



Canadian Tourism
Commission

Commission canadienne
du tourisme

Negotiated Request for Proposal

Name of Competition:	Business Events Impact and Legacy in Canada Study
Competition Number:	DC-2021-CD-05
Closing Date and Time:	July 23, 2021, 14:00 Pacific Time (PT)
Contracting Authority:	Christine Duguay Procurement Advisor 604-638-8345 procurement@destinationcanada.com

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SECTION A – INTRODUCTION

At Destination Canada we believe in the power of tourism.

Our vision is to enhance the quality of life of Canadians and enrich the lives of visitors.

Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad. In collaboration with our partners, we promote Canada as a premier four-season leisure and business tourism destination around the country and world.

Destination Canada's approach focuses on markets where Canada's tourism brand leads and yields the highest return on investment. We use research to drive our evidence-based marketing in nine key geographic leisure source markets: Australia, Canada, China, France, Germany, Japan, Mexico, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

We believe that Canada's diversity, its greatest asset, is also what touches travellers' hearts most deeply. To that end, we are committed to inclusive leadership within our workforce, workplace, and interactions with partners and travellers alike.

Destination Canada is a Crown corporation wholly owned by the Government of Canada and formed under the Canadian Tourism Commission Act.

For further information, visit <http://www.destinationcanada.com>.

A.1 Purpose and Intent

The purpose of this Negotiated Request for Proposal (the “**NRFP**”) is to solicit proposals for an in-depth impact and legacy study for international business events hosted in Canada by an expert independent organization.

Business Events is a network of organizers, service providers, suppliers and facilities engaged to develop and deliver meetings, conferences, exhibitions and related activities. They provide a forum for economic, academic, professional, and business interactions to exchange ideas, build connections and develop new ideas, concepts and knowledge. They are a highly efficient and cost-effective vehicle for driving economic recovery, renewal and development.

The value of Business Events goes way beyond “tourism” and stays within a destination. Many of the most important benefits are long-term, currently, the DC does not have proof of the presence, scale and scope of these medium to long-term benefits and are seeking a contractor to conduct a study. See Statement of Work (Section C) for detailed requirements.

It is DC's intent to enter into an agreement with the proponent who can best serve the interests of DC. At the final outcome of the NRFP process, the successful proponent (“Contractor”) may be required to collaborate with DC's other service providers and partners to ensure that public relations and communications services are consistent with DC's mandate, brand and corporate strategy.

This procurement process is not intended to create and does not create a formal binding bidding process whereby every proponent is deemed to have entered into a “Contract A” with DC. Instead, the process is intended to enable DC to learn what proponents can offer by way of goods or services in response to DC's Statement of Work. Depending on the number and variety of responses, DC will subsequently negotiate with those proposals that best serve its needs, as determined by DC.

By submitting a proposal, a proponent agrees to this negotiated process and agrees that they will not bring a claim against DC with respect to the award of a contract, failure to award a contract or failure to honour a response to this NRFP.

In summary, this NRFP is issued solely for the purpose of obtaining proposals. Neither the issuance of this NRFP nor the submission of a proposal implies any obligation by DC to enter into any agreement. The intent of this NRFP is to identify those vendors capable of meeting DC's requirements and with whom a final agreement may be negotiated.

A.2 Contract Term

DC anticipates entering into negotiations with the selected proponent(s) for up to a three (3) year period, with an option to extend on an annual basis by DC for a total period not to exceed another two (2) years, at DC's sole discretion. DC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

SECTION B – NRFP EVALUATION CRITERIA AND INSTRUCTIONS

B.1 Mandatory Criteria Evaluation

To qualify for evaluation, proposals will first be checked against the mandatory criteria set out in Section D. Proponents failing to satisfy the mandatory criteria evaluation will be provided an opportunity to rectify any deficiencies ("Rectification Period"). Proposals satisfying the mandatory criteria during the Rectification Period will be further evaluated as outlined in Section B.2. All proposals failing to satisfy the mandatory criteria after the Rectification Period will be excluded from further consideration and notified as such. The Rectification Period will begin at the closing of the NRFP, and will end within a time period defined by DC in its sole discretion.

