 2009, the ICSP represents the collective visioning of the various partners with the goal of creating a “roadmap for integrating social, cultural, economic, environmental, and planning dimensions.”<sup>1</sup>

With the recent economic downturn and decreased activity of natural resource development in the area, Inuvik is now presented with strong motive to seek out new industries and opportunities to diversify and strengthen our economy.

In 2015 the Town of Inuvik built on these ideals and completed an Economic Development Strategy that focused on five central key priorities for development:

- Natural Resources
- Northern Sciences
- Tourism
- Arts, Crafts, & Local Food and
- Small Business & Entrepreneurship

In 2018 a new Mayor and Council took office and re-established their own development and strategic priorities moving forward. Tourism was identified as a strong sector for growth and exploration. New infrastructure such as the Inuvik Tuktoyaktuk Highway and a rekindled interest in Canada’s North, has well positioned Inuvik to take advantage of new and existing opportunities by targeting this particular sector.

### **4.0 SCOPE OF WORK AND DELIVERABLES**

The Town wishes to retain a consultant to work with the Director of Economic Development & Tourism, Town Administration and Town Council.

The scope of services to be supplied under this project is described as follows:

#### **Phase 1: Background Review**

- Review of past municipal economic and tourism initiatives
- Review of tourism and marketing strategies of other Northern jurisdictions

---

<sup>1</sup> Town of Inuvik Integrated Community Sustainability Plan - p.1

- Review of local and regional economic profiles, outlooks, and drivers
- Review of current local, territorial, and national tourism marketing efforts
- Review of regional, territorial, national or other relevant tourism strategies and marketing plans

## **Phase 2: Stakeholder & Community Consultation**

- Stakeholder Interviews
- Industry Stakeholder Interviews (focus groups, surveys, meetings, telephone interviews)
- Mayor & Council
- GNWT-ITI
- NWT Tourism
- Inuvialuit Regional Corporation
- Gwich'in Tribal Council
- Nihtat Gwich'in Council
- Inuvik Native Band
- Inuvik Community Corporation
- Western Arctic Business Development Corporation
- Local businesses, hotels, tourism operators
- Identification of Community Stakeholders (this will be done in collaboration with the Director of Economic Development & Tourism) (focus groups, surveys, meetings, telephone interviews)
- Community Consultation (open houses, fact sheets, e-updates)
- At least two community consultation sessions including one for the general public and one targeted at Tourism Stakeholders

## **Phase 3: Findings & Analysis**

- Preliminary Findings Report
  - Summary of Background Review
  - Summary of Stakeholder Interviews
  - Summary of Community Consultation

#### **Phase 4: Final Strategy**

For each of the 4 areas (or others revealed during Phases 1-3):

- Identification of key recommendations & key performance measures for municipality and community at large
- Identification of short-term (0-6 months) and long term (1-3 year) measurable goals and objectives
- A detailed action & implementation plan for Town Staff

#### **5.0 REPORTING REQUIREMENTS**

The Consultant will provide regular progress reports and a preliminary findings report in addition to a final report.

In addition to conducting face-to-face consultation, the consultant shall present the final report to Council.

#### **5.1 Regulatory Requirements**

All recommendations provided shall meet federal, territorial and municipal legislative requirements, and Town of Inuvik Personnel Directive.

#### **5.2 Local Involvement**

The successful proponent is expected to utilize resources whenever possible in order to maximize the benefits of this project to the community.

The success of the overall strategy will be dependent on the level of community and stakeholder consultation during the strategy development process, therefore successful and comprehensive community and stakeholder consultation is imperative.



## 6.0 PROJECT BUDGET AND SCHEDULE

### 6.1 Schedule

The proposed schedule for this project is as follows:

Important Milestones	Dates
Distribution of RFP to proponents	November 29, 2019
Proposal closing date	December 20, 2019
Award of proposal	December 27, 2019
Start-up meeting	January 10, 2020
Phase 1: Background Review completion	January 31, 2020
Phase 2: Stakeholder & Community Consultation	February 21, 2020
Phase 3: Findings & Analysis – Preliminary Findings Report	March 13, 2020
DRAFT Strategy for review (Mayor, Council, & Admin)	March 20, 2020
PRESENT Strategy to Mayor & Council	March 23, 2020
FINAL Strategy	March 30, 2020

The proponent shall indicate if changes to the proposed schedule are anticipated and provide an alternate schedule.

Available Resources (include by not limited to):

- Town of Inuvik Profile
- Town of Inuvik Integrated Community Sustainability Plan (2010)
- Town of Inuvik Economic Development Strategy (2015)
- NWT Visitation & Spending – 5 Year to 2018-2019
- NWT Tourism Marketing Plan 2018-2019

The Proponent shall provide a detailed schedule and work plan that identifies how and when the services shall be conducted, the individual responsible for each service and demonstrate that the project can be completed within the allotted time frame and within budget. The schedule shall include a minimum of two (2) visits to Inuvik; (1) for the purpose of conducting face-to-face consultation and one (1) visit to present the final report to Council.

