



Request for Proposal: IC401683

Making Canada a destination of choice for travelers seeking world-class culinary experiences

RETURN BIDS TO:

RETOURNER LES SOUMISSIONS À:

Innovation, Science and Economic
Development Canada / Innovation, Sciences et
Développement économique Canada
Contracts & Materiel Management
235 rue Queen Street
Bid Receiving Area / Module de réception des
soumissions
Mail Scanning / Salle de scanographie
S-143, Level / Niveau S1
Ottawa, Ontario K1A 0H5
Attention: Chantal Lafleur

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Innovation, Science and
Economic Development Canada**

We hereby offer to sell to Her Majesty the Queen in
right of Canada, in accordance with the terms and
conditions set out herein, referred to herein or
attached hereto, the goods, services, and construction
listed herein and on any attached sheets at the
price(s) set out thereof.

**Proposition à: Innovation, Sciences et
Développement économique Canada**

Nous offrons par la présente de vendre à Sa Majesté
la Reine du chef du Canada, aux conditions
énoncées ou incluses par référence dans la présente
et aux annexes ci-jointes, les biens, services et
construction énumérés ici sur toute feuille ci-annexée
au(x) prix indiqué(s).

Comments - Commentaires

**This document contains a
Security Requirement - Ce document
contient une exigence de sécurité**

Issuing Office - Bureau de distribution

Innovation, Science and Economic
Development Canada / Innovation,
Sciences et Développement économique
Canada
Contracts & Materiel Management /
Contrats et gestion du matériel
235 rue Queen Street
Ottawa, Ontario, K1A 0H5

Title - Sujet	
Making Canada a destination of choice for travelers seeking world-class culinary experiences	
Solicitation No. - N° de l'invitation	Date
IC401683	June 2, 2017
Solicitation Closes - L'invitation prend fin	Time Zone Fuseau horaire
at - à 02:00 PM on - le July 5, 2017	Eastern Standard Time (EST)
F.O.B. - F.A.B.	
Plant: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other: <input type="checkbox"/>	
Address Inquiries to : Adresser toutes questions à:	
Chantal Lafleur Chantal.lafleur2@canada.ca	
Telephone No. - N° de téléphone	
613-990-5937	
Destination – of Goods, Services, and Construction: Destination - des biens, services et construction:	
See Herein Précisé dans les présentes	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery required - Livraison exigée	Delivered Offered - Livraison proposée
See Herein	
Vendor/firm Name and full address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Facsimile No. - N° de télécopieur Telephone No. - N° de téléphone	
Name and title of person authorized to sign on behalf of Vendor/firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature _____	Date _____



REQUEST FOR PROPOSAL (RFP)

FOR THE PROVISION OF

**MAKING CANADA A DESTINATION OF CHOICE FOR TRAVELERS
SEEKING WORLD-CLASS CULINARY EXPERIENCES**

FOR

INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA

IC401683



TABLE OF CONTENTS

PART 1 - GENERAL INFORMATION

1. Introduction
2. Summary
3. Debriefings

PART 2 – BIDDERS INSTRUCTIONS

1. Glossary of Terms
2. General Conditions
3. Instructions, Clauses and Conditions
4. Submission of Bids
5. Notice to Bidders
6. Communications - Solicitation Period
7. Applicable Laws
8. Rights of Canada
9. Price Support
10. Bid Costs
11. Conduct of Evaluation
12. Conflict of Interest – Unfair Advantage
13. Entire Requirement
14. Basis of Canada's Ownership of Intellectual Property

PART 3 - BID PREPARATION INSTRUCTIONS

1. Bid Preparation Instructions

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures
2. Basis of Selection – Highest Combined Rating of Technical Merit and Price

PART 5 – CERTIFICATIONS and additional information

1. Certifications Required with Bid
2. Certifications Precedent to Contract Award and Additional Information

PART 6 – SECURITY REQUIREMENTS

1. Security Requirement

PART 7 – RESULTING CONTRACT CLAUSES

1. Statement of Work
2. General Conditions
3. Security Requirements
4. Term of Contract
5. Authorities
6. Proactive Disclosure of Contracts with Former Public Servants
7. Payment
8. Invoicing Instructions
9. Certifications and Additional Information
10. Applicable Laws
11. Priority of Documents

List of Attachments:

- Attachment 1 to Part 3 – Pricing Schedule
- Attachment 1 to Part 4 - Bid Evaluation Criteria



Making Canada a destination of choice for travelers seeking world-class culinary experiences

List of Appendices:

- Appendix A, Statement of Work
- Appendix B, Basis of Payment
- Appendix C, Security Requirements Check List (SRCL)

PART 1 – GENERAL INFORMATION

1. INTRODUCTION

This bid solicitation is divided into seven parts plus annexes and, attachments as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions : provides the instructions, clauses and conditions applicable to the bid solicitation and states that the Bidder agrees to be bound by the clauses and conditions contained in all parts of the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, if applicable, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Security Requirements: includes specific requirements that must be addressed by bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The annexes include the Statement of Work, the Terms of Payment, the Security Requirements Check List, the Bid Evaluation Criteria, and any other annexes.

2. SUMMARY

It is intended to result in the award of one contract for approximately six (6) months for the services of a Contractor to prepare an analysis of the culinary tourism industry in Canada, and to provide options for developing a strategy to grow the industry, by making Canada a destination of choice for international travelers seeking world-class culinary experiences.

There is a security requirement associated with this requirement. For additional information, see Part 6 – Security, Financial and Other Requirements, and Part 7 – Resulting Contract Clauses. Bidders should consult the "[Security Requirements on PWGSC Bid Solicitations – Instructions for Bidders](http://ssi-iss.tpsgc-pwgsc.gc.ca)" document on the Departmental Standard Procurement Documents (<http://ssi-iss.tpsgc-pwgsc.gc.ca>) Website.

The requirement is subject to the provisions of the North American Free Trade Agreement (NAFTA).