B.2 Desirable Criteria Evaluation

Proposals meeting the mandatory criteria will then be evaluated and scored on the desirable criteria set out below. DC's evaluation committee may be comprised of DC employees and consultants to DC who are bound by an agreement of confidentiality with respect to the NRFP process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to DC Senior Executive.

All decisions on the degree to which proposals and/or presentations/demonstrations meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of DC.

B.2.1 Desirable Criteria Questionnaire (Section E) 50%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% of 50% or higher (the "Threshold") will be evaluated further based upon, but not limited to Proposed Pricing.

B.2.2 Proposed Pricing (Section F) 30%

Following evaluation of Proposed Pricing, DC may limit further evaluation to a limited number of the top ranked proposals up to a maximum of the three top ranked proposals (the "Shortlist"). Only those proposals on the Shortlist will be further evaluated based upon Presentations.

B.2.3 Presentations/Demonstrations (Section G) 20%

TOTAL 100%

B.2.4 Negotiations

DC intends to conduct concurrent negotiations, as defined in Section H.10 Negotiations, with a limited number of the top ranked proponent(s) up to a maximum of the three (3) highest scored proposal(s).

B.3 Proposal Submission, Intentions, and Questions Instructions

B.3.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time ("Closing Time") of **14:00 hours PT, July 23, 2021**.

Any proposal received after the Closing Time may not be reviewed by DC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted as per the instructions in B.3.4 below. All proposals received as a result of this NRFP shall become the property of DC. The time stamp of DC's email system shall be the official time for receipt of the proposal.

B.3.2 Questions

Proponents may submit questions via e-mail to the Contracting Authority until **14:00 hours PT, June 28, 2021**. Questions submitted after this date and time may not be responded to.

If DC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory to DC explaining why it should not be included with the posted anonymous questions and answers. If DC concurs with the request, the question will be answered in confidence and will not be posted. If DC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, the proponent has the option to withdraw the question.

B.3.3 Intentions

Proponents should indicate if they intend to submit a proposal ("Intent to Submit") via e-mail to the Contracting Authority by 14:00 hours PT, July 16, 2021.

Please Note: The Intent to Submit is not a mandatory requirement and therefore does not prevent a proponent from submitting by the required closing date and time.

B.3.4 Instructions

All submissions, intentions, and questions are to be e-mailed to procurement@destinationcanada.com and should reference "**NRFP DC-2021-CD-05 Business Events Impact and Legacy in Canada Study - CONFIDENTIAL**" in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person

- Reference to the corresponding NRFP section(s) if applicable

There is a maximum of eight megabyte (“MB”) file size acceptance of any e-mail. Proponents should divide their responses into appropriate sized (smaller than 8 MB) numbered files. In the e-mail the proponent should provide the detail for each section and how many e-mails they will send. Proposals are stored in an electronically secure and restricted environment. Proposals will not be opened until after the Closing Time has passed.

B.4 NRFP Form of Response, Format and Depth

B.4.1 NRFP Form of Response

Proponents should respond to and include in their proposal:

- Appendix 1 – Proponent Information and Acknowledgement Form
- Appendix 2 – Material Circumstances Form
- Appendix 3 – Amendments
- Appendix 4 – Declaration of Sub-Contractor
- Section D – Mandatory Criteria Questionnaire (if applicable)
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

B.4.2 NRFP Format and Depth

This Negotiated Request for Proposals sets out DC’s requirements, desired options and additional considerations. Proponents should prepare their proposals providing a straightforward and detailed description of their ability to satisfy the requirements set out in this NRFP. Emphasis in each proposal should be on completeness and clarity of content, and should correspond to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g. LinkedIn) may not be considered by DC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this NRFP and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to DC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that DC has any previous knowledge of the proponents’ qualifications other than that supplied pursuant to this NRFP.

B.5 Contractor Performance Management

DC is committed to fostering and supporting strong positive relationships with its Contractors to ensure critical services are maintained and the highest value and corporate wide economic benefits are realized. As such, the Contractor’s performance during the term of any agreement may be assessed using key performance measures.

