



400, 1601 – 9th Avenue S.E.
Calgary, Alberta
Canada T2G 0H4

REQUEST FOR PROPOSALS (“RFP”)

15RFP36200013

Travel Alberta In-Market Representation

Midwest United States

RFP Issue Date: November 16, 2015

RFP Closing: December 22, 2015 – 14:00 MST

RFP Process Facilitator: Emily Cheng-So
Travel Alberta
Email: procurement@travelalberta.com

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1.0 GENERAL

1.1 Introduction

Vendors are invited to submit Proposals for the provision of the Services and Materials as specified in this RFP.

This RFP will be conducted with the objective of maximizing the benefit to Travel Alberta, while offering Vendors a fair and equitable opportunity to participate.

Vendors are advised to pay careful attention to the wording used throughout this RFP. Failure to satisfy any term or condition of this RFP may result in an unacceptable Proposal.

All Proposals must be provided in English.

Facsimile and Email proposals in any form(s) will not be accepted.

1.2 Use of Twenty-Four (24) Hour Clock

Please be aware that all times quoted in this RFP are written according to the twenty-four (24) hour clock and are given in Alberta Time (as defined in the APC RFP Administration Terms and Conditions).

1.3 APC Terms and Conditions are in Force

Subject to the amendments specified below, the RFP Administration Terms and Conditions dated January 28, 2015 ("Terms and Conditions") posted on Alberta Purchasing Connection ("APC") web site form part of this RFP at the link indicated below.

<http://vendor.purchasingconnection.ca/TermsAndConditions.aspx>

- a) Section 2.2 of the APC RFP Administration Terms and Conditions is deleted and a revised Section 2.2 is inserted as follows:

All questions regarding the RFP must be directed to the RFP Process Facilitator. The RFP Process will be facilitated by the following facilitator, who can be contacted at:

Emily Cheng-So
Travel Alberta
400, 1601 - 9th Avenue S.E.
Calgary, Alberta, Canada T2G 0H4

E-mail: procurement@TravelAlberta.com

The Vendor is responsible to notify the RFP Process Facilitator in writing for any item subject to more than one interpretation in the RFP and to request any instruction, decision, or direction required to prepare the Proposal.

In order for the RFP Process Facilitator to deal effectively with Vendor questions or concerns about any terms, conditions or requirements of the RFP including the Contract provisions, such questions or concerns must be communicated to the following email address: **procurement@travelalberta.com** by **December 2, 2015**. Questions received after this time will be answered if time permits.

Verbal responses are not binding on either party. Supplementary information obtained from any other source is not considered official and may be inaccurate.

- b) Section 2.14 of the APC RFP Administration Terms and Conditions is deleted and a revised Section 2.14 is inserted as follows:

The RFP will close at 14:00 Mountain Standard Time on the RFP closing date. Proposals shall be received by the RFP Process Facilitator before 14:00 Alberta Time on the RFP closing date. For RFP closing purposes, the official time of receipt of Proposals shall be as determined by the RFP Process Facilitator upon submission to the RFP Process Facilitator Calgary location (see the amended Section 2.2 of the APC RFP Administration Terms and Conditions).

- c) Section 2.15 (d) of the APC RFP Administration Terms and Conditions is deleted and a revised Section 2.15 (d) is inserted as follows:

Vendor Proposals submitted must include one original and three photocopies of the Proposal. Proposals must be sealed and clearly marked with the RFP's number and RFP closing date and addressed as follows:

Travel Alberta In-Market Representation- 15RFP36200013
Closing Date: December 22, 2015 at 14:00

Attention: Emily Cheng-So
Travel Alberta
400, 1601 - 9th Avenue S.E.
Calgary, Alberta, T2G 0H4

d) Section 2.17 of the APC RFP Administration Terms and Conditions is deleted.

2.0 RFP PROCESS

2.1 RFP Terminology

Terminology used throughout this RFP includes those defined in the APC RFP Administration Terms and Conditions and RFP Appendix "A" and as follows:

- a) "**APC**" means the Alberta Purchasing Connection web site at <http://www.purchasingconnection.ca>
- b) "**Travel Alberta**" or "**the Corporation**" means a statutory agent of the Alberta Crown as established by the *Travel Alberta Act*.

2.2 RFP Schedule of Events

RFP Issue Date:	November 16, 2015
RFP Question Submission Date:	December 2, 2015
RFP Closing Date:	December 22, 2015 at 14:00
Selection of Successful Vendor:	February 5, 2015

The above dates are subject to change at the sole discretion of Travel Alberta.

2.3 Verification of Receipt of Response

If a Respondent wishes to verify that a Response has been received prior to the Response Closing Date and Time, the Respondent may send an email to: **procurement@travelalberta.com** as detailed in Section 1.3 a). The Respondent must identify the company name before this information will be released. No other information concerning the Responses will be released under any circumstances.

2.4 Withdrawal of Bid

Respondents may withdraw their proposals by sending a letter to the RFP Process Facilitator.

2.5 Pre-Screening of Responses

Proposals will be pre-screened against the mandatory requirements by the RFP Process Facilitator. To facilitate this process, Vendors must fill in RFP Appendix "C" with summary statements identifying how the Proposal meets the requirements.

Proposals not meeting all mandatory requirements will not be considered for evaluation.

2.6 Evaluation of Responses

The Proposals will be evaluated on the basis of the completeness and suitability of the response for Travel Alberta using specific proposal evaluation criteria. The evaluation will be made based on the information contained in the body of the Proposal and the completed RFP Appendix "C" and RFP Appendix "D".

For the successful Vendor, reference checks may be conducted using the contacts identified in the Vendor's submission according to RFP section 4.2.2.

2.7 Feedback to Vendors

Proposal evaluation ratings will be confidential and will not be disclosed to external parties except where disclosure must be made under the Freedom of Information and Protection of Privacy Act. After the Successful Vendor has been identified, Vendors can obtain a verbal debriefing about their own Proposal on request to the RFP Process Facilitator. Note however that the ratings of other Vendors will not be discussed.

3.0 PROJECT/SERVICES INFORMATION

3.1 Project/Services Overview

3.1.1 Introduction

The purpose of this Request for Proposal (RFP) is to solicit Responses for the provision of services to Travel Alberta as detailed in the attached RFP Appendix "A".

3.1.2 Project/Services Objectives

Travel Alberta's strategy is to grow tourism revenues and exceed \$10 billion by 2020 by directing our brand at high-potential markets. We will lead with Alberta's authentic experiences in breathtaking landscapes that drive visitation throughout the province.

3.1.3 Background

Who we are: Travel Alberta is the tourism marketing organization of the Government of Alberta. Established on April 1, 2009 as a Crown corporation, we operate under authority of the Travel Alberta Act and a Board of Directors accountable to the Minister of Alberta Culture and Tourism.

What we do: An innovative team of youthfully spirited adventurers are leaders in marketing Alberta's authentic experiences in breathtaking landscapes at home and around the world.

Our connection to the Ministry of Culture and Tourism:

Travel Alberta is responsible for the growth in visitation and tourism revenues for the province of Alberta, regionally, nationally and internationally. Travel Alberta has a shared responsibility with the Ministry of Culture and Tourism to grow tourism revenues for the province to \$10 billion by 2020.