The project schedule will be evaluated based upon how closely it meets the project requirements and how it demonstrates a logical approach to delivering the required services.

## 6.2 Budget

A total budget amount for this project must not exceed \$75,000. The Town intends to enter into a lump sum contract. The total proposed cost of the project shall include:

- a) A breakdown of the proposed fee for each portion of the work in a table format:
  - Disbursements for travel: identify the place of work for each team member and where travel will be billed from for each team member for each phase of the work.
  - The proposal must propose a stipulated sum fee for the project.
  - Prices bid must be stated in actual dollars and cents expressed in Canadian funds.
  - Prices should not include GST.
  - The Town will recognize minor disbursements with a mark up on fees of 3%. This will apply to the following:
    - Local communication costs (phone, cell phone, fax, etc.)
    - Long distance phone expenses
    - Courier and messenger services
  
- b) A work schedule showing the cost of each major part and key tasks to complete the project and overall timeline required.

Any anticipated expenses are to be identified in the proposal. The fee proposed will be considered the maximum upset fee by the Town. Any expenditure beyond that amount will require approval by the Town and will only be considered for increases in the scope of work or agreed to in advance by the Town.

A contingency allowance should not be used in making cost estimates for the completion of the work. All proposals should clearly indicate that the work to be provided will be for an “upset limit”. The Town of Inuvik will not consider cost overruns.

## 7.0 PROPOSAL CONTENT AND FORMAT

The Consultant selected by the Town will have prepared a proposal which clearly indicates how the Consultant will carry out the work set out in the terms of reference.

- 7.1 Proponents should demonstrate their understanding of the work involved and explain their approach. Consultants should detail the proposed methodology to achieve the project objectives by addressing the following factors: information gathering, client input, consultation, schedules, budget, and significant milestones or activities.

- 7.2 A timetable showing the timing of each of the phases of the report along with the proposed meetings. This should include any suggested revision to the scope of the work outlined in these terms of reference and an explanation of the reasons for the suggested changes.
- 7.3 An assumptions section that lists all assumptions that the Consultant has about the information or arrangements to be provided by the Town.
- 7.4 Names, qualifications and experience of staff assigned to this project and identify the project lead. With respect to each Consultant included in the proposal please indicate their:
- Specific role in the project;
  - Time commitment to the project;
  - Resume; and,
  - Related experience.
- Preference shall be given to those consultants who are able to staff the project with qualified personnel resident in the Northwest Territories.
- 7.5 Examples of past projects of similar nature successfully completed by the Consultant or members of the team including references from the project. Projects for municipal governments are of particular interest, however, other projects that indicate the Proponent's experience and ability to undertake the work should also be included.
- 7.6 Two references are required from previous projects that relate to this request for proposals. The names and contact information are required for each reference.
- 7.7 Maximum total cost of the project broken down by phases with fees and disbursement costs listed separately and the suggested payment schedule for each phase.
- 7.8 Per diem rates for key personnel involved in the assignment with an estimate of the number of days that the project staff will spend on the project and in the area.
- 7.9 Preference will be made for northern or local content. The dollar value of the goods and services provided by the proponent's own forces should be declared as should the dollar value of goods and services to be provided by all sub-contractors with whom contracts will be entered into for this project. If this information is not submitted with a proposal or is incomplete, the proponent will not receive appropriate credit.
- 7.10 The following are mandatory requirements for all proposals. Proposals that do not clearly demonstrate compliance with these requirements will result in disqualification of the proponent's proposal and removal of the proposal from further considerations during the evaluation process.
- Must be received by the closing time and date
  - Must clearly state proposed fees and expenses
- 7.11 The Consultant shall submit four (4) copies of the above noted proposal.

## **8.0 REPRODUCTION**

The Consultant shall provide and deliver all reports in the following format:

- One (1) electronic copy of all reports
- One (1) unbound copy of all reports
- Ten (10) bound copies of all reports
- One (1) PowerPoint Summary Presentation

All documents referred to and required to be provided shall be in electronic format containing all text and schedules in a format compatible with the Town's software programs. All information gathered and reports being produced belong to the Town of Inuvik.

## 9.0 PROPOSAL EVALUATION

Proposals shall be evaluated and rated by an evaluation committee using predetermined criteria to determine which proposal potentially provides the best value to the Town.

Detailed ratings and comments will be confidential, however, once the contract has been executed, a proponent can ask for their own detailed rating and comments and the names and total rating of the other proponents.

In terms of relative importance, each criterion is given a pre-assigned weight as outlined on the proposal rating schedule to which each proposal will be evaluated.

