



Indigenous Tourism Alberta (ITA)

Request for Proposal (RFP) RFP#: ITA-2019-01

Issue Date: Feb. 28, 2019

Responses must be submitted by:
March 21, 2019 at 5:00 PM Mountain Time

Indigenous Tourism Alberta is seeking proposals to:

1. Develop a Community Tourism Readiness Toolkit to assist Indigenous communities to consider the opportunity of tourism for their community
2. Work with one Indigenous community as a pilot delivery of the Toolkit
3. Collect feedback for opportunities for improvement to the toolkit components and delivery of the toolkit.

Delivery Instructions:

By email/mail/hand/courier

Indigenous Tourism Alberta
144-4 Avenue, Suite 1600
Calgary, AB T2P 3N4
Email: tarra@indigenoustourismalberta.ca

Attn: Tarra Wright Many Chief
RE: RFP#: ITA-2019-01

Responses received after the closing date and time will not be considered.



Overview of Indigenous Tourism Alberta

Indigenous Tourism Alberta (ITA) is the provincial destination marketing organization for Indigenous tourism in Alberta.

ITA is a membership-based Indigenous-led tourism development and marketing organization. Indigenous Tourism Alberta (ITA) encourages and promotes authentic Indigenous tourism that showcases the unique and immersive experiences offered by its members throughout our four regions; North, Central and Southern Alberta as well as the Rockies. ITA's goal is to enhance economic viability, further engage and support our Indigenous peoples and nurture these partnerships throughout the province by sharing our stories, culture and experiences with a global audience.

Our Mission

To provide leadership in the development and marketing of authentic Indigenous tourism experience through innovative partnerships.

Our Vision

A thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences.

Strategy

To grow Alberta's Indigenous Tourism economy more than \$35M by 2024 by inspiring local, national, and international visitors to experience Alberta's Indigenous culture and history.

Key Priorities

1. Lead the growth and development of Alberta's Indigenous tourism industry.
2. Develop sustainable market-ready and export-ready Indigenous tourism products.
3. Increase demand for Alberta's Indigenous tourism experiences.

With its head office in Calgary, Indigenous Tourism Alberta (ITA) strives for streamlined leadership in Indigenous tourism, creating a co-ordinated voice and a shared vision of goals under the leadership of a passionate and dedicated board of directors and staff.

PROJECT SCOPE AND REQUIREMENTS

Project Overview

Indigenous Tourism Alberta (on behalf of Alberta Culture and Tourism and the Indigenous Tourism Association of Canada) has been contracted to deliver a project in Alberta to develop a toolkit and facilitate a pilot implementation of the toolkit with an Indigenous community in Alberta.

The overall goal of the toolkit and facilitated delivery of the toolkit is to help Indigenous communities in Alberta discover and better understand what they need to do to consider developing a tourism economy and tourism businesses in their community.

Project objectives and activities

The project can be divided into three distinct parts:

PART 1: Develop a “Indigenous Community Tourism Readiness Toolkit” to be used to assist Indigenous communities in considering the opportunity of tourism in their community. The toolkit is expected to contain (but not limited to):

- “Visitor Friendly Communities” – an existing program and manual produced by Alberta Culture and Tourism ([LINK](#)) – toolkit to identify and highlight which parts of this document are key to this application
- “2018 NATIONAL GUIDELINES - Developing Authentic Indigenous Experiences in Canada” – an existing document produced by Indigenous Tourism Association of Canada ([LINK](#)) – toolkit to identify and highlight which parts of this document are key to this project’s objectives
- Tourism Resource Assessment – a document that provides a clear and thorough step-by-step process by which an Indigenous community (typically by way of a committee) would assess and consider:
 - their existing tourism resources (and existing resources that could be evolved into a tourism product or experience)
 - their short-term and long term opportunities for tourism development
 - the need to control the flow and access of visitors in the community
 - the process to manage negative and positive tourism stories (communications)
 - potential partners (public and private) with which to collaborate on tourism projects and opportunities
- Business Support Assessment – a document that provides a clear and thorough process to review and determine the existing economic development and business support environment in the community (i.e.: support for community entrepreneurs and community tourism projects as well as community policies and/or laws that could have a positive or negative impact on tourism businesses in the community)
- Indigenous tourism case studies and examples to be used for illustration of various components of the tourism readiness process for a community including:
 - Examples of Indigenous community-owned tourism businesses
 - Examples of Indigenous entrepreneur-owned tourism businesses on reserve
 - Examples of Indigenous community readiness programs designed to assist with being a visitor-friendly community
 - Examples of Indigenous communities actively following their tourism strategic plan to achieve economic success in tourism