Requirements: Travel Alberta is looking for a vendor to perform as a Contracted Representation in the Midwest United States (from here forward to be referred to as "the region"), and provide support to other areas within the United States as required.

The primary responsibility of the contracted representation will be the development and growth of the Meetings, Incentives, Conventions and Events (MICE) for the province of Alberta. The contracted

representative may also support Travel Trade relations within the Midwest United States.

MICE includes working with associations, association management companies, corporations, Incentive Houses, third party agencies to prospect, and book meetings, incentives, conventions and events to Alberta, and grow visitation to the province. The contracted representative is responsible for key account identification, prospecting, sales presentations/ missions, inputting information into our CRM, tradeshow attendance, site visits and FAM trips, and RFP distribution.

Travel Trade includes working with tour operators, travel wholesales, travel agents, online travel agencies, airlines and other third-party travel providers to increase travel options for Alberta and grow visitation to the province. Responsibilities may include negotiation and execution of strategic partnerships, itinerary development, and delivering educational seminars.

Travel Alberta works in collaboration with Destination Canada and Provincial Tourism Organization offices within Canada. The contracted representative will be responsible for maintaining strong relationships with these Canadian partners as well as Alberta tourism partners, as applicable.

Administration, reporting and measurement are standard requirements of all contracted representative positions with Travel Alberta.

Eligible Vendors

This Request For Proposal is open to individual contractors, organizations and agencies to apply. The vendor must clearly outline the primary contractor for Travel Alberta and all subcontractors working on the account.

3.1.4 Project/Services Duration and Scope

The contract term, services and scope are as indicated in RFP Appendix "A".

3.1.5 Related Documents and Reference Material

Travel Alberta may have related documentation or reference material that potential vendors are required to consider for the provision of

services under this RFP. Vendors may also find this information provides additional clarity regarding the scope of this RFP. Any available reference material will be listed and itemized in RFP Appendix “E”.

3.1.6 Reporting Structure

The following are the key individuals and roles that the Vendor will report to or work within Travel Alberta for the delivery of the Services:

MICE

- a) Business Development Director, MICE
- b) Travel Alberta USA MICE Team
- c) Team Coordinator, MICE
- d) Travel Alberta Business Development Team for MICE and Travel Trade relations globally

3.1.7 Travel Alberta’s Discretion

Notwithstanding any other provision contained in this RFP or otherwise, Travel Alberta in its sole discretion may:

- a) accept any Proposal that represents the best overall value to Travel Alberta;
- b) amend, cancel or reissue this RFP in whole or in part at any time for any reason, or postpone or forego the RFP altogether, all in its sole discretion and without any liability or penalty to Travel Alberta or Travel Alberta Personnel whether arising in tort or contract;
- c) waive any non-material defect, irregularity, mistake or insufficiency in the RFP;
- d) obtain clarification on any aspect of a Proposal, without being obliged to seek clarification on all other Proposals; and
- e) terminate negotiations with the selected Vendor if the terms and conditions of the Agreement cannot be finalized after a reasonable period.

Travel Alberta or any person or entity retained by Travel Alberta for the purposes of this RFP shall not in any manner be liable or accountable for any error or omission in this RFP or responses provided to questions from Vendors with any matter related to this RFP.

Travel Alberta shall not compensate or be liable to any Vendor for any costs incurred by the Vendor in the preparation, submission or

consideration of the Vendor's Proposal or the negotiation of the Agreement. All costs associated with preparation, submission or consideration of Proposals or negotiation of the Agreement shall be the sole responsibility of the Vendor.

Ownership of Bid Materials

All bids submitted shall become the property of Travel Alberta and will not be returned under any circumstances.

Confidentiality/Intellectual Property

All intellectual property (i.e. creative, data or documentation or other technical or business information) disclosed by Travel Alberta to your company hereunder shall be considered confidential information. Documentation, concepts and ideas submitted by vendor in response to this request will become the property of Travel Alberta. Vendor acknowledges and agrees that it is not submitting any trade secret information to Travel Alberta in connection with this request.

3.2 Project/Services Requirements (Mandatory and Desirable)

Vendor must be able to demonstrate sufficient experience and capabilities with the items outlined in RFP Section 3.1.4 (Project/Services Duration and Scope).

3.2.1 Travel Alberta/Vendor Supplied Resources

The Vendor will be responsible for providing all other resources required to provide the services outline in RFP Appendix "A".

3.2.2 Acceptance of Project/Services

Acceptance of project completion and individual deliverables will be by sign-off of Travel Alberta as agreed to in the project plan which must be approved by Travel Alberta before any billable project work is initiated on the project.

Acceptance of services provided will be documented by Travel Alberta's signoff on the monthly invoices for the services provided. This will be reviewed formally with the Vendor at any time by request of Travel Alberta.

3.2.3 Freedom of Information and Protection of Privacy

Contractors should be conversant with the Freedom of Information and Protection of Privacy Act

(<http://www.servicealberta.gov.ab.ca/foip/legislation/foip-act.cfm>) and abide by principles and guidelines set out in the Act.

All documents and proposals submitted to Travel Alberta become the property of Travel Alberta and are subject to the disclosure provisions of the Freedom of Information and Protection of Privacy Act.

The Freedom of Information and Protection of Privacy Act applies to all information and records relating to, or obtained, generated, collected or provided under or pursuant to the Contract to be entered into by the Primary Contractor.

Should Travel Alberta receive a request for access under the terms of the Freedom of Information and Protection of Privacy Act to any of the records it controls that are in the custody of the Primary Contractor under the terms of the Contract that results from this RFP, it will be the responsibility of the Primary Contractor to provide the records, at their expense, to Travel Alberta within five (5) calendar days of the official notification of the request from Travel Alberta.

Any personal information that is provided to the Primary Contractor under the terms of the Contract that results from this RFP must be held in strictest confidence. Acceptable records security practices must be established. This personal information must not be used or disclosed for any purpose other than for fulfilling the terms of the Contract that results from this RFP. The Primary Contractor must make every reasonable effort to ensure that personal information that is used to make a decision about an individual is accurate and complete.

3.2.4 Conflict of Interest

Vendors are required to exercise the highest standards in avoiding conflict of interest situations with respect to preparing their Proposals and providing services under the resulting contract. If there are any circumstances which could be considered a conflict of interest, such as a personal or business relationship with another travel marketing organization, they are to be identified in the Proposal.

Travel Alberta shall review any submissions by Vendors under this provision and may reject any Proposals where, in the opinion of Travel Alberta, the Vendor could be in a conflict of interest or could be perceived to be in a conflict of interest position if the Vendor were to become a contracting party pursuant to the RFP.

3.2.5 Subsequent Work or Project Phases

The Vendor will not be precluded from participating in future work with Travel Alberta. However, renewal of the contracted arrangement for additional services will be based on the Vendor's successful participation in an open RFP competition at the end of the contracted period.

3.3 Vendor Requirements

3.3.1 Mandatory

The following are mandatory Vendor requirements to submit a proposal for this RFP. Proposals not meeting these requirements will not be considered.