Each criterion is rated on a scale of 0 to 10. Each criterion's rating is then multiplied by the assigned weight to yield a total for that element. Summation of the individual totals yields a total score which represents the overall degree of satisfaction for the respective submission.

This procedure is repeated for each of the responsive proposals. The highest total score will determine the proposal that potentially provides the best value to the Town.

### Proposal Rating Schedule

Item	Rating Criteria	Assigned Weight (A)	Unit Points Awarded (B)	Total Points (A) x (B) = C
1	Team – personnel to be assigned to or made available to the contract	25		
2	Methodology or approach proposed by the proponent	15		
3	Proponent's past relevant experience	15		
4	Project schedule	10		
5	Fees and expenses	30		
6	Northern/local content	5		
<b>Totals</b>		<b>100</b>	<b>N/A</b>	

*Legend:*

*Unless stated otherwise herein, Unit Points will be assigned as follows:*

<i>Deficient</i>	<i>0 points</i>
<i>Poor</i>	<i>1-3 points</i>
<i>Fair</i>	<i>4-6 points</i>
<i>Good</i>	<i>7-8 points</i>
<i>Excellent</i>	<i>9-10 points</i>

## **10.0 ACCEPTANCE OF PROPOSAL**

The Town of Inuvik reserves the right to accept or reject any or all proposals and waive irregularities and informalities at its discretion. The Town reserves the right to accept a proposal other than the lowest proposal without stating reasons.

The Town of Inuvik will not be responsible for any cost incurred in the preparation or presentation of proposals.

The successful Consultant will be required to enter into a contract with the Town.

The Town reserves the right to interview any or all of the proponents of the proposal to provide additional insight into the ability to meet the requirements set out in the Request for Proposal.

## **11.0 NOTICE TO PROPONENTS**

### **11.1 Liability**

The Consultant shall ensure that the Town, its Officers and Employees are saved harmless from any liability whatsoever arising out of the Consultant's performance or non-performance of the terms of this proposal.

### **11.2 Consultant's Responsibilities in Submitting Proposals**

Each Consultant is solely responsible for the risk and cost of preparing and submitting its proposal in response to this Request for Proposals and neither the Town nor its officials, employees or Consultants are liable for the cost of doing so or obliged to remunerate or reimburse any Consultant for that cost.

By submitting its proposal to the Town, each Consultant represents and warrants to the Town that the information in its proposal is accurate and complete. This Request for Proposals does not impose on the Town any duty of fairness or natural justice to any or all Respondents with respect to this Request for Proposals or the process it creates. Unless the Town is expressly permitted or required by this Request for Proposals to "act reasonably", the Town is entitled to act in its sole, absolute and unfettered discretion.

### **11.3 Confidentiality and Freedom of Information of Proposals**

Proponents are required to keep their proposals confidential and must not disclose their proposals or information contained in them to anyone else without the prior written consent of the Town of Inuvik.

#### **11.4 Waiver and Allocations of Risk**

The Town accepts no responsibility or liability for the accuracy or completeness of this Request for Proposals (including any schedules or appendices to it) or of any recorded or oral information communicated or made available for inspection by the Town (including through the Town's Representative or any other individual) and no representation or warranty, either express or implied, is made or given by the Town with respect to the accuracy or completeness of those things. The sole risk, responsibility and liability connected with reliance by any Proponent or any other person on this Request for Proposals or any such information as is described in this paragraph is solely responsible for obtaining its own independent financial, legal, accounting, and other advice with respect to the contents of this Request for Proposals or any such information as is described in this paragraph. Each Proponent who submits a proposal to the Town is deemed to have released the Town from, and waived, any action, cause of action, claim, liability, demand, loss, damage, cost or expense, of any kind, in any way connected with or arising out of the contents of this Request for Proposals or any such information as is described in this paragraph. Each Proponent who submits a proposal is deemed to have agreed that it is solely responsible and liable to ensure that it has obtained and considered all information necessary to enable it to understand the requirements of this Request for Proposals and of the project and to prepare and submit its proposal.

#### **12.0 CLARIFICATION OF THIS REQUEST FOR PROPOSAL**

The successful selected Proponent will be required to enter into a contract with the Town of Inuvik. The contract will include, among other items, a budget including a maximum upset fee, a schedule for completion, and a requirement for the Consultant to provide indemnity and Workers Safety and Compensation Commission coverage.

If a Consultant has any questions about the contents of the Request for Proposals or about any matters relating to it, the question must be directed in writing, not orally, to the Town at the contact address noted above, on or before December 15, 2019. Inquiries and responses will be recorded and shall be distributed to all proponents who have received copies of the proposal.

The Request for Proposals process forms complex legal obligations. Any information obtained from any source other than the Town representative is not official and should not be relied upon. Any uncertainty regarding the process therefore must be referred to the Senior Administrative Officer.