



# Expression of Interest No. [2022-40] Northern Rockies Tourism Strategy Implementation Schedule A

## 1. INTRODUCTION

This is a Request for Expressions of Interest (EOI) for individuals or businesses that feel they can assist in the implementation and execution of one or more of the actions items listed in the 2022-2027 Northern Rockies Tourism Strategic Plan.

This EOI is intended to discover whether there is enough interest from the marketplace for providing the above noted services. The information provided may assist the Northern Rockies Regional Municipality (NRRM) in the development of a future procurement process.

In the event there is sufficient information received, the NRRM may, but is not obligated to, initiate a competitive bidding opportunity.

Submissions for services other than those listed will not be considered, and inquiries related to services other than those listed will not be responded to at this time. Bid Submissions to an Expression of Interest will not guarantee an invitation to participate in any future contracting process.

If a future opportunity is issued, it will be advertised <https://northernrockies.bidsandtenders.ca/> or if under \$75,000, Proponents to this EOI may be directly invited to Bid.

Request for Expression of Interest documents are available on the Northern Rockies Regional Municipality's Bids&Tenders website. To obtain documents online please visit <https://northernrockies.bidsandtenders.ca/>. You can preview the EOI documents with a preview watermark prior to registering for the opportunity.

Documents are not provided in any other manner.

## 2. INSTRUCTION TO PROPONENTS

### 2.1 Only Registered Suppliers Can Submit

All Proponents responding to this EOI shall have a Bidding System Vendor Account and be registered as a Plan Taker for this opportunity, which will enable the Proponent to download the Bid Call Document, to receive Addenda email notifications and download all documents without the watermark "preview" on them.

To ensure receipt of the latest information and updates via email regarding this opportunity, or if a Proponent has obtained this EOI document from a third party, the onus is on the Proponent to create a Bidding System Vendor Account and be registered as a Plan Taker for the opportunity.

If you do not yet have a Vendor Account, please visit <https://northernrockies.bidsandtenders.ca/> and register by clicking on [Create Account].

## 2.2 Submitting Questions and Receiving Addenda

Questions related to this project are to be submitted to the project representative through the Bidding System only by clicking on the “Submit a Question” button for this specific opportunity.

Proponents shall acknowledge receipt of any addenda through the Bidding System by checking a box for each addendum and any applicable attachment.

It is the responsibility of the Proponent to have received and acknowledge all Addenda that are issued. Proponents should check online at <https://northernrockies.bidsandtenders.ca/> prior to submitting their Bid and up until Bid closing time and date in the event additional addenda are issued.

If a Proponent submits prior to the closing time and date and an addendum has been issued, the Bidding System shall WITHDRAW the Bid submission and the status will change to an INCOMPLETE STATUS and Withdraw the Bid. The Proponent can view this status change in the “MY BIDS” section of the Bidding System.

The Proponent is solely responsible to:

- make any required adjustments to their Submission; and
- acknowledge the addenda; and
- Ensure the re-submitted Bid is RECEIVED by the Bidding System no later than the stated closing time and date.

## 2.3 Submission Instructions

**ONLY ELECTRONIC SUBMISSIONS** shall be received by the Bidding System. Hardcopy submissions not permitted.

Proponents are cautioned that the timing of their Bid Submission is based on when the Bid is RECEIVED by the Bidding System, not when a Bid is submitted, as Bid transmission can be delayed due to file transfer size, transmission speed, etc.

For the above reasons, it is recommended that sufficient time is given to complete your Bid Submission and to resolve any issues that may arise. The closing time and date shall be determined by the Bidding System’s web clock.

Late Bids are not permitted by the Bidding System.

To ensure receipt of the latest information and updates via email regarding this opportunity, or If a Proponent has obtained this Bid Document from a third party, the onus is on the Proponent to create a Bidding System Vendor account and register as a Plan Taker for the opportunity.

Proponents may edit or withdraw their Bid Submission prior to the closing time and date. However, the Proponent is solely responsible to ensure the re-submitted bid is received by the Bidding System no later than the stated closing time and date.

Proponents should contact [Bids&Tenders support](#), at least twenty-four (24) hours prior to the closing time and date, if they encounter any problems. The Bidding System will send a confirmation email to the Proponent advising that their bid was submitted successfully. If you do not receive a confirmation email, or have other questions, contact [Bids&Tenders support](#).

**Bids&Tenders Support**

Email: [support@bidsandtenders.ca](mailto:support@bidsandtenders.ca).

Tel: 1-800-594-4798

### 3. DEFINITIONS

Throughout this Request for Expressions of Interest, the following definitions will be used:

- (a) "Addenda" means an addition or change to the Request for Expressions of Interest.
- (b) "Bid" "Bid Submission" means a submission in response to this Request for Expressions of Interest;
- (c) "Bid Document" means the full Request for Expressions of Interest package, which can be previewed/downloaded at <https://northernrockies.bidsandtenders.ca/>.
- (d) "Bidding System" means the Northern Rockies Regional Municipality's Bids&Tenders procurement system, available at <https://northernrockies.bidsandtenders.ca/>.
- (e) "EOI" means a Request for Expressions of Interest for provision of the services described.
- (f) "must" or "mandatory" means a requirement that must be met in order for a Bid to receive consideration;
- (g) "NRRM" means the Northern Rockies Regional Municipality, the governing Body for the Regional Municipality;
- (h) "Plan Taker" means a Proponent who has registered through the online Bidding System as downloading the Bid Document, and intending to Bid.
- (i) "Proponent" means an individual or a company that submits, or intends to submit, a Bid;
- (j) "should" or "desirable" means a requirement having a significant degree of importance to the objectives of this EOI.