- a) Must be willing to comply with required contract terms (see RFP Appendix "A" – Contract).
- b) Must demonstrate an ability to provide services as described in RFP section 3.1.4.
- c) Must demonstrate an ability to work with the Related Project/Services/Documents and Information identified in section 3.1.5.
- d) Must demonstrate an ability to serve as the prime service provider for the services (managing any needed sub-contract arrangements seamlessly without any additional involvement or effort by Travel Alberta).
- e) Must identify sufficient qualified named resources to cover requirements.
- f) Ability to conduct business with very strong written and verbal communication skills.
- g) Illustration of how the Contractor will work in collaboration with Travel Alberta head office team for planning, execution and evaluation process of all projects.
- h) Examples of performance measures to support the scope of work outlined for each area of business.

3.3.2 Evaluation Criteria

The following are desirable Vendor requirements to be documented in the Vendor's proposal for this RFP. Proposals meeting these requirements will be given preferential consideration.

- a) Demonstrated relationship and strategic account management

- b) Demonstrated experience in the defined area of business of Meetings, Incentives, Conventions and Events
- c) Demonstrated practice to collaborate and deliver upon an integrated strategy
- d) Proven ability to deliver results
- e) Ability to be innovative, identify new opportunities for immediate and long-term growth and influence change
- f) Knowledge of tourism marketing business and practices

3.4 Contract Requirements

3.4.1 Standard Contract Requirements

The successful Vendor will sign an engagement contract with standard Travel Alberta Terms and Conditions as shown in RFP Appendix “A” (Contract). The contract will be bound by Travel Alberta’s Contract Directive and the Alberta Financial Administration Act.

3.4.2 Non-Exclusive Contract

The contract with the successful Vendor will be a non-exclusive contract. Travel Alberta reserves the right to initiate arrangements with other Vendors for other similar work in the future.

3.4.3 Contract Contact Information

Contact Name:	Emily Cheng-So
Position:	Specialist, Finance and Administration
Phone:	403.648.1028
Facsimile:	403.648.1111
Email:	procurement@travelalberta.com

4.0 PROPOSAL CONTENT GUIDELINES

4.1 Proposal Format

To facilitate ease of evaluation by the Evaluation Team and to ensure each Proposal receives full consideration, Proposals should be organized in the following format using the section titles and sequence listed below:

- a) Proposal Submission Letter
- b) Vendor Profile
- c) RFP Requirements
- d) Appendices

Vendors submitting a Proposal are required to submit one original, three photocopies and one digital copy in a disk or USB file(s) of the Proposal.

4.2 Proposal Content

The requirements described with a “must” in this RFP are required to be provided in the Proposal. It is highly desirable that Proposals also respond to “should” requirements in this RFP. The Proposal response to all mandatory and desirable requirements will be utilized in evaluating each Proposal.

All Proposals must be provided in English.

Vendors proposing an alternative to any RFP requirement must clearly substantiate the merit of the alternative. Proposed alternatives must meet the fundamental intent of the requirement with acceptability wholly determined by the Evaluation Team.

4.2.1 Proposal Submission Letter

The Proposal Submission Letter must be submitted on Vendor letterhead, clearly identify the RFP Number 15RFP36200013, and must be completed and signed by an authorized representative of the Vendor and included in the Proposal.

4.2.2 Vendor Profile

The Proposal must include the following items.

- a) A brief introduction of the Vendor.
The members of the Consortium (if applicable) and the Prime Vendor who will be the Consortium’s contact must be identified.
- b) The full legal name of the Vendor.
In the case of Consortium Proposals, the full legal name of the Prime Vendor and each Consortium member must be provided.
- c) The location of the Vendor’s head office and service centres.
For Consortium Proposals, head office and service centre locations must be provided for each Consortium member.
- d) Details of any and all subcontracting arrangements proposed by the Vendor.
- e) A Vendor contact for all questions and clarifications arising from the Proposal.
The contact information should include the person’s title, address including email, telephone and facsimile number.
- f) A Vendor contact authorized to participate in Contract finalization.

The contact information should include the person's title, address including email, telephone and facsimile number.

- g) Corporate references for at least two (2) projects undertaken by the Vendor similar in scope and complexity to the services described in this RFP.

References should include the name and street address of the client organization, official contact person for the client organization including position, email address and telephone number. References should also describe the services and identify the dates that these services were provided.

The RFP Process Facilitator or Travel Alberta may contact these or other references without prior notice to the Vendor. Vendors who, in the opinion of Travel Alberta, receive unsatisfactory references may have their Proposal rejected.

In the case of Consortium Proposals, the Proposal must also include.

- h) A description of the role of the Prime Vendor and each Consortium member.
- i) A description of the management, ownership, financial and legal relationships between Consortium members.
- j) A description of the Consortium management approach.
For the duration of the Contract, this approach should provide clear lines of communication and ensure effective delivery of Services.
- k) Evidence that Consortium members are qualified to perform the tasks they have been proposed to perform.

4.2.3 RFP Requirements

The body of the Proposal should describe in detail how the requirements listed in RFP Section 3.3 (Vendor Requirements) will be met. All Proposals must be provided in English.

4.2.4 RFP Administration Terms and Conditions

The Proposal must indicate that the Vendor accepts the RFP Administration Terms and Conditions dated January 28, 2015 posted on APC at the following address
<http://vendor.purchasingconnection.ca/TermsAndConditions.aspx>.

In accordance with Section 2.4.1 (c) of the RFP Administration Terms and Conditions dated January 28, 2015 posted on APC, the Vendor, if it considers portions of its Proposal to be confidential, shall identify those parts of its Proposal to Travel Alberta that are considered to be confidential and what harm could reasonably be expected from disclosure. Travel Alberta does not warrant that this identification will

preclude disclosure under the Freedom of Information and Protection of Privacy Act.

4.2.5 Appendices

The Vendor must include completed forms as follows:

- a) RFP Appendix “B” – Fees and Operational Requirements
- b) RFP Appendix “C” – Evaluation Framework (both mandatory and desirable tables).
- c) RFP Appendix “D” – Resource Experience Summary Form (s) (one resource per sheet).
- d) RFP Appendix “E” – Reference Materials

If the Vendor wishes to include any other material not specifically requested by this RFP, it may do so by including additional appendices in the Proposal.