Any Contractor who has demonstrated poor performance during either a current or previous agreement with DC may be considered as an unqualified proponent and their proposal may be rejected. DC reserves the right to exercise this option as is deemed proper and/or necessary.

SECTION C – STATEMENT OF WORK

C.1 Background

At Destination Canada, we believe that tourism enhances the quality of life of Canadians and enriches the lives of visitors. Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad.

Knowing that diversity is our greatest asset, we promote Canada as a premier four-season leisure and business tourism destination around the country and world in Australia, Canada, China, France, Germany, Japan, Mexico, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

Destination Canada is a Crown corporation wholly owned by the Government of Canada.

Business Events is a network of organizers, service providers, suppliers and facilities engaged to develop and deliver meetings, conferences, exhibitions and related activities. They provide a forum for economic, academic, professional, and business interactions to exchange ideas, build connections and develop new ideas, concepts and knowledge. They are a highly efficient and cost-effective vehicle for driving economic recovery, renewal and development.

The value of Business Events goes way beyond “tourism” and stays within a destination. Benefits include:

Immediate:

- Direct economic impact in destination for the event.

Medium to long term:

- Exchange of ideas between global leaders and local experts leading to more innovation.
- Development of critical networks and relationships to connect the destination to global networks of expertise.
- Development of a destination's brand as an innovator in specific spheres.
- Influence key decision makers towards investment and trade opportunities.
- Influence talent attraction and immigration decisions.
- Development of research and development partnerships.
- Influence future return visitation for leisure purposes.

Many of the most important benefits are long term, currently, we do not have proof of the presence, scale and scope of these medium to long-term benefits.

Destination Canada (DC) is seeking a vendor to conduct an impact and legacy study for Canada's Business Events (BE) industry. The impact and legacy study will allow us to:

- Prove the longer economic benefits of business events in terms of investment and economic development growth in a community.
- Provide credible Canadian and international case studies of business events that resulted in significant investments and impact in order to enhance the understanding of the benefits of business events.
- Elevate the role of the business events industry to an active and meaningful contributor to the reboot and regeneration of Canadian economies, innovation ecosystems and community well-being in the post-COVID-19 era.
- Provide insight and guidance on the type, scale and scope of events that are most likely to lead to investment and innovation.

- Amplify BE's current strategy (for attracting events through the promotion of key economic sectors) by strategically positioning business events as key drivers of socio-economic development and creators of legacies for Canadian communities.
- Strengthen BE's position as a leading agent of change in the global business industry ecosystem and foster impactful collaborations with like-minded actors.
- Identify and provide insights on the linkages between business events and their impact on the regenerative tourism ecosystem.

The project will focus on business events within the following sectors: Agribusiness, Advanced Manufacturing, Natural Resources, Technology, Life Sciences and Finance & Insurance.

An in-depth study by an expert independent organization will support recovery efforts in the post-pandemic era and ensure the value of business events is adequately communicated in the narrative of governments and BE partners.

C.2 Objectives

The legacy study objectives include but are not limited to the following:

1. Understand the legacies and impacts generated by selected events hosted in Canada under specific sectors to understand how this impact was generated and how it can be further deepened in years to come.
2. Understand the legacies and impacts generated in other countries to provide compelling case studies and comparison scale.
3. Leverage the learnings of the work done for one or more sectors, scaling the legacy study initiative to all other sectors.
4. Build the knowledge to develop a narrative:
 - a. BE as a vehicle for key sector economic development
 - b. General BE benefits
 - c. Sustainability
 - d. Sharable impactful BE stories.
5. Develop an understanding of the type, scale, scope and other characteristics of a BE that will most likely lead to investment and economic growth in a community.
6. Develop a longer-term strategy around the impact of business events on key sectors that will actively provide lasting legacies within sectors and communities, to support their growth, long-term competitive advantage and resilience.

C.3 Scope of Work

The Contractor will be required to conduct a study and provide data analysis. The legacy study approach will involve interviews and consultations with Destination Canada partners, outreach to decision makers (clients), interviews and surveys of delegates as well as in some instances the local host organizers (Canadian local ambassadors). It may also involve economic analysis of investment patterns to establish any links between key events and investment (investment relating to economic development and growth). The selected contractor may recommend additional approaches, methodologies and tactics.

