

ABORIGINAL TOURISM ASSOCIATION OF CANADA

REQUEST FOR PROPOSAL

ATAC RFP0001

NATIONAL ABORIGINAL TOURISM STRATEGY 2016-2021

ISSUED DATE: AUGUST 11, 2015

BUDGET RANGE: \$20,000.00 - \$50,000.00



TABLE OF CONTENTS

REQUEST FOR PROPOSAL

INFORMATION TO BIDDERS

QUOTE PRICING TABLE

TERMS AND CONDITIONS OF THE RFP

APPENDIX

A. GENERAL SERVICES CONTRACT (SAMPLE) INCLUDING TERMS & CONDITIONS



REQUEST FOR PROPOSAL (RFP)
Number ATAC RFP0001

THIS COMPLETED FORM MUST BE RECEIVED

ABORIGINAL TOURISM ASSOCIATION OF CANADA

707 – 100 Park Royal

NAME / COMPANY

West Vancouver, BC
V7T 1A2

ADDRESS

CITY

PROV

PHONE : (604) 921-1070

POSTAL

FAX : (604) 921-1072

E-mail

ISSUE DATE: AUGUST 11ND, 2015

PHONE

FAX

CLOSING DATE:

NOT LATER THAN 2:00 P.M. PACIFIC TIME

ON THE DUE DATE MONDAY, AUGUST 28TH, 2015

THE UNDERSIGNED AGREES TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS REQUEST FOR PROPOSAL AND TO SUPPLY THE SERVICE LISTED AT THE PRICES QUOTED IN THE SUBMITTED QUOTATION. IF A SERVICE CONTRACT (GENERAL) IS ISSUED BY ABORIGINAL TOURISM ASSOCIATION OF CANADA TO THE UNDERSIGNED, THE UNDERSIGNED WILL BE BOUND BY AND WILL COMPLY WITH THE QUOTATION AND THE CONTRACT TERMS AND CONDITIONS CONTAINED IN THIS RFP. PRICING WILL BE FIRM FOR 90 DAYS, UNLESS OTHERWISE SPECIFIED BY THE SUPPLIER.

AUTHORIZED OFFICIAL (PLEASE PRINT) _____

SIGNATURE _____ DATE _____

INFORMATION TO BIDDERS

1. SERVICES:

A. Summary:

Originally formed as the Aboriginal Tourism Marketing Circle, in 2015 the Aboriginal Tourism Association of Canada was formally established. Through a unified Aboriginal tourism industry voice, ATAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism in Canada <http://AboriginalCanada.ca>.

ATAC oversees all aspects of Identifying *National Aboriginal Tourism Strategy 2016-2021 project* using planning, monitoring and controlling processes. ATAC is responsible for coordination and completion of the project on time, and on budget. ATAC management will perform a variety of tasks including setting deadlines, assigning responsibilities, and monitoring and summarizing the progress of the project.

ATAC will guide the project through the Executive Committee throughout the process.

National Aboriginal Tourism Strategy 2016-2021

DETAILS OF PROJECT

A new National Aboriginal Tourism Research Report was released in Fiscal Year 2014/15; it was the first major study of Aboriginal tourism in more than a decade and confirmed that economic impact of Aboriginal tourism is growing in Canada while investing in infrastructure, training, product development, capacity advancement and marketing remains critical. The study, commissioned by the Aboriginal Tourism Association of Canada (ATAC) and conducted by O'Neil Marketing and Consulting, found that Aboriginal tourism accounts for \$2.5 billion in gross economic output, \$1.34 billion in national GDP, \$817 million in wages and salaries and more than \$63 million in tax revenue to municipal, provincial and federal governments.

A critical step forward for ATAC is the marketing and promotional support for export-ready authentic Aboriginal experiences to the identified international target markets. The report also acknowledges that there are some critical challenges and weaknesses that need to be addressed. Surveys of 132 Aboriginal tourism business and 36 travel trade representatives identified barriers that are limiting the ability of Aboriginal tourism to reach its potential. Access to financing, and training and retaining qualified staff are ongoing challenges.