APPENDIX “A” – GENERAL SERVICES CONTRACT



**GENERAL SERVICES CONTRACT
 (“Agreement”)**

Contract No.: XXXX

THIS AGREEMENT is made as of the MM/DD/YY

Between:

TRAVEL ALBERTA, an Alberta Crown Corporation, having an office
 at 400, 1601 9 Avenue SE, Calgary, Alberta T2G 0H4 (“**Corporation**”),
 Attention:

-and-

XXXXXXX,
 at **XXXXXXXXXX** (“**Contractor**”),
 Attention: **XXXXXXXXXX**

(Corporation and Contractor, collectively the “**Parties**” and each a “**Party**”)

The Parties agree as follows:

1. The Contractor will provide services (collectively, the “Services”) to the Corporation, as requested and directed from time to time by the Corporation;
2. The term of this Agreement shall be from **April 1, 2016 to March 31, 2019** (the “Term”), based on an annual review and renewal to be completed in February 27th annually. If required, Travel Alberta reserves the right to extend this contract after the initial term (up to 3 years maximum), and with a subject to the termination rights set out in this Agreement.
3. This Agreement sets out the entire agreement between the Contractor and the Corporation. No other agreement exists between the Parties except what is written in this Agreement and, as applicable, each Services Request Confirmation Letter as provided for herein.
4. The following attached additional Schedules also form part of this Agreement:

Check which box applies to the contractor-type:			
√	Contractor Type	Terms and Conditions	Travel Alberta Form Number
✓	Corporation	Schedule 1 - Terms and Conditions for Corporations Schedule 2 – Contractor’s 15RFP36200013 submission	

5. The Contractor agrees to keep strictly confidential all materials and information acquired under this Agreement, whether received directly by the Corporation or developed in the performance of the Services. The Contractor must not use or disclose the materials or information in any manner to third parties without the prior written consent of the Corporation.
6. The Contractor is an independent contractor and does not become an employee, partner or agent of the Corporation through the performance of its obligations under this Agreement. The Contractor, however, shall comply with all policies of the Corporation in effect and as applicable to the Contractor from time to time.
7. The Contractor has no authority to in any way conclude any agreement of any kind on behalf of the Corporation nor incur any liability on behalf of the Corporation, and the Contractor shall not represent to any third party that it has such power to do so, except as authorized by the Corporation. Other than as may be set out in Schedule "A", no subcontracting of the Services will be permitted without prior written consent of the Corporation. No contractual relationship will exist between the Corporation and any approved subcontractor and the Contractor shall be responsible and liable to the Corporation for the performance of the Services. The Contractor shall ensure compliance by approved subcontractors of the applicable provisions herein. The Contractor shall fully indemnify and save harmless the Corporation from all actions, claims, damages, costs and expenses whatsoever arising out of any subcontractor's breach of applicable provisions of this Agreement.
8. As soon as reasonably possible after becoming aware of a personal interest that causes or is likely to cause a conflict of interest in relation to the performance of this Agreement, the Contractor must give written notice of such interest to the Corporation. Once obligated to give notice of personal interest, the Contractor may not commence nor continue the Services until instructed in writing to do so by the Corporation. If, in the opinion of the Corporation, a conflict of interest warrants such action, the Corporation may give notice of termination of this Agreement to the Contractor.
9. The Contractor must:
 - a. keep statements, invoices, accounts, receipts and other records of the costs and expenses incurred in performing the Services including all payroll records, and other documents relating to such costs and expenses for a period of seven years; and
 - b. on demand, permit the Corporation to examine, audit and take copies or extracts from the accounts, records or documents for the purpose of verifying either performance of Services or expenses incurred under this Agreement.
10. Subject to such other terms and conditions as may be set out in Schedule 2 or in any Services Request Confirmation Letter provided for therein, payments made by the Corporation to the Contractor will be made within 30 days of receipt of the Contractor's accurate invoice for Services properly rendered. Invoices must include a separate entry for charges for services performed, an hourly breakdown of Services, if applicable, and reasonable expenses incurred by the Contractor (and pre-approved by the Corporation as applicable).
11. The Contractor shall permit any representative of the Corporation to evaluate the Services through:
 - a. observation of the Services in progress;
 - b. access to the records maintained under Section 9; and
 - c. oral or written communications with the individuals providing the Services, or employees, officers or agents, as applicable, of the Contractor, or all of them.

12. Each party shall indemnify the other, its employees and agents against and from any and all third party claims, demands, actions, or costs (including legal costs on a solicitor-client basis) to the extent arising from:
 - a. that party's breach of this Agreement, or
 - b. the negligence, other tortious act or wilful misconduct of that party, or those for whom it is legally responsible, in relation to the performance of its obligations under this Agreement.
13. The Contractor shall indemnify and hold harmless the Corporation against and from any loss or damage to the real or personal property of the Corporation to the extent arising from the Contractor's breach of this Agreement or from the negligence, other tortious act or wilful misconduct of the Contractor, or those for whom it is legally responsible.
14. The provisions set out in Sections 12 and 13 shall survive termination of this Agreement.
15. The Contractor shall cooperate with the Corporation in the completion of any evaluation and shall revise the Services as directed by the Corporation.
16. It is expressly understood between the Parties that time is of the essence.
17. The Corporation is a Provincial Crown Corporation and by law is not required to pay or remit GST. As such, the Corporation will not pay or reimburse the Contractor for GST on goods or services provided to the Corporation under the terms of this Agreement.
18. The Corporation may terminate this Agreement, without cause, by giving the Contractor ten (10) days' notice in writing.
19. The Corporation, on written notice to the Contractor, may reduce the scope of the Services.
20. If this Agreement is terminated pursuant to Section 18, or the scope of the Services is reduced pursuant to Section 19, and the Contractor has incurred costs directly related to the Services over which the Contractor had no reasonable control, the Corporation, at the Corporation's discretion, may pay the Contractor for those costs.
21. If the Agreement is terminated pursuant to Section 18, the Corporation shall pay the Contractor, on receipt and acceptance by the Corporation of an accurate invoice for Services properly, for any portion of the Services provided to the Corporation's satisfaction as of the effective date of termination.
22. The Parties agree to use commercially reasonable efforts to resolve any disputes arising between them as reasonably, efficiently and cost-effectively as possible, and the Parties agree:
 - a. At all relevant times, the Parties will:
 - i. try to resolve all disputes by negotiations, in good faith and acting reasonably, ensure their representatives will try to resolve disputes without litigation, controversy or any claim arising from this agreement, or breach of it; and
 - ii. provide frank, candid and timely disclosure of all relevant facts, information and documents to facilitate those negotiations.
 - b. If a dispute cannot be resolved through negotiations under Section 22(a) the Parties agree to participate in mediation with a mutually acceptable mediator.
 - c. The Parties will share the cost of the mediator equally and bear their own costs of mediation.
 - d. If the Parties cannot agree on a mediator they will accept the appointment of a mediator by the President or Executive Director of the Alberta Arbitration and Mediation Society to arrange for mediation.
 - e. The Parties agree that any efforts to resolve their dispute by negotiations under Section 22(a) or with the assistance of a mediator, at any time during or after the term of the agreement, does not suspend the expiration of any time limitation for taking any act under

the Agreement unless the Parties have specifically agreed in writing to waive or vary that time requirement.