3. DEBRIEFINGS

After contract award, bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days of receipt of the results of the bid solicitation process. The debriefing may be provided in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

1. Glossary of Terms

TERM	DEFINITION / MEANING
RFP	Request for Proposal
ISED	Innovation, Science and Economic Development Canada or the Department of Innovation, Science and Economic Development Canada



Making Canada a destination of choice for travelers seeking world-class culinary experiences

Mandatory requirements	Whenever the words “shall”, “must”, “will” and “mandatory” appear in this document or any related document forming a part hereof, the item being described is a mandatory requirement. Failure to comply or demonstrate compliance with a mandatory requirement will render the bid non-responsive and the bid will not be considered further.
Should	The word “should” means an action that is preferred but not mandatory.
Minister	The Minister of Innovation, Science and Economic Development Canada.
Canada	“means Her Majesty the Queen in right of Canada as represented by the Minister of Innovation, Science and Economic Development Canada and any other person duly authorized to act on behalf of that Minister”.

2. General Conditions

Innovation, Science and Economic Development Canada [General Conditions of a Service Contract](#) will form part of and shall be incorporated into the resulting contract. The document is available at: http://www.ic.gc.ca/eic/site/icgc.nsf/eng/h_06661.html.

3. Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

4. Submission of Bids

4.1 Bids must be submitted only to ISED’s Bid Receiving Area by the date, time and place indicated on page 1 of the bid solicitation. Bidders are hereby advised that the Bid Receiving Area of ISED is open Monday to Friday inclusive, between the hours of 7:30 am and 4:30 pm, excluding Statutory Holidays.

ELECTRONIC BIDS WILL NOT BE ACCEPTED. Due to the nature of this bid solicitation, bids transmitted by facsimile or electronic mail to Innovation, Science and Economic Development Canada will not be accepted.

4.2 Canada requires that each bid, at closing time, be signed by the Bidder or by an authorized representative of the Bidder. In the event of a bid submitted by a contractual joint venture, the bid shall either be signed by all parties of the joint venture or a statement shall be provided to the effect that the signatory has the authority to bind all parties of the joint venture.

4.3 It is the Bidder’s responsibility to:

- a. obtain clarification of any terms, conditions or technical requirements contained in the solicitation, if necessary, before submitting a bid;
- b. prepare its bid in accordance with the instructions contained in the bid solicitation;
- c. submit by closing date and time a signed complete bid;
- d. send its bid only to the ISED Bid Receiving Area specified on Page 1 of the bid solicitation or to the address specified in the bid solicitation;
- e. ensure that the Bidder’s name, return address, the bid solicitation number, and bid solicitation closing date and time are clearly visible on the envelope(s) or the parcel(s) containing the bid;



Request for Proposal: IC401683

Making Canada a destination of choice for travelers seeking world-class culinary experiences

- f. provide a comprehensible and sufficiently detailed bid, including all requested pricing details, that will permit a complete evaluation in accordance with the criteria set out in the bid solicitation; and
 - g. include the name and telephone number of a representative who may be contacted for clarification or other matters relating to the Bidder's proposal.
- 4.4 Bids will remain open for acceptance for a period of not less than one-hundred and twenty (120) calendar days from the closing date of the bid solicitation, unless specified otherwise in the bid solicitation. Canada reserves the right to seek an extension of the bid validity period from all responsive bidders in writing, within a minimum of three (3) business days before the end of the bid validity period. If the extension is accepted by all responsive bidders, Canada will continue with the evaluation of the bids. If the extension is not accepted by all responsive bidders, Canada will, at its sole discretion, either continue with the evaluation of the bids of those who have accepted the extension or cancel the solicitation.
- 4.5 Bid documents and supporting information must only be submitted in either English or French.
- 4.6 Pricing information must not be included in any section of the proposal other than the Financial Proposal section of the bid.
- 4.7 Bids received on or before the stipulated bid solicitation closing date and time will become the property of Canada and will not be returned. All bids will be treated as confidential, subject to legal obligations including the provisions of the *Access to Information Act*, R.S. 1985, c.A-1 and the *Privacy Act*, R.S. 1985, c. P-21, international obligations and judicial order.
- 4.8 Unless specified otherwise in the bid solicitation, Canada will evaluate only the documentation provided with a Bidder's proposal. Canada will not evaluate information such as references to website addresses where additional information can be found, or technical manuals or brochures not submitted with the bid.
- 4.9 Proposals received after the closing time and date shown will not be considered and will be returned unopened to the sender.
- 4.10 The Bidder's signature indicates acceptance of the terms and conditions governing the resulting contract and the Minister reserves the right to reject any proposal including any condition proposed by the Bidder that would not be, in the opinion of the Contracting Authority, in Canada's interest.

5. Notice to bidders

The following terms and conditions may apply to this solicitation:

- 5.1 Bidders may be required to provide, prior to contract award, specific information with respect to their legal and financial status, and their technical capability to satisfy the requirement as stipulated in this solicitation.
- 5.2 a) For Canadian-based bidders, prices must be firm (in Canadian funds) with Canadian customs duties and excise taxes as applicable INCLUDED, and Goods and Services Tax (GST) or Harmonized Sales Taxes (HST) as applicable EXCLUDED.

b) For Foreign-based bidders, prices must be firm (in Canadian funds) and EXCLUDE Canadian customs duties, excise taxes and GST or HST as applicable. CANADIAN CUSTOMS DUTIES AND EXCISE TAXES PAYABLE BY ISED WILL BE ADDED, FOR EVALUATION PURPOSES ONLY, TO THE PRICES SUBMITTED BY FOREIGN-BASED BIDDERS.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

- 5.3 The contract term "Employment Equity" and any clause relating to international sanctions, if and when included in this document, apply to Canadian-based bidders only.

6. Communications - Solicitation Period

All enquiries must be submitted in writing to the Contracting Authority no later than eight (8) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated, and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

7. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or Canadian territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or Canadian territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidder.