It is clear that there is substantial opportunity for growth and very strong potential for heightened significance of Aboriginal tourism to the tourism industry as well as to the economic self-dependency of First Nation communities. ATAC has very important work ahead to address the barriers and challenges identified in the new national research in order to champion the cause towards success for authentic Aboriginal tourism experiences and Canada's burgeoning Aboriginal tourism industry.

ATAC is developing a comprehensive National Aboriginal Tourism Strategy focusing on:



- 1) Creation of a five-year strategic plan; and
- 2) Internal capacity development, confirmation of mandate and governance advancements for the new ATAC organization.

The following provides an overview of the development and delivery of strategic direction and purposeful action for the ATAC for the eight months from August 2015 to March 2016.

Core Goal: Create a National Aboriginal Tourism Strategy

The strategy will be designed to achieve these fundamental targets:

- increase gross revenues for Aboriginal tourism businesses in Canada
- increase Aboriginal employment levels with Canadian Aboriginal tourism businesses
- increase the number of market-ready and export-ready Canadian Aboriginal tourism businesses

To achieve this core goal of a National Strategy, the following objectives and corresponding anticipated outcomes are:

Objective #1:

Five-Year Plan for ATAC: 2016-2021

Anticipated outcomes:

A carefully considered and fully researched five-year plan to launch April 1, 2016.

This five-year plan will respond specifically to the findings of the recent national Aboriginal tourism research report and will include key strategies around:

- Marketing, sales, communications and promotions
- Stakeholder support and product development
- Industry partnerships and relationship building
- Financial stability and sustainability
- Administrative and operational structure

Objective #2

Define ATAC mandate and governance

Anticipated outcomes:

A clearly defined and elaborated upon association mandate and governance structure with confirmed alignment and support from the ATAC Board and key partners.
Support for ATAC Board members to enhance and develop their governance capacity.

Objective #3:

Action Plan for Year '0'

Anticipated outcomes:

A detailed, realistic and prioritized action plan for the remainder of the start-up year for ATAC (concluding March 31, 2016) with the goal of putting ATAC in a strong and effective position to act on the recommendations coming out of the new national Aboriginal tourism research report.

KEY ACCOUNTABILITIES:

Planning

- ATAC is responsible for planning the project in order to accomplish its goals or produce the products required within constraints such as time, cost and agreed quality of standards.
- ATAC may inherit a detailed work plan or part of a work plan that has already been set by ATAC.
- ATAC will oversee the budget, which others may assist in preparing with an assigned Project Manager.
- ATAC will continuously monitor the progress in terms of the status and the plan and the budget and report back to the supervisor, and senior management via progress reports bi-monthly.
- ATAC will work with the approved proponent to schedule tasks, deadlines and milestones for all s and resources.
- ATAC and the approved proponent must anticipate and catch deviations from a plan or schedule early and keep all participants informed.
- ATAC and the approved contractor should identify, log, analyze and manage potential and actual issues and risks, taking corrective action by tackling day to day issues head on and have a contingency plan for minimizing risks and uncertainties.

Day to Day Management

- The approved contractor will run the project on a day to day basis.
- The approved contractor will assist with coordination of team for community engagement sessions.
- The approved contractor will disseminate production information to an oversight ATAC committee through tasks and sub-tasks assignments based on requirements.
- The approved contractor will review and effectively apply methodology and enforces project standards – intimately understands the requirements of the project and ensures the work proceeds on-spec.
- The approved contractor will review deliverables prepared based on the proposal and ATAC oversight committee expectations.
- The approved contractor will prepare for engagement reviews and quality assurance procedures.
- The approved contractor will ensures project documents are complete, current and provided to the ATAC oversight committee on a timely basis as appropriate.

Communication

- The approved contractor must be courteous and polite in written and oral communication, and be able to get ideas across in a non-confrontational manner in one-to-one, small groups and before large audiences.
- The approved contractor must facilitates with the ATAC oversight committee team and client meetings effectively.

- Must have an understanding of relevant methodologies, processes and standards and ensures that all project team members understand and follow these also.
- The approved contractor is responsible to hold regular status meetings with project team and the ATAC oversight committee
- The approved contractor will deliver engaging, informative, well organized presentations.