- f. Unless otherwise instructed by the Corporation or delegated in a notice, the Contractor will continue to carry out its obligations under and in accordance with any proceedings under this Agreement.
 - g. In the event the parties cannot settle a dispute through mediation, they may agree on settling the dispute through binding arbitration or through normal legal channels and procedures.
23. The Contractor acknowledges that this Agreement and all records received, collected, produced or stored by the Contractor pursuant to this Agreement, with the exception of the Contractor's own administrative, financial or human resource management records, belong to and shall remain under the control of the Corporation and are subject to the access and privacy provisions of the *Freedom of Information and Protection of Privacy Act* ("FOIP"). Upon notification by the Corporation of receipt of an access to information request, the Contractor shall provide to the Corporation, at the Contractor's expense, copies of all records specified by the Corporation.
 24. The personal information collected pursuant to this Agreement is collected under the authority of section 33(c) of FOIP for the purpose of entering into this Agreement. The privacy provisions of the FOIP protect the personal information collected.
 25. Be advised that Travel Alberta is an Alberta Crown Corporation formed and existing under the *Travel Alberta Act*. Travel Alberta may be required to disclose the existence of all sole source contracts with a value of \$10,000 CAD or more, subject to certain very limited exceptions. This contract may fall into this category and its' existence may be disclosed. The existence of the sole source contract, its value, company name as a vendor to Travel Alberta (and possibly address) and a summary of the general services being provided may be disclosed. This information may be public information as determined by the Government of Alberta. In agreeing to provide services to Travel Alberta, the Contractor is agreeing to this potential disclosure.
 26. This Agreement will be construed, interpreted and enforced in accordance with the laws of the Province of Alberta and the federal laws of Canada applicable therein. Subject to Section 22, all disputes will be handled pursuant to, and the parties attorn to, the jurisdiction of the Courts of Alberta.
 27. If any provision of this Agreement or its application to any Party or circumstance is determined by a court of competent jurisdiction to be illegal, invalid or unenforceable, it will be ineffective only to the extent of its illegality, invalidity or unenforceability without affecting the validity or the enforceability of the remaining provisions of this Agreement and without affecting its application to other parties or circumstances.
 28. This Agreement may not be amended, supplemented or otherwise modified in any respect except by written agreement signed by the Parties.
 29. All notices and invoices shall be given in writing, quoting the Contract No., delivered to the Corporation and the Contractor in writing at the respective addresses given above.
 30. In performing the Services, the Contractor shall comply with all applicable laws, orders, regulations, standards, codes and other rules, licenses and permits and all lawful authorities and applicable regulatory bodies.
 31. This Agreement may be executed in any number of counterparts (including counterparts by facsimile), each of which will be deemed to be an original and all of which, taken together, will be deemed to constitute one and the same instrument. Delivery by facsimile or by electronic transmission of an executed counterpart of this Agreement is as effective as delivery of an originally executed counterpart of this Agreement.
 32. The Parties confirm that it is their wish that this Agreement and any other documents delivered or given under this Agreement, including notices, have been and will be in the English language only.

The Parties have made this Agreement as of the date noted above.

TRAVEL ALBERTA

XXXXXXXX

Per: _____

Per: _____

Name of Authorized Officer (print)

Name of Authorized Officer (print)

Title of Officer Authorized to bind
the Corporation

Title of Officer Authorized to bind
the Corporation

Agreement No.: XXXX

Schedule "1"
Terms and Conditions – Corporations
Travel Alberta Form No. XXX

1. Scope of Services

The Contractor will provide the following Services to the Corporation, as requested and directed by the Corporation:

- Meetings, Incentives, Conventions and Events (MICE) Relations,
- Support of Travel Trade Relations as required,
- Administration and reporting

Please see the attached Appendix A to Schedule 1– Scope of Work and Deliverables for more details.

2. Responsibilities of Contractor

- 2.1 The Contractor represents and warrants that the Contractor is properly qualified, licensed (as required), equipped and financed to provide the Services.
- 2.2 The Contractor shall perform the Services in a professional and diligent manner using due care.
- 2.2 The Contractor shall provide the Services during the Term:
- (a) according to the terms and conditions of this Agreement;
 - (b) according to generally accepted standards of competency in the field of endeavor associated with the Services and all applicable professional standards; and
 - (c) in cooperation with the Corporation's representatives as applicable and necessary.

3. Payments

- 3.1 The service fee payable by the Corporation to the Contractor for the Services will be between \$110,000 to \$135,000USD per fiscal year (April 1 to March 31). Contract is payable in accordance with the Corporation's Agency/Consultant Guidelines (a copy of which is attached as Appendix B to this Schedule 1).

Service fees are paid to compensate the vendor for services performed as the Contracted Representative for Travel Alberta. Service fees are separate from the budget allocation to support marketing, projects and client relation functions.

Service fees and estimated work breakdown as follows:

Area of Business	Service fee/fiscal year	Estimated time allocation
MICE	Up to \$135,000 USD	80% Client Relations 20% Reporting & Administration

The maximum to be paid out on this contract agreement is:

- \$135,000 USD per fiscal year (April 1 through March 31).
- \$405,000 USD from April 1, 2016 through March 31, 2019.

Payment Terms

- The annual service agreement will be paid out monthly in US dollars on the last business day of the month.
- Fees paid out on this contract may be reduced in the event Travel Alberta's marketing budget and/or level of activity in the market noted decrease.

- Fees paid out on this contract may be increased in the event Travel Alberta's marketing budget and/or level of activity in the market increases, however not to exceed the maximum amount set out for this market.

3.2 Subject to Section 3.1 of this Schedule:

- (a) if the Corporation is satisfied with the Contractor's performance of the Services; and
- (b) expenses claimed by the Contractor are properly submitted pursuant to the terms and conditions of this Agreement and any Services Request Confirmation Letter(s) and are supported by proper receipts,

Payments to the Contractor will be made within 30 days of receipt of the Contractor's invoice. Invoices must include a separate entry for charges for Services performed, and expenses incurred by the Contractor.

3.3 All amounts on account of taxes (income or otherwise), pension plan and unemployment insurance contributions or any other applicable withholding taxes or payments payable to any government or other public authority by any law, rule or regulation in respect of any fees paid to the Contractor pursuant to the provisions of this Agreement are the Contractor's responsibility and shall be paid by the Contractor. Should the Corporation, however, be obligated by law to make any payments or withholdings in respect of the Services being provided by the Contractor it is acknowledged that the Corporation shall have the authority to make such payment or withholdings, deducting such amounts from the fees otherwise payable to the Contractor as reasonably required. Further, the Contractor shall indemnify and hold the Corporation harmless from and against any actions, claims, damages, costs and expenses whatsoever which may be brought against or suffered by the Corporation of which the Corporation may incur, sustain or pay arising out of or in connection with any remittances required by law in any jurisdiction in which the Services are being provided.

4. Withholdings and Security for Performance

Subject to each specific Services Request Confirmation Letter, and in the Corporation's sole discretion, payments made to the Contractor are subject to withholding of up to 15% of any invoice amount for the purpose of providing security for completion of the Services.

5 Expenses

Subject to the Services Request Confirmation Letter, the Contractor must obtain the prior written approval of the Corporation prior to incurring any expenses it wishes to be paid by the Corporation.

6. Ownership and Copyright

6.1 Subject to Section 6.2, ownership of any work, information or materials, regardless of form, and including any copyright, patent, trade-mark or other intellectual property right therein, acquired or developed under this Agreement by the Contractor, its employees or agents or licensed intellectual property shall vest in and be owned by the Corporation and the Contractor shall retain no right, title or interest in them.