8. Rights of Canada

Canada reserves the right to:

- a. reject any or all bids received in response to the bid solicitation;
- b. enter into negotiations with bidders on any or all aspects of their bids;
- c. accept any bid in whole or in part without negotiations;
- d. cancel the bid solicitation at any time;
- e. reissue the bid solicitation;
- f. if no responsive bids are received and the requirement is not substantially modified, re-tender the requirement by inviting only the bidders who bid to re-submit bids within a period designated by Canada;
- g. negotiate with the sole responsive Bidder to ensure best value to Canada;
- h. accept, or waive, a non-material error of form in a Bidder's proposal or, where practical to do so, request a Bidder to correct a non-material error of form in the Bidder's proposal provided there is no change in the price quoted;
- i. award more than one contract for the requirement if it is determined that no single proposal satisfies the project objectives; and
- j. retain all proposals submitted in response to this bid solicitation.

9. Price Support

In the event that the Bidder's proposal is the sole responsive bid received, the Bidder must provide, on Canada's request, one or more of the following price support if applicable:

- a. a current published price list indicating the percentage discount available to Canada; or
- b. copies of paid invoices for the like quality and quantity of the goods, services or both sold to other customers; or



Request for Proposal: IC401683

Making Canada a destination of choice for travelers seeking world-class culinary experiences

- c. a price breakdown showing the cost of direct labour, direct materials, purchased items, engineering and plant overheads, general and administrative overhead, transportation, etc., and profit; or
- d. price or rate certifications; or
- e. any other supporting documentation as requested by Canada.

10. Bid Costs

No payment will be made for costs incurred in the preparation and submission of a bid in response to the bid solicitation. Costs associated with preparing and submitting a bid as well as any costs incurred by the Bidder associated with the evaluation of the bid, are the sole responsibility of the Bidder.

11. Conduct of Evaluation

In conducting its evaluation of the bids, Canada may, but will have no obligation to, do the following:

- a. seek clarification or verification from bidders regarding any or all information provided by them with respect to the bid solicitation;
- b. contact any or all references supplied by bidders to verify and validate any information submitted by them;
- c. request, before award of any contract, specific information with respect to Bidder's legal status;
- d. conduct a survey of Bidder's facilities and/or examine their technical, managerial, and financial capabilities to determine if they are adequate to meet the requirements of the bid solicitation;
- e. correct any error in the extended pricing of bids by using unit pricing and any error in quantities in bids to reflect the quantities stated in the bid solicitation;
- f. verify any information provided by bidders through independent research, use of any government resources or by contacting third parties;
- g. interview, at the sole costs of bidders, any Bidder and/or any or all of the resources proposed by bidders to fulfil the requirement of the bid solicitation.

Bidders will have the number of days specified in the request by the Contracting Authority to comply with any request related to any of the above items. Failure to comply with the request may result in the bid being declared non-responsive.

12. Conflict of Interest – Unfair Advantage

In order to protect the integrity of the procurement process, bidders are advised that Canada may reject a bid in the following circumstances:

- a. if the Bidder, any of its subcontractors, any of their respective employees or former employees was involved in any manner in the preparation of the bid solicitation;
- b. if the Bidder, any of its subcontractors, any of their respective employees or former employees had access to information related to the bid solicitation that was not available to other bidders and that would, in Canada's opinion, give the Bidder an unfair advantage.

The experience acquired by a Bidder who is providing or has previously provided the goods and/or services described in the bid solicitation (or similar goods and/or services) will not, in itself, be considered by Canada as conferring an unfair advantage or creating a conflict of interest. This Bidder remains however subject to the criteria established above.

Where Canada intends to reject a bid under this section, the Contracting Authority will inform the Bidder and provide the Bidder an opportunity to make representations before making a final decision. Bidders who are in doubt about a particular situation should contact the Contracting Authority before bid closing. By submitting a bid, the Bidder represents that it does not consider itself to be in conflict of interest nor to have an unfair advantage. The Bidder acknowledges that it is within Canada's sole discretion to determine whether a conflict of interest or unfair advantage exists.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

13. Entire Requirement

The bid solicitation documents contain all the requirements relating to the solicitation. Any other information or documentation provided to or obtained by a Bidder from any source are not relevant. Bidders should not assume that practices used under previous contracts will continue, unless they are described in the bid solicitation. Bidders should also not assume that their existing capabilities meet the requirements of the bid solicitation simply because they have met previous requirements.

14. Basis for Canada's Ownership of Intellectual Property

Innovation, Science and Economic Development Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reasons, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#): the main purpose of the Contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination.

PART 3 - BID PREPARATION INSTRUCTIONS

1. Bid Preparation Instructions

Canada requests that bidders prepare and submit their formal proposal as four (4) separately bound documents as follows:

- Section I: Technical Bid (4 hard copies)
- Section II: Financial Bid (2 hard copies)
- Section III: Certifications (1 hard copy)
- Section IV: Additional Information (1 hard copy)

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid. Failure to comply will be grounds for disqualification and the proposal may not be evaluated.

Canada requests that bidders use a numbering system that corresponds to the bid solicitation.

To further the policy on Green Procurement, issued in April 2006, Canada is directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process. To assist Canada in meeting the policy requirements, Canada requests that bidders follow the format instructions described below in preparing their bid:

- a. use 8.5 x 11 inch (216 mm x 279 mm) bond paper;
- b. use a numbering system that corresponds to the bid solicitation;
- c. use paper containing fibre certified as originating from a sustainably-managed forest and containing a minimum of 30% recycled content; and
- d. use an environmentally-preferable format including:
 - i. black and white printing instead of colour printing
 - ii. printing double sided/duplex instead of single sided
 - iii. using staples or clips instead of cerlox, duotangs or binders

All references to descriptive material, technical manuals and brochures must be included in the bid. Reduction in the size of documents will contribute to Canada's sustainable development initiatives and reduce waste.

Section I: Technical Bid

In their technical bid, bidders must demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders must demonstrate their capacity and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid must address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid



Request for Proposal: IC401683

Making Canada a destination of choice for travelers seeking world-class culinary experiences

solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria, and under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Canada will evaluate only the documentation provided with a bidder's bid. Canada will not evaluate information such as references to Web site addresses where additional information can be found, or technical manuals or brochures not submitted with the bid.