Team Management Tasks

- The approved contractor will identify the need for resources and should subsequently take on team management responsibilities in relation to the resources available to the project.
- The approved contractor may work directly with the ATAC oversight committee team members to collaborate, plan activities and negotiate consensus among individual team members on their appointed tasks.
- The approved contractor should be able to create and use reporting tools and present info as requested.

General

- The approved contractor will need to generate many types of documents, including requirement specifications, presentations, contracts, schedules, project reports, communication records, design specifications, meeting agendas and status reports.
- The approved contractor will have to create a structure for project documentation and remain conscientious in using it and ensuring that the ATAC oversight committee understands.
- The approved contractor is responsible for the projects commitment to quality- also referred to specification level and many need to call on specialists to assist in creating or assessing quality standards.

REQUIRED COMPETIENCIES:

The successful consultant will be a highly motivated, self-directed professional with at least 5 years experience in a project management role in an Aboriginal environment with experience in tourism marketing, research and knowledge of the Aboriginal tourism. The approved contractor must have exceptional coordinating and communication skills as well as the capacity to work in a dynamic setting that requires rigorous attention to detail and the ability to multi-task in meeting strict time lines and funding agency deliverables. The successful contractor must have the ability to simultaneously and effectively manage the four basic elements of a project: resources, time, money, and scope.

The successful consultant will also need to be able to have the skills to address or translate French language in the region.

2. TERM:

The term of the contract will be 6 months in duration and require a large amount of travel. It is anticipated the contract will commence August 2015 and end January 31st, 2016.

3. REFERENCES (Optional):

ATAC may conduct reference checks of the successful consultant. ATAC will not enter into a contract with any contractor whose references, in the opinion of Atac, do not confirm the information provided in the RFP.

4. SUBMISSION INFORMATION:

The contractor must meet the requirements set out in the RFP and Information to Bidders, and in support, contractors shall submit the following information with their quotation:

- Sign and return the RFP page as written confirmation
- Submit the pricing table
- Provide a minimum of two (2) references and their contact information.

5. INQUIRIES:

All responses to the RFP and any inquiries regarding the services of the anticipated contract or the administrative details of the RFP are to be directed to:

Keith Henry, Chair
Aboriginal Tourism Association of Canada
707 – 100 Park Royal South
West Vancouver, BC V7T 1A2
Phone: (604)921-1070
Fax: (604)921-1072
Email: khenry@aboriginalbc.com

RFP PRICING TABLE - SAMPLE

Pricing will be firm for the term of the Contract.

Note: Pricing must be in above format, or bid will not be considered. No other expenses will be considered.

SAMPLE:

DESCRIPTION OF SERVICE	RATE per MONTH for TERM of CONTRACT

Prices quoted are to be in Canadian dollars.

TERMS AND CONDITIONS OF THE RFP

1. Late submissions of quotations will not be accepted or considered. It is the responsibility of the potential supplier to ensure that the quotation arrives prior to the date and time and at the place indicated in this RFP.
2. If a potential supplier discovers that it has made an error in its quotation, the supplier may forward a correction notice to ATAC, but it must be received prior to the closing date and time for the RFP.
3. When quotations have been received and an award made, the successful supplier will be held to its quotation as of the closing of the RFP irrespective of subsequent representation that mistakes have been made in the quotation originally submitted.
4. Notwithstanding paragraph 3 above, if it appears that an error has been made in a quotation, ATAC may, in its sole discretion, before awarding an order, communicate with the potential supplier to ascertain if it will supply at the quoted price or withdraw the quotation. If the potential supplier is permitted to withdraw its quotation, the potential supplier will not be considered on this RFP.
5. ATAC reserves the right to award this order in part or in full, on the basis of quotations received unless the potential supplier specifies that its quotation is valid only for the complete order.
6. Lowest or any quotation will not necessarily be accepted.
7. Potential suppliers must comply with all applicable laws.
8. Potential suppliers are solely responsible for their own expenses, if any, in preparing an RFP and subsequent negotiation with ATAC, if any.
9. All inquiries related to this RFP are to be directed to ATAC, as noted on the RFP. Information obtained from any other source is not official and may be inaccurate. Inquiries and responses may be distributed to all potential suppliers at ATAC's option.
10. All documents submitted to ATAC are subject to the disclosure provisions of the FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT.
11. ATAC will not be obligated in any manner to any potential supplier whatsoever until a General Service Contract has been issued by ATAC respecting a quote.
12. The working language of ATAC is English and all quotations must be submitted in English.
13. This contract includes a 30 day cancellation privilege for ATAC use.
14. THROUGHOUT THIS RFP, TERMINOLOGY IS USED AS FOLLOWS:
 - “Must”, “Mandatory” or “Required”: a requirement that must be met in an unaltered form in order for the proposal/quote to receive consideration.