6.2 Notwithstanding Section 6.1, Contractor shall continue to own its own work, information or material, regardless of form, and including any copyright, patent, trade-mark or other intellectual property right therein and that it has not developed specifically for the Corporation and not incorporating the Corporation's intellectual property or licensed intellectual property (the "**Contractor Works**"). Notwithstanding the foregoing, the Contractor hereby grants the Corporation a non-exclusive, perpetual, worldwide, royalty-free license and right to reproduce, distribute, sublicense and otherwise use the Contractor Works in the Corporation's own works. Contractor Works used by the Corporation shall identify the Contractor, with links to the original works, where applicable.

6.3 Where applicable, the Contractor agrees to obtain prior written permission to use third party materials subject to copyright which the Contractor has reproduced and/or incorporated into the items referred to in Sections 6.1 and 6.2.

6.4 The Contractor irrevocably waives in whole all moral rights and shall ensure that the Contractor's employees and agents irrevocably waive in whole all moral rights in respect of the original materials developed or acquired under this Agreement.

6.5 At any time during this Agreement or upon the termination or expiry of this Agreement, the Corporation may require that the Contractor return to the Corporation any materials created, obtained or maintained by the Contractor, or provided by the Corporation to the Contractor for its use in providing the Services. Upon receipt of notice to return these materials, the Contractor shall return them promptly to the Corporation at the Contractor's expense.

7. Occupational Health and Safety / Workers' Compensation

7.1 The Contractor will comply with all applicable occupational health and safety legislation, regulations and/or rules and the *Workers' Compensation Act* (Alberta). Upon request of the Corporation, the Contractor will provide the Corporation with a certificate from the Workers' Compensation Board showing the Contractor is registered and is in good standing with the board, if applicable.

8. Conduct and Reputation

8.1 The Contractor is required to conduct its activities and the Services in a professional manner on behalf of the Corporation and the Province of Alberta.

8.2 In the conduct of its activities and the performance of the Services, the Contractor must not compromise the integrity or damage the reputation of either the Corporation, or any outside individual, business or government body.

9. Insurance

9.1 The Contractor shall, at its own expense, and without limiting its liabilities or obligations under this Agreement:

- (a) maintain, throughout the term of this Agreement and for a period of 12 months following completion of the Services or termination of this Agreement, general liability insurance in an amount not less than \$2,000,000 inclusive per occurrence, insuring against bodily injury, personal injury, and property damage including loss of use thereof. Coverage shall include non-owned automobile liability; and

9.2 The Contractor shall provide the Corporation with acceptable evidence of insurance, in the form of a detailed certificate of insurance, prior to commencing the Services and at any other time upon request of the Corporation.

9.3 The Contractor shall ensure that all its subcontractors obtain and maintain insurance sufficient to meet the requirements in Section 9.1 of this Schedule.

9.4 When requested by the Corporation, the Contractor shall provide evidence of endorsement to provide the Corporation with 30 days' advance written notice of cancellation of insurance coverage.

CONTRACT APPENDIX A TO SCHEDULE 1 - SCOPE OF WORK AND DELIVERABLES

Travel Alberta is looking for a vendor to perform as the Contracted Representation (from here forward to be referred to as “Contractor”) in the United States (from here forward to be referred to as “the region”). The primary areas of focus within the region are the Midwest United States, with support to other areas within the United States as required.

Responsibility of the Contractor to include:

- Meetings, Incentives, Conventions and Events (MICE) Relations,
- Support of Travel Trade Relations as required,
- Administration and reporting

The Business Development Director (to be referred to as “BDD” here forward) is responsible for providing defined services within a defined region in the Midwest United States.

The BDD will work with Travel Alberta’s head office team to coordinate investments in the Midwest United States that provide growth opportunities for Travel Alberta and clients in the market. This region may be redefined at any time throughout the duration of the service agreement to best support Travel Alberta’s Business Strategy.

The Business Development Director will be responsible for the delivery of business development services as follows:

1. Under the direction of the head office team, develop and execute a Meetings, Incentive, Conventions and Events (MICE) strategy. Strategic plans will be created in alignment with Travel Alberta’s Business Strategy and include key accounts servicing and lead generation growth targets. Strategy will leverage Travel Alberta’s trade relations where applicable, consumer marketing activations and media relations in-market and globally.
2. In-market representative will establish and maintain regular relations with:
 - a. MICE accounts including associations, association management companies, corporate accounts, incentive houses and site selection companies or intermediaries meeting planners.
 - b. Alberta tourism partners active in, or seeking to promote, travel from the Region.
 - c. Collaborate with Destination Canada (the Canadian national tourism marketing agency) and other Canadian Provincial in-market managers (when applicable) to implement projects as assigned.
 - d. Government of Alberta offices stationed in the Region.
 - e. Educational providers for overseas studies and second language programs.
 - f. External stakeholders, influencers and like-minded brands that offer an opportunity to expand awareness and messaging of Alberta tourism product.
3. Conduct sales calls on a regular basis and provide reporting on all sales activities.
4. Initiate and manage marketing partnerships designed to deliver on Travel Alberta’s business and marketing strategy and grow Alberta’s market share. Integrate Travel Alberta content into marketing partnerships and finding new distribution channels to promote Alberta experiences.
5. Demonstrate appropriate knowledge of Alberta’s tourism products and services, and target specific industry sectors for alignment, diversification and growth. The Midwest USA will have a focus on Life Sciences, Financial/ Insurance and Engineering/ Construction verticals, but a working knowledge of all verticals is a requirement.

6. Maintain familiarity with Travel Alberta's key experiences and destinations. Remain up to date on product changes and new offerings.
7. Initiate, develop and conduct in-person and online education seminars, training sessions or special presentations for Alberta. These training sessions may include presentations to tour operators, travel agents, as well as meeting professionals. BDD will need to be familiar with the travel trade product in addition to MICE.
8. Initiate, coordinate and lead sales calls and training missions with Alberta tourism partners and other tourism related partnerships.
9. Represent Travel Alberta at tradeshow, conventions, promotional events and industry forums to develop leads suitable for conversion to booked group business.
10. Identify and invite potential MICE clients for familiarization (FAM) tours. Organize and implement FAM tours of Alberta in partnership with Travel Alberta team and Alberta industry partners. This may include itinerary development, flight arrangements, assistance with visa applications and entry letters, working closely with Calgary office regarding hosting expectations, translation of itinerary (when required), and escorting clients in-province.
11. Support Travel Alberta head office with translation requirements including editing, proofing and written translation as required and applicable.
12. Upon request, develop and organize a tourism component to any trade mission to the Region by the Premier, Tourism Minister's office, and the Travel Alberta Board of Directors.
13. Providing cooperation and assistance in relation to specific projects, major events and extraordinary occasions undertaken in respect of the Region, and providing feedback to Travel Alberta regarding the performance of projects undertaken within the Region.
14. Integrating Travel Alberta content into marketing partnerships and finding new distribution channels to promote Alberta experiences.

The Business Development Director will be responsible for the delivery of administrative and reporting requirements as follows:

Monthly

- Detailed use of Travel Alberta CRM on activities, meetings, leads and conversion of meetings booked or lost in Alberta. Monthly meetings with director on progress.
- Provide detailed reporting on activities performed, client relations, market insights, consumer behaviours and trends, and new group business opportunities for Alberta's tourism industry.
- Submit business related expenses in compliance to financial timelines, Travel Alberta's travel policy and the operational requirements outlined in Schedule B.
- Management of annual budget in coordination with Calgary office complying with established finance deadlines and audit requirements.