Bidders are advised that only listing experience without providing any supporting information data such as: curriculum vitae, professional profile, credentials, references and/or reference letters, number of projects completed and in progress, the period of the work performed in number of months and years in past and present employment; and where, when and how such experience was obtained will not be considered to be "demonstrated" for the purpose of this evaluation.

Resumes for proposed resources: Unless specified otherwise in the RFP, the technical bid must include resumes for each of the consultants identified in the bid solicitation that demonstrate that each proposed individual meets the requirement(s).

Education: Academic Certification (Degree, etc.) must be obtained through a recognized academic institution in the field of expertise.

Part 4 – Evaluation Procedures and Basis of Selection contain additional instructions that bidders must consider when preparing their technical bid.

Section II: Financial Bid

The financial bid must be submitted as a separate package to the technical bid.

Bidders must submit their financial bid in Canadian funds and in accordance with the pricing schedule detailed in Appendix B – Terms of Payment.

When the Bidder is required to bid a firm price for the work or any portion of the work, bidders must provide in their financial bid a price breakdown for the firm price quoted.

1.1 Exchange Rate Fluctuation

[C3011T](#) (2013-11-06), Exchange Rate Fluctuation

Section III: Certifications

Bidders must submit the certifications and additional information required under Part 5.

Section IV: Additional Information

In section IV of their bid, bidders must provide the following information:

1. their legal name;
2. their Procurement Business Number (PBN) (for additional information on how to register to obtain a PBN, refer to the following website: <https://buyandsell.gc.ca/for-businesses/selling-to-the-government-of-canada/register-as-a-supplier>);
3. their full mailing address;
4. the name of the contact person (including this person's mailing address, phone number and email address) authorized by the Bidder to enter into communications with Canada with regards to their bid, and any contract that may result from their bid.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

**ATTACHMENT 1 TO PART 3
PRICING SCHEDULE**

1.1 The Bidder must complete this pricing schedule and include it in its financial proposal. **Pricing must only be contained in the financial proposal.** A price breakdown must be provided for the firm all-inclusive rates.

1.2 Bidders shall quote in Canadian dollar (CAD), firm prices/rates as indicated in the tables below that include all costs necessary to perform the work (including overhead, profit, and all related costs). The taxes must be indicated separately, as applicable. Failure to provide pricing for an item will render the bid non-responsive.

1.3 The prices given below for the services will remain in force for the entire duration of the contract.

1.4 The volumetric (estimated usage) data is provided in good faith and does not represent a commitment on the part of Canada. Canada's actual usage may be higher or lower.

Initial Contract Period:

PRICING SCHEDULE 1 – INITIAL CONTRACT PERIOD			
Milestone No.	Description	Delivery Date	Firm Amount (CAD)
1	Phase 1: Diagnostic: Inventory, global best practices and gap analysis	60 days from Contract award	\$
2	Phase 2: Outreach to stakeholders	60 days following delivery of Phase 1	\$
3	Phase 3: Recommendations for a culinary tourism strategy	60 days following delivery of Phase 2	\$
Pricing Schedule 1 Total (excluding tax):			\$
Applicable taxes			\$

The maximum funding available for the Contract resulting from the bid solicitation is \$78,300.00 (Applicable Taxes extra). Bids valued in excess of this amount will be considered non-responsive. This disclosure does not commit Canada to pay the maximum funding available.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- (a) Proposals will be assessed in accordance with the entire requirement of the bid solicitation including the technical evaluation criteria;
- (b) An evaluation team comprised of representatives of Innovation, Science and Economic Development Canada will evaluate the bids.

1.1 Technical Evaluation

Mandatory and point rated technical evaluation criteria are included in Attachment 1 to Part 4.

1.2 Financial Evaluation

SACC Manual Clause [A0220T](#) (2014-06-26), Evaluation of Price

2. Basis of Selection – Highest Combined Rating of Technical Merit (70%) and Price (30%)

To be declared responsive, a bid must:

- (a) comply with all the requirements of the bid solicitation;
 - (b) meet all the mandatory evaluation criteria; and
 - (c) obtain the minimum number of points required for the rated technical criteria.
- 2.1 Bids not meeting (choose (a) or (b) or (c)) will be declared non-responsive.
- 2.2 The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 70 % for the technical merit and 30 % for the price.
- 2.3 To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 70 %.
- 2.4 To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30 %.
- 2.5 For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
- 2.6 Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract, provided that the total evaluated price does not exceed the budget available for this requirement.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 70/30 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

Basis of Selection - Highest Combined Rating of Technical Merit (70%) and Price (30%)

		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$115/135 \times 70 = 59.63$	$89/135 \times 70 = 46.15$	$92/135 \times 70 = 47.70$
	Pricing Score	$45/55 \times 30 = 24.55$	$45/50 \times 30 = 27$	$45/45 \times 30 = 30$
Combined Rating		84.18	73.15	77.7
Overall Rating		1st	3rd	2nd



Making Canada a destination of choice for travelers seeking world-class culinary experiences

**ATTACHMENT 1 TO PART 4
BID EVALUATION CRITERIA**

1. Mandatory Technical Criteria

The bid must meet the mandatory technical criteria specified below. The Bidder must provide the necessary documentation to support compliance with this requirement by bid closing.

Bids which fail to meet the mandatory technical criteria will be declared non-responsive. Each mandatory technical criterion should be addressed separately.

Mandatory Requirements are evaluated on a pass or fail basis. Failure on the part of the Bidder to meet any one (1) of the following Mandatory Requirements will result in the proposal being deemed non-responsive and ineligible for any further consideration or evaluation. It is the responsibility of the Bidder to ensure that the proposal meets ALL of the Mandatory Requirements as indicated below.

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.