### 4. PROJECT OVERVIEW

The Northern Rockies Regional Municipality is looking for an agency or individual to assist in individual or multiple action items listed in the Northern Rockies Tourism Strategic Plan. Action items may require administrative and organizational support, event and workshop planning and/or research methods. The [Northern Rockies Tourism Strategy and Action Plan](#) aims to foster a culture of tourism in the region, with the ultimate goal of developing the right environment in which to launch a Destination Stewardship Organization to carry the Northern Rockies Regional Municipality

forward into a thriving, sustainable tourism future. The core of the Strategy is represented by the Action Plan, which is meant to be employed as an actionable roadmap.

The Action Plan's goals are to:

- increase local enthusiasm for tourism and increase awareness of the potential economic benefits it can bring to the region;
- better align the tourism sector with any incoming natural resources sectors;
- better align stakeholders and improve stakeholder engagement and communications;
- observe safeguards to ensure a sustainable tourism sector;
- provide space for and support to First Nations interested in further participating in the tourism sector in the region;
- encourage increased resources allocated to developing tourism;
- further develop experiences and attractions;
- develop a strong destination brand that resonates effectively with all markets;
- and increase visitation from targeted markets.

## 5. SUBMISSION

Schedule A is a list of Action Items which have been identified from Year 1 and 2 of the Action Plan that the Northern Rockies Regional Municipality is looking for potential proponents to assist in the successful completion of these items. Please review the list below and the corresponding additional information within the [Northern Rockies Tourism Strategy and Action Plan](#).

To respond to this Expression of Interest please submit the following:

- Clearly identify which Action Items you are interested in working on (you may express interest in one or more actions).
- Business name and contact information.
- General company information that will help us understand the skills, abilities, and experience related to the action items you are expressing interest in working on.
- If you have any ideas or comments related to an action item that should be considered as part of the next steps of planning and hiring.
- Why you would like to work with the Northern Rockies Regional Municipality on our tourism development initiatives.

## 6. REVIEW AND EVALUATION

A review panel will evaluate the Bids for recent experience with similar types of projects, demonstrated ability to achieve defined outcomes, as well as any other factors the NRRM deems to be relevant. See APPENDIX A: Evaluation Criteria attached.

## 7. COLLECTION AND USE OF PERSONAL INFORMATION

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If this EOI requires Proponents to provide the Municipality with personal information of employees who have been included as resources in response to this EOI, Proponents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to the Municipality. Such written consents are to specify that the personal information may be forwarded to the Municipality for the purposes of responding to this EOI and use by the Municipality for the purposes set out in the EOI. The Municipality may, at any time, request the original consents or copies of the original consents from Proponents, and upon such request being made; Proponents will immediately supply such originals or copies to the Municipality.

**PREVIEW**

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[WWW.BIDSANDTENDERS.COM](http://WWW.BIDSANDTENDERS.COM) – ORIGINAL DOCUMENT SOURCE

Year 1 Actions				
Type of Work	Action #	Page #	Strategy Year 1 – Task Description	Key Themes
Project facilitation	1	38	Post-Covid-19 resident engagement program	Resident Buy-In & Support Stakeholder Engagement
Research / Admin Support			Business engagement and survey to gather Value of Tourism data. * This is not specifically outlined in the strategy but was identified as a need by the Northern Rockies Tourism Action Committee.	Resident Buy-In & Support Stakeholder Engagement
Admin Support	15	40	Build tourism stakeholder database	Resident Buy-In & Support Stakeholder Engagement
Admin support / Event Planning	20	43	Host Destination Discover Festival & plan for an annual draft schedule to alternate summer & winter	Resident Buy-In & Support Stakeholder Engagement
Admin support	16	41	Establish Tourism Northern Rockies Newsletter	Resident Buy-In & Support Stakeholder Engagement Sustainable Destination Development
Admin support	5	39	Promote sustainable Tourism 2030 Pledge program	Sustainable Destination Development
Admin support	17	41	Promote stakeholder to be online & bookable (DBC training & resources)	Sustainable Destination Development Tourism Workforce
Research	21	43	Economic Impact assessment of Northern Lights Festival	Sustainable Destination Development

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## Year 2 Actions

Type of Work	Action #	Page #	Task Description	Key Themes
Admin support	1	45	Create Northern Rockies Visitor Pledge	Sustainable Destination Development
Admin support	4	46	Produce a tour operator onboarding package	Sustainable Destination Development
Admin support / Event Planning	5	46	Host Council for a Destination Exploration Day	Resident Buy-In & Support Resource Allocation Stakeholder Engagement Sustainable Destination Development
Admin support / Event Planning	6	46	Work with NBCTA Indigenous Tourism Specialist and offer to host a visioning session	Resident Buy-In & Support Stakeholder Engagement Sustainable Destination Development
Admin support / Event Planning	7	46	Host a resource sectors Destination Exploration Day	Resident Buy-In & Support Stakeholder Engagement Sustainable Destination Development
Admin support / Event Planning	8	46	Host a Winter Destination Discovery Festival	Resident Buy-In & Support Stakeholder Engagement
Admin support / Event Planning	9	47	Host Northern Lights Tourism Development Summit	Resident Buy-In & Support Stakeholder Engagement Sustainable Destination Development
Admin support	11	47	Create collateral promoting the potential to develop ecotourism experiences	Sustainable Destination Development
Admin support	12	47	Support co-op marketing opportunities with stakeholders	Branding & Marketing Stakeholder Engagement
Admin support	13	47	Establish a geopark Development Project task force	Resource Allocation Sustainable Destination Development
Admin support / Event Planning	14	48	Host a tourism business workshop	Stakeholder Engagement Sustainable Destination Development

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