PART 2: With one pilot community (to be selected by Indigenous Tourism Alberta) facilitate the process of using the Indigenous Tourism Readiness Toolkit to achieve an understanding of what the community needs to consider, review and understand in order to consider tourism as part of their community’s economic opportunity. The process to pilot this toolkit will include:

- A minimum of 2 days of in-person presentations and workshops with participants of the pilot community to understand the toolkit components and process to use the toolkit
- Collect feedback throughout PART 2 from the pilot community participants on;
 - The quality and relevance of the toolkit components
 - The techniques used to facilitate an understanding of the toolkit components and how they are used
 - The techniques the pilot participants recommend to support the community use of the toolkit to better understand their tourism readiness and opportunities



PART 3: Produce a summary report which:

- Summarizes the feedback received and feedback themes or trends observed
- Summarizes the toolkit contents and purpose/use of each toolkit component
- Summarizes the activities undertaken in the completion of the project
- Provides a set of recommendations for the next phase of this project to improve upon the toolkit and improve upon the delivery of the toolkit with an Indigenous community.

Deliverables:

- ✓ Develop a “Indigenous Community Tourism Readiness Toolkit”
- ✓ Deliver/facilitate an understanding of the components of the toolkit and use of the toolkit with one pilot Indigenous community in Alberta
- ✓ Collect feedback from participants, produce summary report of activities and set of recommendations for moving forward

Project timeline: April 1, 2019 to June 30, 2019

Budget:

\$30,000 to \$40,000

SUBMISSION PROCESS

1. Vendors must submit either an electronic or paper copy of their submission on or before the closing date to the delivery address below.
2. Faxes of proposal submissions **will not** be accepted.
3. Closing Date is **March 21, 2019 at 5:00 PM Mountain Time**
4. Delivery Address – In person/by email/by mail/by courier:
Indigenous Tourism Alberta
144-4 Avenue, Suite 1600
Calgary, AB T2P 3N4
Email: tarra@indigenoustourismalberta.ca
Attn: Tarra Wright Many Chief
RE: RFP#: ITA-2019-01

5. Bid Opening – All submissions will be opened in private.
6. Proposal Requirements – The proposal must be clearly laid out and must address the following items:
 - a. Company overview – background, qualifications of staff, similar services provided for other clients, etc.
 - b. Experience working with First Nations organizations
 - c. Outline of your approach and timeline for completion of the project.
 - d. References – please include the names and contact information of at least two references for which you have provided similar services.
 - e. Any additional information/value added/supporting documentation may be included as an appendix additional to the proposal.
 - f. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
7. Inquiries regarding this RFP are to be submitted in writing In person/by email/by mail/by courier to the ITA Executive Director no later than five days prior to the submission deadline:

Tarra Wright Many Chief – Executive Director

Indigenous Tourism Alberta

144 – 4 Ave. SW, Suite 1600

Calgary, AB T2P 3N4

Email: tarra@indigenoustourismalberta.ca

EVALUATION CRITERIA

10% Presentation

- Corporate presentation, completeness and clarity of proposal

25% Financial

- Quoted fee and breakdown of fee

25% Qualifications and Experience

- Experience working with First Nations, similar project experience and background in tourism planning and development

25% Methodology and Approach

- Ability to meet project timelines, innovative ideas, presentations, supports

15% References

- Strength of references for whom the consultant has provided similar services

Indigenous Tourism Alberta reserves the right to select one or more vendors for further consideration following the initial proposal evaluation process. Indigenous Tourism Alberta **may require** in-person presentations or interviews with vendors selected for final consideration, prior to negotiating a vendor contract.



NOTE:

All proposals must include this completed page including authorized signature of applicant.

Applicant Name / Company Name: _____

Address: _____

City: Prov: _____

Postal: _____

E-mail: _____

Phone: _____

THE UNDERSIGNED AGREES TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS RFP AND TO SUPPLY THE SERVICE LISTED AT THE PRICES QUOTED IN THE SUBMITTED QUOTATION. IF A SERVICE CONTRACT (GENERAL) IS ISSUED BY INDIGENOUS TOURISM ALBERTA 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 _____