Ref #	Mandatory Requirements	Met / Not Met	Cross reference to Proposal
MC1	<p>Company/Firm Experience: The Bidder must have experience in conducting culinary tourism related research in a minimum of three (3) projects, and in communicating the results of those projects. The Bidder must clearly demonstrate this experience by identifying:</p> <ul style="list-style-type: none"> - Members of the team; - The project on which work was done; - The client for whom the work was done (unless confidential); - How the work was comparable to that identified in the attached SOW, or how it demonstrates the Bidder's capacity to carry out the work identified in the SOW. <p>With respect to previous projects done, provide the names and telephone number of at least three (3) references.</p>		
MC2	<p>Approach/Methodology: The Bidder must provide a description of the overall approach and strategies proposed for carrying out this project.</p>		
MC3	<p>Resource experience: In order to demonstrate that the Bidder has sufficient resources to complete the research both thoroughly and on time, the Bidder must include within the proposal a detailed curriculum vitae (c.v.) for all proposed persons who will work as resources named in its proposal. The c.v.'s must clearly indicate those individuals' experience in the provision of research for public and/or private dissemination and specifically in the areas of tourism as it related to the deliverables listed in the SOW.</p> <p>The project leader must meet the following minimum qualifications:</p> <ul style="list-style-type: none"> - A minimum of five (5) years of academic research experience in tourism studies or a closely related field; or 		



Making Canada a destination of choice for travelers seeking world-class culinary experiences

	<p>-A minimum of seven (7) years' professional experience in a leadership role in the field of culinary tourism.</p> <p>Other resources must have at least two (2) years' experience, in the last five (5) years, in conducting or supporting research in tourism studies or a closely related field; or</p> <p>At least two (2) years' experience in working with stakeholders on public policy issues.</p>		
--	--	--	--

2. Point Rated Technical Criteria

Proposals having successfully met ALL of the mandatory criteria will be evaluated against each of the following point-rated criteria.

Proposals should identify the qualifications and experience of the firm and the proposed resource personnel to carry out the tasks by systematically addressing each of the requirements as detailed below.

Proposals should provide supporting information in number of years/months/projects consisting of detailed resume(s) that clearly describe the degree and nature of the knowledge/experience possessed by each proposed resource personnel including that of the firm. Supporting information should include the previous experience with respect to the factors listed below. Up to the number of points specified below will be awarded for each factor based on length and depth of experience. The points will then be totaled.

Proposals will be evaluated and point-rated against the criteria listed below, using the evaluation factors and weighing indicators indicated.

Bids must achieve an overall minimum percentage of 70%. Bids that do not meet this requirement will be declared non-responsive. Each point rated technical criterion should be addressed separately.

Ref #	Point rated Criteria	Max Number of Points	Min Number of Points Required	Cross Reference to Proposal
RT1	<p>Company / Firm Experience</p> <p>The Bidder should provide a written background description, of up to a maximum of 1000 words, that demonstrates knowledge of the following fields and demonstrates:</p> <ul style="list-style-type: none"> • understanding of global and Canadian trends in culinary tourism (10 points); • understanding of Canada's economic and tourism environment (10 points); • understanding the levels and type of federal government priorities relating to tourism (10 points). <p>Up to a maximum of 30 points.</p>	30		
RT2	<p>Approach / Methodology</p> <p>The Bidder's proposal should outline a plan to complete the work described in this SOW. The proposal will be evaluated as follows:</p>	40		



Making Canada a destination of choice for travelers seeking world-class culinary experiences

	<ul style="list-style-type: none"> • A proposed work plan and schedule describing the approach taken in meeting the requirements of the SOW (10 points); • Number of experienced personnel (including backups) needed to complete the tasks / activities described in the SOW (10 points); • Defining project risks and the risk mitigation processes to be implemented throughout the project (10 points); • Describing how the project will be kept on time and on budget (10 points). <p>Up to 10 points each to a maximum of 40 points.</p>			
RT3	<p>Experience with working with private sector, non-governmental, research, academic, provincial and/or federal government, and/or international organizations involved in tourism, particularly culinary tourism.</p> <p>In their proposal, the Bidder should describe a minimum of three (3) previous projects in which they have participated, demonstrating they have related experience in working with stakeholders in the culinary tourism field. For each experience quoted, the Bidder must identify the group(s) with which they worked, and provide details on what exactly they did for the group with a clear linkage to tasks and activities identified in the SOW.</p> <p>Up to 5 points for each project identified up to a maximum of 15 points.</p>	15		
RT4	<p>Information Collection</p> <p>The project plan should describe how and when data will be obtained from the various sources and how the sources will provide corroboration and multiple perspectives. The plan should clearly describe the following:</p> <ul style="list-style-type: none"> • Data sources and their applicability to the study (5 points); • How and when an appropriately broad range of information will be collected (10 points); • What steps will be taken to plan and conduct stakeholder roundtables (15 points). <p>Up to 10 points each for a maximum of 30 points.</p>	30		
Total Maximum Technical Points:		115	80	

3.0 Mandatory Financial Criteria

Bids must meet the mandatory financial criteria specified in the table inserted below.

Bids, which fail to meet the mandatory financial criteria, will be declared non-responsive. Each criterion should be addressed separately.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

Reference	Mandatory Requirement
MF1	The maximum funding available for the Contract resulting from the bid solicitation is \$78,300.00 (Applicable Taxes extra). Bids valued in excess of this amount will be considered non-responsive. This disclosure does not commit Canada to pay the maximum funding available.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

1. Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

1.2 Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the [Financial Administration Act](#), R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the [Public Service Superannuation Act](#) (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the [Supplementary Retirement Benefits Act](#), R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the [Canadian Forces Superannuation Act](#), R.S., 1985, c. C-17, the [Defence Services Pension Continuation Act](#), 1970, c. D-3, the [Royal Canadian Mounted Police Pension Continuation Act](#), 1970, c. R-10, and the [Royal Canadian Mounted Police Superannuation Act](#), R.S., 1985, c. R-11, the [Members of Parliament Retiring Allowances Act](#), R.S. 1985, c. M-5, and that portion of pension payable to the [Canada Pension Plan Act](#), R.S., 1985, c. C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes** () **No** ()

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:



Making Canada a destination of choice for travelers seeking world-class culinary experiences

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with [Contracting Policy Notice: 2012-2](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes** () **No** ()

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

2. Certifications Precedent to Contract Award and Additional Information

The certifications and additional information listed below should be submitted with the bid, but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame provided will render the bid non-responsive.