Quarterly

- Provide market intelligence including economic/political insights, travel activity originating within the markets, client developments, and competitive activity analysis.
- Provide reporting for Travel Alberta Scorecard in compliance with Travel Alberta's corporate and line of business performance metrics.

On-going

- Regular online/phone contact weekly or bi-monthly as required by market activity. Contracted representative may be required to take part in calls with the Calgary based team outside regular business hours in the market with consideration to time differences for both parties.

- Submission of documentation of Travel Alberta administrative reports including issuance of Project Authorization Summary (PAS) forms, project evaluations, partnership agreements, contracts or other financial requirements.
- Assembling and maintaining contacts within Travel Alberta's CRM system including company names and meeting profiles, key contacts and contact details, as well as leads sent to industry through to conversion.
- Utilize, promote and educate external parties on Travel Alberta's multi-media library of materials for all distribution channels.
- Respond in a timely manner to all reasonable requests for reporting and information that Travel Alberta Calgary office may request.

Other

- Participate in bi-annual performance review process.

Travel Alberta may at any time direct the Business Development Director to discontinue or alter any specific activity being carried out by the Business Development Director as part of the Scope of Work and Deliverables.

**Contract Appendix B to Schedule 1
Travel Alberta Agency/Consultant Guidelines**

Travel Alberta will work collaboratively with our agency and consultant partners to ensure timely invoice approval and payment processing. The guidelines below are imperative to ensuring Travel Alberta's policies and procedures are being met and we are complying with the Financial Administration Act.

INVOICE APPROVAL

Invoices can be mailed or sent electronically via email. If using email, please copy finance@travelalberta.com on emails in addition to your main Travel Alberta contact.

All expenses, before being invoiced, require some form of pre-approval either through a purchase order or an approved budget plan for the project.

Operational Expenses - Sales Calls and Project Based Monthly Expenses

- An annual sales/media call budget will be provided by Travel Alberta. The Contractor will be required to comply with Travel Alberta policies and procedures for travel, project related and non-operational expenses.
- Expenses related to travel (i.e. mileage, flights, accommodation and meals), meetings, hosting, servicing clients and project specific expenses will be reimbursed in accordance with Travel Alberta policies and guidelines.
- When travelling on business for Travel Alberta, the corporation will reimburse the Contractor for voice/text/data roaming packages purchased for travel outside the primary market designated.
- Expenses must be submitted by the 17th day of each month. Eligible expenses incurred during the previous month will be paid on the last business of the month.
- All expenses should be submitted during the time period when incurred. Recognizing there may be delays occasionally, all expenses must be claimed no later than two (2) months after being incurred. If expenses are claimed after the two month cut-off, Travel Alberta reserves the right reject the expense for reimbursement.
- The Contractor must be able to carry expenses to the equivalent of \$10,000 Canadian in local currency.

Not included

- Expenses related to the day to day operations of the Contractor's office are not reimbursable as these expenses are considered included a part of the monthly service fee paid. This includes, but is not limited to, the following: rent/office set-up, computer, printer and supplies, software, telephone/internet, bank fees to receive payment and courier/postal services.

Third Party Expenses for Re-imbusement

- When work is completed by a 3rd party vendor, all appropriate invoicing and backup documentation must accompany invoices to Travel Alberta in order for payment approval to be granted.
- Third party expenses should be invoiced to Travel Alberta immediately.

ACCRUALS

- Monthly status reports are required by the 4th business day following month end to assist Travel Alberta with calculating accruals for hours and expenses not yet invoiced but incurred.

I have read and fully understand the Terms above, and agree to be bound by such

Please print name:

Signed by:

RFP APPENDIX “B” – FEES AND OPERATIONAL REQUIREMENTS

FEES

Travel Alberta will pay a service fee for the scope of work defined. Service fees are paid to compensate the vendor for services performed as the Contracted Representative for Travel Alberta. Service fees are separate from the budget allocation to support marketing, projects and client relation functions within the area of business.

Service fees and estimated work breakdown as follows:

Area of Business	Service fee/fiscal year	Estimated time allocation
MICE	Up to \$135,000 USD	80% Client Relations 20% Reporting & Administration

The maximum to be paid out on this contract agreement is:

- \$135,000 USD per fiscal year (April 1 through March 31).
- \$405,000 USD from April 1, 2016 through March 31, 2019.

Payment Terms

- The annual service agreement will be paid out monthly in US dollars on the last business day of the month.
- Fees paid out on this contract may be reduced in the event Travel Alberta's marketing budget and/or level of activity in the market noted decrease.
- Fees paid out on this contract may be increased in the event Travel Alberta's marketing budget and/or level of activity in the market increases, however not to exceed the maximum amount set out for this market.

OPERATIONAL REQUIREMENTS

Technology Requirements

Travel Alberta uses a Microsoft Windows operating system. Contractors are required to work in Microsoft Office and to keep equipment maintained and compatible with Travel Alberta software. Contractors are required to have the following:

- Laptop
- Microsoft Office Suite
- Microsoft Account
- Printer/Scanner
- Mobile phone

Remote Access

Travel Alberta uses windows terminal server. Contractors will be required to access documents and files through this platform.

Contracted Representation Location

The primary account representative must be located in the primary market for the region as outlined.

Availability

The vendor must have at least one person contactable during Travel Alberta's regular business hours, excluding national public holidays.

Conflict of Interest

The primary account representative must be fully dedicated to Travel Alberta's business. Upon hire, vendors must consult Travel Alberta prior to bidding on contracts with other Canadian destination marketing organizations, competing destinations globally, and prior to contracting with other tourism related businesses.

Hiring of Sub-contractors

Vendors must disclose and seek prior approval for hiring of any sub-contractors to work on Travel Alberta business.

Materials and Storage

Contractors may be required to maintain and store a small amount of printed or display materials regarding travel in Alberta for distribution to clients.

Ability to Travel

Contractors must be willing and able to travel within the regions listed in the request for proposal, as well as travel to other countries for business as required.

Travel to Alberta

Travel to Alberta is a requirement of all Contractors to deliver on the scope of work as outlined and for on-going learning about Travel Alberta, Industry Partners and Alberta experiences.

Contractors must be able to travel to Alberta for extended periods (2-4 weeks) at any time during the initial on-boarding period of this contract and/or during the terms of the this three-year service agreement.

Publicity

No publicity or news releases pertaining to this request, responses to this request and discussions of any kind related to this request or the award or negotiation of any contract related to this request may be publicly disclosed or released without the prior written approval of Travel Alberta in its sole discretion.

Corporate Reputation

All vendors and Contracted Representatives are considered an extension of the Travel Alberta Team. As such, Contractors are expected to uphold Travel Alberta's corporate and team member values and can expect to be treated with integrity and respect.