- “Should” or “Desirable”: a requirement having a significant degree of importance to the objectives of the RFP.
- Other Requirements: a requirement not considered essential but for which preference may be given.

15. Quote Format

Suppliers must conform to the instructions given regarding quote preparation and submission as detailed on the RFP form in order to be considered for evaluation.

16. Negotiation Delay

If an acquisition agreement cannot be negotiated within thirty (30) days of notification to the designated supplier, ATAC may terminate negotiations with that supplier and negotiate an acquisition agreement with another supplier.

17. Short List

The evaluation procedure may be to develop a short list based on the stated criteria. The short listed suppliers may be asked to prepare a presentation, supply demonstration equipment or provide additional technical literature prior to the final selection.

18. Notification of Change

All recipients of this RFP will be notified regarding any changes made to this document for purpose of clarification.

19. Changes to RFP Wording

The supplier will not change the wording of the RFP after submission and no words or comments shall be added to the general conditions or detailed specifications unless requested by ATAC for purpose of clarification.

20. Subcontracting

Utilizing a subcontractor (who must be clearly identified) to remedy deficiencies in the prime suppliers product or service is acceptable. This also includes a joint submission by two suppliers having no formal corporate links. However, in this case, one of the suppliers must be prepared to take overall responsibility for successful interconnection of the two products/service lines and this must be defined in the quote.

21. Subcontracting to any firm or individual whose current or past corporate or other interests may, in ATAC's opinion, give rise to a conflict of interest in connection with this project, will not be permitted. This includes, but not limited to, any firm or individual involved in the preparation of this RFP.

22. Acceptance of Quote

This RFP should not be construed as a contract to purchase goods or services. ATAC is not bound to accept the lowest price or any quote of those submitted.

23. Subsequent to the submission of quotes, interviews and negotiation may be conducted with some of the suppliers, but there shall be no obligation to receive further information, whether written or oral, from any supplier or to disclose the nature of any quotes received.



24. ATAC reserves the right to modify the terms of the RFP at any time at its sole discretion.
25. Neither acceptance of a quote or execution of an agreement shall constitute approval of any activity or development contemplated in any quote that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.
26. **Liability of Errors**
While ATAC has used considerable efforts to ensure an accurate representation of information in this RFP, all prospective suppliers are urged to conduct their own investigations into the material facts and Aboriginal Tourism Marketing Circle shall not be held liable or accountable for any error or omission in any part of this RFP.
27. **Acceptance of Terms**
All the terms and conditions of this RFP are assumed to be accepted by the supplier and incorporated in its quote, except those conditions and provisions which are expressly excluded by the quote.
28. **Contractor Administrator**
A contract administrator will be assigned to oversee the contract awarded to the successful supplier. In addition, the successful supplier should name a counterpart project manager. The supplier's project manager will be responsible for providing schedule status reports to the contract administrator or his designate.
29. **Compliance with Laws**
The contractor shall give all the notices and obtain all the licenses and permits required to perform the work. The contractor shall comply with all the laws applicable to the work or the performance of the contract.
30. **Confidentiality and Security**
This document, or any portion thereof, may not be used for any purpose other than the submission of quote.
31. The successful supplier must agree to maintain security standards consistent with security policies of ATAC. These include strict control of access to data and maintaining confidentiality of information gained while carrying out their duties.
32. Information pertaining to ATAC obtained by the supplier as a result of participation in this project is confidential and must not be disclosed without written authorization