2.1 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "[FCP Limited Eligibility to Bid](#)" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's](#) website

(http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969).

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list at the time of contract award.

2.2 Status and Availability of Resources

SACC Manual clause [A3005T](#) (2010-08-16), Status and Availability of Resources

2.3 Education and Experience

SACC Manual clause [A3010T](#) (2010-08-16), Education and Experience

2.4 Conflict of Interest

In order to provide impartial and objective advice to ISED and to avoid any real or apparent conflict of interest, the Contractor represents and warrants that any proposed individual(s) assigned to perform any work under a Contract shall not be in a situation of conflict of interest that would render it unable to



Request for Proposal: IC401683

Making Canada a destination of choice for travelers seeking world-class culinary experiences

provide impartial assistance or advice to ISED, or affect or otherwise impair its objectivity in performing the work.

A Contract for services will be on the condition that there are no conflicts of interest for the duration of the project. Therefore, upon receiving a Contract from ISED, the Contractor shall not perform any services for any entity other than ISED. The Contractor must certify that there is no actual conflict of interest or an appearance of a conflict of interest in relation to the project by submitting a signed declaration to the Project Authority prior to awarding the Contract. The Contractor shall at all times keep ISED updated on potential conflicts of interest related to the auction and the Contractors' other clients.

Should a Contractor subsequently become aware of such a potential conflict, it will notify the Project Authority immediately.

By signing below, the Bidder hereby certifies that it has read the solicitation document and is in compliance with the above noted certifications, that all statements made in its proposal are accurate and factual, that it is aware that ISED reserves the right to verify all information provided in this regards, and that untrue statements may result in the proposal being declared non-responsive or in other action being taken which ISED deems appropriate.

Date: _____

Signature: _____

Title: _____
(Title of duly authorized representative of business)

Name of Business: _____

PART 6 – SECURITY REQUIREMENTS

1. Security Requirements

At the date of bid closing, the following conditions must be met:

- (a) the Bidder must hold a valid organization security clearance as indicated in Part 7 - Resulting Contract Clauses;
- (b) the Bidder's proposed individuals requiring access to classified or protected information, assets or sensitive work sites must meet the security requirements as indicated in Part 7 - Resulting Contract Clauses;
- (c) the Bidder must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites;

For additional information on security requirements, Bidders should refer to the [Industrial Security Program \(ISP\) of Public Works and Government Services Canada](http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html) (<http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html>) website.

PART 7 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

1. Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work in Annex A.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

2. General Conditions

Innovation, Science and Economic Development Canada [General Conditions of a Service Contract](#) apply to and form part the contract. The document is available at:

http://www.ic.gc.ca/eic/site/icgc.nsf/eng/h_06661.html.

2.1 Specific Person(s)

The Contractor must provide the services of the person(s), as indicated in Annex B, Basis of Payment, to perform the Work as stated in the Contract.

3. Security Requirements

1. The Contractor/Offeror must, at all times during the performance of the Contract/Standing Offer/Supply Arrangement, hold a valid Designated Organization Screening (DOS) with approved Document Safeguarding at the level of **PROTECTED B**, issued by the Canadian Industrial Security Directorate, Public Works and Government Services Canada.
2. The Contractor/Offeror personnel requiring access to PROTECTED information, assets or work site(s) must EACH hold a valid **RELIABILITY STATUS**, granted or approved by the Canadian Industrial Security Directorate (CISD), Public Works and Government Services Canada (PWGSC).
3. The Contractor MUST NOT utilize its Information Technology systems to electronically process, produce or store PROTECTED information until the CISD/PWGSC has issued written approval. After approval has been granted or approved, these tasks may be performed up to the level of **PROTECTED B**.
4. Subcontracts which contain security requirements are NOT to be awarded without the prior written permission of CISD/PWGSC.
5. The Contractor/Offeror must comply with the provisions of the:
 - a. Security Requirements Check List and security guide (if applicable), attached at Annex C;
 - b. *Industrial Security Manual* (Latest Edition).

4. Term of Contract

4.1 Period of the Contract

The Contractor shall, between the date of Contract award and *(to be completed at contract award)*, perform and complete with care, skill, diligence and efficiency the work that is described in the Statement of Work.

5. Authorities

5.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Chantal Lafleur

Title: Senior Contracts and Procurement Advisor

Department: Innovation, Science and Economic Development Canada

Telephone: 613-608-5865

Email: chantal.lafleur2@canada.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

5.2 Project Authority

(Will be completed at contract award)

The Project Authority for the Contract is:

Name:

Title:

Address:



Making Canada a destination of choice for travelers seeking world-class culinary experiences

Telephone:

E-mail address:

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

5.3 Contractor's Representative

(Will be completed at contract award)

Name:

Title:

Telephone:

E-mail address:

6. Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2012-2](#) of the Treasury Board Secretariat of Canada.

7. Payment

7.1 Basis of Payment

The Offeror will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, as determined in accordance with the Terms of Payment in Appendix B.

7.2 Limitation of Expenditure

Canada's total liability to the Contractor under the Contract must not exceed \$ **[To be entered at contract award]**. Customs duties are included and Applicable Taxes are extra.

No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

- a. when it is 75 percent committed, or
- b. four (4) months before the contract expiry date, or
- c. as soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work, whichever comes first.