C.4 Approach and Methodology

The Contractor will conduct the project in three (3) parts, planning, legacy study retrospective and legacy study forward looking. It is expected that Part A Retrospective Legacy Phase research will begin first in 2021. Part B Forward Looking Phase planning will be conducted in parallel with the retrospective phase and will be ready to action once business events begin to occur in 2022.

C.4.1 Part One (1): Planning

The contractor will:

1. Provide a project plan to DC's Project Authority (or delegate) including the approach that will be used and the timeline(s). Final project plan to be provided to DC within one (1) week of contract being awarded. The project plan will include monthly and quarterly status update reports. The reports will include the progress made and budget used, along with any significant risks or project issues.
2. Identify and develop a framework of key beyond tourism benefits/legacy elements of impact to measure. This framework must be submitted for DC approval.
3. Develop the questionnaires and templates for the surveys and reports.

Note: Contractor will work with primary and secondary data sources: data obtained through survey questionnaires designed to assess respondent demographics and key social legacy questions. Quantitative results will be supplemented by interview findings from primary and secondary data collection.

C.4.2 Part Two (2): Legacy Study Part A: Retrospective Legacy Phase

An analysis of business events that were hosted pre-COVID-19 and the legacy left behind in the host destination. The analysis will include a total of six (6) to eight (8) conferences that were held in Canada in 2018-2019 as provided by the DC. The retrospective research phase will start in 2021 and may extend into 2022 and 2023. The conferences will need to be followed into year 2 and 3 of the contract.

The Contractor will:

1. Work with DC and DC Partners to identify business events based on the established criteria, as provided by DC.
2. Conduct data collection (including but not limited to surveys, interviews, secondary research, etc.).
3. Provide project status summary reports monthly and quarterly. The reports will include the progress made and budget used, along with any significant risks or project issues.
4. A report outlining the initial findings and the foundation for the legacy will be submitted for DC's review in year one (1).
5. Year two (2) deliverables: Data collection continues and legacy progress report is to be provided.
6. Year three (3) deliverables: Final year data collection and submission of draft final report.

C.4.3 Part Three (3): Legacy Study Part B: Forward Looking/Future Phase

An analysis of business events that will occur in 2022 and beyond in Canada and the legacy they will leave behind in the host destination. The analysis will include a total of 10-12 international business events within Canada's priority sectors, as provided by DC.

The Contractor will:

1. Work with DC and DC Partners to identify business events based on the established criteria as provided by DC.
2. Conduct data collection (including but not limited to surveys, interviews, secondary research, etc.).
3. Provide project status summary reports monthly and quarterly. The reports will include the progress made and budget used, along with any significant risks or project issues.
4. Year one (1) deliverables: A report will be submitted for DC's review of initial findings.
5. Year two (2) deliverables: Data collection continues and submission of draft final report.

Note the tasks above can be done in parallel with Part A.

The Contractor will complete the following data collection for Part A and B:

- Work with destination partners to be introduced to relevant contacts (along with DC)
- Set up interviews with conference stakeholders including but not limited to: association executives, local academic/researchers, planners, government departments, destination marketing organizations (DMO), economic development agencies, etc.
- Build questionnaires and templates working with DC's research team.
- Surveys will be issued to stakeholders along with delegates.

- Follow up over time with conference stakeholders.

C.4.4 Final legacy report

A comprehensive project summary and a final report (that includes the part A and B) will be produced three (3) weeks following the Contractor receiving comments from DC.

- Contractor will transform the final report into a presentation (PowerPoint slides) and will present findings to DC.