APPENDIX “C” – EVALUATION FRAMEWORK - MANDATORY REQUIREMENTS

RFP Section Reference	RFP Evaluation Criteria	Location of Response in Proposal (* Vendor)	Summary of Proposal’s Response to RFP Evaluation Criteria (*filled in by the Vendor)	Scoring (completed by the Evaluation Team)
3.2.3	Willing to comply with the Freedom of Information and Protection of Privacy Act.			
3.2.4	Willing to comply with specified Conflict of Interest standards/policies.			
3.3.1 a)	Willing to comply with required contract terms (see RFP Appendix “A” – Contract).			
3.3.1 b)	Ability to provide services as described in RFP identified in Section 3.1.4			
3.3.1 c)	Ability to work with the Related Project/Services/Documents and Information identified in Section 3.1.5			
3.3.1 d)	Ability to serve as the prime service provider (managing any needed sub-contract arrangements seamlessly without any additional involvement or effort by Travel Alberta).			
3.3.1 e)	Identification of sufficient qualified named resources to cover requirements			
3.3.1 f)	Ability to conduct business with very strong written and verbal communication skills			
3.3.1 g)	Illustration of how the Contractor will work in collaboration with Travel Alberta head office team for planning, execution and evaluation process of all projects.			
3.3.1 h)	Examples of performance measures to support the scope of work outlined for each area of business.			

APPENDIX “C” – EVALUATION FRAMEWORK – EVALUATION CRITERIA

RFP Section Reference	RFP Evaluation Criteria	Weighting (%)	Location of Response in Proposal (* Vendor)	Summary of Proposal’s Response to RFP Evaluation Criteria (*filled in by the Vendor)	Scoring (completed by the Evaluation Team)
3.3.2 a)	Demonstrated relationship and strategic account management	20			
3.3.2 b)	Demonstrated experience in the defined area of business of Meetings, Incentives, Conventions and Events	20			
3.3.2 c)	Demonstrated practice to collaborate and deliver upon an integrated strategy	15			
3.3.2 d)	Proven ability to deliver results	15			
3.3.2 e)	Ability to be innovative, identify new opportunities for immediate and long-term growth and influence change	20			
3.3.2 f)	Knowledge of tourism marketing business and practices	10			

APPENDIX “D” – RESOURCE EXPERIENCE SUMMARY FORM

Instructions: Vendors must use this Form, or provide the same information in an alternative format, to demonstrate the resource experience that will be provided. A resume from each individual proposed to provide services is an acceptable alternative format.

Name of Individual: _____

Resource Type: _____

Skill/Competency (with description of skill level)	Amount of Experience Claimed	Name of Client Organization and any pertinent details to further support experience claim	Project Start and End dates

APPENDIX “E” –RELATED DOCUMENTS AND REFERENCE MATERIAL

REFERENCE MATERIALS

ALL

- 2015-2018 Business and Marketing Strategy - available online at <http://industry.travelalberta.com/about-us/strategy>
- www.industry.travelalberta.com
- Travel Alberta USA website – travelalberta.us
- 2016-2022 Business Strategy Overview (attached)
- <http://meetings.travelalberta.com/>

MEDIA

- facebook.com/travelalbertacanada
- [Instagram.com/travelalberta](https://instagram.com/travelalberta)
- [Youtube.com/travelalbertacanada](https://youtube.com/travelalbertacanada)
- <https://twitter.com/TravelAlberta>
 - [@TAMeetings](https://twitter.com/TAMeetings)
- <http://media.travelalberta.com>

TRAVEL ALBERTA

2016-2022 Business Strategy Overview

Travel Alberta is the tourism marketing agency of the Government of Alberta. Established on April 1, 2009 as a Crown Corporation, Travel Alberta operates under the authority of the *Travel Alberta Act* and a Board of Directors accountable to the Minister of Culture and Tourism.

Travel Alberta is responsible for the growth in visitation and tourism revenues for the province of Alberta, regionally, nationally and internationally. Travel Alberta has a shared responsibility with the Ministry of Culture and Tourism to grow tourism revenues for the province to \$10 billion by 2020.

Travel Alberta's 2016-2022 Business Strategy is built on a solid marketing and operational foundation of the last six years. Our vision, mission, strategy, objectives, priorities and structure are designed to evolve Travel Alberta and the Alberta tourism industry to ensure that Alberta remains a relevant, innovative and competitive travel destination for the next six years, and beyond.

VISION

To inspire the world to experience Alberta

MISSION

To create economic value and prosperity with compelling invitations to explore Alberta

STRATEGY

Lead Team Alberta to grow the visitor economy to exceed \$10 billion by 2020

OBJECTIVES & PRIORITIES

Drive Organizational Excellence

- Invest in our people
- Maximize operational performance
- Operate with financial transparency & accountability
- Uphold Travel Alberta's reputation

Strengthen Alberta's Competitive Position

- Leverage strength of Alberta tourism brand
- Develop relevant experiences
- Lead Team Alberta
- Support provincial tourism strategy

Grow Tourism Revenues

- Defend core Alberta market
- Drive revenue from high potential markets & segments

Travel Alberta and Alberta tourism stakeholders (known as Industry Partners) work together to grow the visitor economy in Alberta. Travel Alberta plays a vital role in providing learning and development opportunities for Industry Partners about the markets where Travel Alberta is active.



Travel Alberta team members work closely with Industry Partners to ensure Alberta experiences remain competitive globally and by working together as one team, *Team Alberta*, we provide compelling invitations to visit Alberta.

Travel Alberta’s head office is situated in Calgary, Alberta with a satellite office located in Edmonton, the capital city.

Travel Alberta is currently active in nine markets including Canada, United States, United Kingdom, Germany, Netherlands, Australia, Japan, South Korea and China.

Travel Alberta operates with five lines of business: Global Consumer Marketing, Global Business Development, Industry Development, Corporate Communications and Community Relations and Finance and Corporate Services. Key responsibilities within each area are as follows:

Consumer Marketing	Business Development	Industry Development	Communications & Community Relations	Finance & Corporate Administration
<ul style="list-style-type: none"> ▪ Insights & Brand Strategy ▪ North America Consumer Marketing ▪ International Consumer Marketing ▪ Media & Content ▪ Digital Platforms 	<ul style="list-style-type: none"> ▪ Canada, USA & Europe ▪ Asia Pacific ▪ Global MICE ▪ Experience Development 	<ul style="list-style-type: none"> ▪ Industry Relations ▪ Industry Events & Engagement ▪ Industry Partnership Marketing 	<ul style="list-style-type: none"> ▪ Community Relations ▪ Corporate Communications 	<ul style="list-style-type: none"> ▪ Finance ▪ Human Resources ▪ Internal Operating Systems

Global Consumer Marketing

Responsible for brand strategy and marketing insights, digital platforms, traveller-direct marketing, earned media relations and owned media channels.

Global Business Development

Responsible for travel trade and third-party relations, meetings, incentive, conventions and events (MICE) globally, and experience development within Alberta.

Industry Development

Responsible for Industry Partner relations, providing marketing knowledge leadership and execution of a marketing investment program to support Industry Partner led initiatives.

Communications and Community Relations

Responsible for managing corporate communications and media inquiries, and supporting municipal relations within tourism and other industries and business sectors.

Finance and Corporate Services

Responsible for the execution and compliance of all financial and operational management processes and procedures.

Additional information is available on the Travel Alberta Industry website at www.industry.travelalberta.com.