If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

7.3 Method of Payment – Milestone Payment

Canada will make milestone payments in accordance with the Schedule of Milestones detailed in the Contract and the payment provisions of the Contract if:

- a. any document required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all work associated with the milestone and as applicable any deliverable required has been completed and accepted by Canada.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

7.4 Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

7.4.1 SACC Manual Clauses

[A9117C](#) (2007-11-30), T1204 – Direct Request by Customer Department

[C0711C](#) (2008-05-12), Time Verification

[4007](#) (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information

8. Invoicing Instructions

The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- a. a copy of time sheets to support the time claimed;
- b. a copy of the release document and any other documents as specified in the Contract;
- c. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
- d. a copy of the monthly progress report.

Invoices must be distributed as follows:

- a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
- b. One (1) copy must be forwarded to the Project Authority identified under the section entitled "Authorities" of the Contract.

9. Certifications and Additional Information

9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

10. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in *(to be provided at contract award)*.

11. Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- a) the Articles of Agreement;
- b) the general conditions, Innovation, Science and Economic Development Canada [General Conditions of a Service Contract](#);
- c) Annex A, Statement of Work;
- d) Annex B, Basis of Payment;
- e) Annex C, Security Requirements Check List (SRCL);
- f) the Contractor's bid dated _____ *(To be entered at contract award)*.



ANNEX A – STATEMENT OF WORK

1.0. TITLE

Making Canada a destination of choice for travelers seeking world-class culinary experiences:
Recommended Strategies

2.0. OBJECTIVE

Innovation Science and Economic Development Canada requires the services of a Contractor to prepare an analysis of the culinary tourism industry in Canada, and to provide options for developing a strategy to grow the industry, by making Canada a destination of choice for international travelers seeking world-class culinary experiences.

3.0 BACKGROUND

Worldwide, tourism presents a global opportunity for sustained growth. It is a US\$1.5 trillion industry. In 2015, international tourism arrivals exceeded 1.2 billion people, 50 million more than the previous year (reflecting 4.4 per cent growth). According to the United Nations World Tourism Organization (UNWTO) international tourism represents 7 per cent of total world exports and 30 per cent of service exports. The share of tourism in overall exports of goods and services rose from 6 to 7 per cent in 2015, outpacing growth in merchandise trade. This growth is expected to be sustainable, with an average annual rate of growth of 4 per cent since 2010, and a projected average annual growth rate of 3.3 per cent through to 2030.

Canada has an opportunity to benefit from the sustained and inclusive growth that the global tourism sector offers and has had recent successes in attracting international tourists. 2015 was a strong year that saw the number of international visitors to Canada grow by 7.5 per cent to reach 17.8 million; and 2016 saw further growth of 11 per cent, to reach almost 20 million tourists a figure that is approaching our all-time high of just over 20 million, in 2002. With celebrations of Canada 150 underway, 2017 is expected to be another strong year for international tourism.

Tourism is a vital contributor to the Canadian economy, and is an important driver of job creation in Canada. It is our largest service export and represents close to 2 per cent of Canada's GDP. In 2016, revenues from international tourists amounted to \$20 billion, an increase of 10.8 per cent over 2015. Domestic tourism accounted for \$71.6 billion in revenues in 2016. One in 11 jobs (1.7 million) is associated with the tourist economy, and 721,600 people work directly in the sector. Statistics Canada estimates that there were 192,000 tourism businesses in Canada in 2014; over 99 per cent of them were small and medium enterprises (SMEs). Tourism is important in all regions, and is present in both urban and rural areas, in Indigenous communities and in the North. Tourism is a uniquely inclusive industry, as its benefits can be found virtually everywhere in the country.

On May 11, 2017, the Minister of Small Business and Tourism launched Canada's New Tourism Vision (CNTV). Led by Innovation, Science and Economic Development Canada, CNTV is a whole-of-government approach to growing international visitation to Canada and, in the process, helping our tourism industry to grow. Among the action items set out in CNTV is a commitment to commission a research study with recommendations aimed at developing the culinary tourism sector in Canada.

The potential of culinary tourism: There are clear indications that tourists are driven by culinary experiences. Culinary tourism initiatives may be defined as the use of food and drink experiences as incentives to travel. Increasingly, food and drink are considered essential to a tourist's travel experience. According to Statistics Canada, approximately one fifth of spending by international travelers in Canada is on food and beverages. Recognizing this opportunity, there are numerous examples of service providers



Making Canada a destination of choice for travelers seeking world-class culinary experiences

and organizations at the local and provincial level working together to let the world know about their culinary offerings.

Canada's advantages and challenges: There are, therefore, clearly opportunities for Canada to capitalize on its culinary offerings in order to help grow the tourism industry. Canada has chefs, restaurants and regional products of considerable renown, and major cities with reputations for providing high-quality culinary experiences. Food is a product for all seasons that can be associated with other tourism products. Canada has two major wine growing regions, as well as several smaller ones, and we have regional cuisines with international reputations that are closely associated with local agri-food production, such as seafood in the Atlantic provinces and British Columbia, maple syrup production in Quebec, major wine-growing regions in Ontario and British Columbia, craft beer in several regions, beef in the Prairies, arctic char and smoked seafood products in northern and Indigenous communities. However, Canada faces certain challenges. No one national cuisine is closely identified with Canada; given the great variety of foods and styles that are associated with Canada, it is difficult to communicate to consumers a well-defined style and image of Canadian cuisine.

4.0 STATEMENT OF WORK

The Contractor shall perform and complete with care, skill, diligence and efficiency the work that is described in this section entitled "Statement of Work".

4.1. Tasks, Activities, Milestones, Deliverables:

The Work will be carried out in three phases:

1. *Diagnostic: Inventory, global best practices and gap analysis*

Recalling the definition of culinary tourism initiatives provided in the Background, the Contractor will prepare a diagnostic of Canadian culinary tourism initiatives that includes a descriptive inventory of important local culinary tourism initiatives throughout the country, covering both product development and marketing strategies. The inventory of initiatives will include:

- Notable examples of culinary tourism offerings, including those by small, medium and large businesses, as well as a descriptive analysis of particularly innovative business models;
- Regional or local culinary and agri-food industry associations and their notable tourism-oriented promotional activities (such as annual culinary tourism shows, and marketing efforts);
- Efforts of provincial / territorial marketing organizations and destination marketing organizations focussed on culinary tourism.

The Contractor will also prepare an overview of best practices worldwide. "Best practices" are those innovative approaches to raising consumer awareness or product development related to culinary tourism that, in the expert opinion of the contractor, best leverage the advantages of a country, a region, a culinary tourism service provider or association of providers. The Contractor will include any applicable global examples of countries or regions that have faced advantages and challenges that are comparable to those faced by Canada as a culinary tourism destination (as described in the Background, above). The Contractor will also include examples of the ways in which SMEs have been incorporated into culinary tourism strategies in foreign jurisdictions, and best practices thereof. The Contractor will also examine how other countries integrate their agri-food production into their culinary tourism strategies.

As part of the international review, the Contractor will also provide observations on the current state of Canada's reputation abroad as a culinary destination.

Based on the inventory and global review, the Contractor will prepare a diagnostic of the strengths, weaknesses and challenges faced by players in the culinary tourism sector – based on what is happening in the Canadian sector, in light of what is happening elsewhere.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

Deliverable: Within 60 days of the contract being awarded, the Contractor will provide the Government with a draft diagnostic. The Contractor will also prepare a summary discussion report which can serve as the basis for the meetings and roundtables with stakeholders in phase 2. A final report, and summary discussion report, will be provided within 15 days of receipt of comments on the draft by the Project Authority.

2. Outreach to stakeholders

The Contractor will meet with stakeholders to discuss the preliminary observations set out in the diagnostic. Meetings will include roundtables in at least four (4) of the following regions: the Atlantic, Quebec, Ontario, the Prairie Provinces, the North, and British Columbia.

Meetings could be bilateral, or take place in a roundtable style, with up to ten (10) interested stakeholders per session, chosen from the Contractor's own network of professional contacts, in consultation with the Project Authority. The Contractor should, to the best of their ability, attempt to include Indigenous representation and SME representation in each of the regions. SME representation may include small business owners (e.g., restaurant owners) or leaders of industry associations representing relevant SMEs. The Contractor should also include representation from agri-food industries. Issues to be raised with stakeholders will include, but not limited to:

- Stakeholders' views on what action is needed – by the private and public sectors – to spur innovative culinary tourism product development and to implement successful marketing programs.
- Stakeholders' views of the role of government in supporting a strategy to develop the culinary tourism sector?

Deliverable: Within 60 days of providing the diagnostic under phase 1, the Contractor will prepare a draft report summarizing the above discussions with stakeholders.

3. Recommendations for a culinary tourism strategy

Based on the previous two phases, the contractor will prepare a final report that will set out recommendations for action, including, but not limited to:

- strategies for industry action;
- strategies consisting of government and industry collaboration; and
- options wherein the government can provide a spur to an industry-led strategy.

Recommendations should:

- be focussed not only on marketing, but place an emphasis on product development and market readiness as well;
- be industry-driven, recognizing that the key to growth through private-sector is innovation, and recognizing the important role that SMEs play in the sector;
- account for the variety of Canada's culinary offerings – in its geographic, cultural and linguistic diversity, including Indigenous cultures and the North, and build on our current reputational strengths as a culinary destination and agri-food producer.



Making Canada a destination of choice for travelers seeking world-class culinary experiences

Deliverable: Within 60 days of providing the deliverable under phase 2 of the project, the Contractor will provide a draft report on phase 3 with options for a culinary tourism strategy. A final report will be provided within 15 days of receipt of comments on the draft provided by the Project Authority.

4.2 Contractor's Obligations:

In addition to the requirements specified in the Statement of Work, the Contractor shall:

- Upon concern of completing a deliverable or over expenditure, immediately inform the Project Authority by telephone and suggest options to respond to Departmental concerns.
- Monitor the proposed personnel's performance to ensure that the work is completed on time, on budget and to the satisfaction of the Project Authority.

4.3 Innovation, Science and Economic Development Canada's Obligations:

- Access to a staff member who will be available to coordinate activities;
- Provide comments on draft reports within five (5) working days.

5.0 CONSTRAINTS

The Contractor could face challenges in gathering a large enough number of stakeholders to provide an adequate cross-section of culinary tourism industry perspectives. Information on global examples of culinary tourism approaches could be limited in access to the Contractor for linguistic reasons.

6.0 OFFICIAL LANGUAGES

The Department has an obligation to respect the spirit and the letter of the Official Languages Act. It is therefore, imperative that the bidder's team includes individuals fluent in both official languages in order to communicate verbally and in writing in the preferred official language of ISED employees and stakeholders.

7.0 TRAVEL

The Contractor will be required to attend meetings which will include roundtables in at least four (4) of the following regions: the Atlantic, Quebec, Ontario, the Prairie Provinces, the North, and British Columbia.



ANNEX B - BASIS OF PAYMENT

1. Terms of Payment

Her Majesty the Queen in right of Canada agrees to pay the Contractor a sum not to exceed \$ **(will be completed at contract award)**, plus applicable taxes, for the work performed as outlined in the Statement of Work (Appendix A).

2. Method of Payment – Milestone Payments

The schedule of milestones for which payments will be made in accordance with the Contract is as follows:

Milestone No: 1

Description: Phase 1

Firm Amount:

Delivery Date:

Milestone No: 2

Description: Phase 2

Firm Amount:

Delivery Date:

Milestone No: 3

Description: Phase 3

Firm Amount:

Delivery Date:

Total Estimated Cost - Contract Period (excluding applicable taxes): \$ **(to be provided at contract award)**

3. Limitation of Expenditures

No increase in the total liability of Her Majesty or in the price of the Work resulting from any design changes, modifications or interpretations of the specifications, will be authorized or paid to the Contractor unless such design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority prior to their incorporation into the Work. The Contractor shall not be obliged to perform any work or provide any service that would cause the total liability of Her Majesty to be exceeded without the prior written approval of the Contracting Authority.



ANNEX C - SECURITY REQUIREMENTS CHECK LIST (SRCL)

See attached SRCL.