C.5 Deliverables and Schedule

Key milestones include:

- Contractor approach and plan, to be approved by DC.
- Project kick-off with DC.
- Industry kick-off with DC and select conference stakeholders.
- Legacy criteria suggested by Contractor, to be approved by DC.
- Questionnaires and surveys are finalized, to be approved by DC.
- Contractor conducts data collection.
- Fieldwork: Interviews and Questionnaires are conducted.
- Progress summary update monthly and progress report quarterly.
- Retrospective phase: initial report is provided to DC.
- Retrospective Phase: Year 2 progress report is provided to DC.
- Retrospective Phase: Year 3: draft final report is provided to DC.
- Forward looking Phase Year 1: initial report is provided to DC.
- Forward looking Phase Year 2: draft final report is provided to DC.
Note: reports in Retrospective Phase and Forward Looking Phase reports may be at different times of year dependent on event dates and data collection.
- Final legacy report (C.4.5): A comprehensive project summary and a final report will be produced three (3) weeks following receiving comments from DC on Part A and Part B draft reports. The final report will include analytical interpretations of the research findings supported by charts and graphs. Note: the final legacy report to be produced combining part A and B.

Data files and formats:

- Provide all reports in word format and provide PowerPoint slides of final reports.
- Provide tables and charts in excel workbooks.
- Provide all interviews and survey responses in excel or csv format.

C.6 Performance Standards and Quality Measurement

The Contractor's performance during the term of the agreement may be assessed using key performance measures. Any performance issues that are identified must be addressed by the Contractor in a timely fashion. If serious performance concerns are raised, the Contractor may be required to work with DC to implement a performance improvement plan.

C.7 DC Responsibilities and Support

DC will assign a Project Authority to:

- Act as the primary contact for DC.
- Provide names of conferences within sectors for targeting and contacts for destination partners along with conference stakeholders (where applicable).
- Provide feedback and direction on all deliverables.

- (d) Conduct annual vendor performance reviews to ensure that the Contractor is supplying the expected quality of the services.

C.8 Contractor Responsibilities

The Contractor will provide a key contact (Account Manager) who will manage the DC account. The Account Manager is required to ensure a single point of contact to DC as well as the continuity and the quality of project work and attend meetings. The Account Manager is required to perform the following:

- (a) Assign a Project Manager; this could be the same person as the Account Manager.
- (b) Coordinate all project activities.
- (c) Setup regular status calls and project specific meetings/teleconferences, as needed.
- (d) The Contractor must be flexible with time zones in order to be able to connect with international stakeholders.
- (e) Respond within 48 hours to any DC requests.
- (f) Provide immediate notification on any project delays.

C.9 Risks and Constraints

Data storage in Canada, United Kingdom, or the European Union is preferred.

The Contractor may be required to participate with DC in a Privacy Impact Assessment during contract award.

Access to physical events taking place in 2022 may be restricted/impacted due to COVID-19. This may delay Part B: Forward Looking Phase of the project.

C.10 Reporting and Communication

The Contractor will provide:

- weekly progress updates during initial project kick-off (emails and meetings as required and determined at initial kick-off meeting)
- monthly progress update meetings
- quarterly progress reports
- all project reports as stated in Section C.4.

Note: All meetings are to be conducted via web conference.

C.11 Personnel Replacement

The Contractor is required to advise DC's Contract Authority two (2) weeks' in advance of any change to the account manager or key personnel. If replacement is required, the Contractor is responsible for providing, in a timely manner, a replacement with equivalent or greater experience.

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

Full compliance with mandatory criteria is required in order for proposals to be further evaluated.

D.1 Mandatory Criteria

D.1.1 The proponent must be a legally incorporated firm and an established business operating for a minimum of two (2) years. Are you able to comply with this requirement?

Yes

No

D.1.2 The proponent's proposed Senior Consultant must have a minimum of five (5) years experience working in the Business Events Industry. Are you able to comply with this requirement?

Yes

No

D.1.3 The proponent must have researchers that have experience in impact analysis (events and beyond tourism benefits analysis preferred). Are you able to comply with this requirement?

Yes

No

D.1.4 The proponent must provide the resumes of all professionals referred to in the NRFP, including specificity in terms of academic and career development. Are you able to comply with this requirement?

Yes

No

D.1.5 The proponent must provide the references and examples of related work to that in the NRFP Section C – Statement of Work. Are you able to comply with this requirement?

Yes

No

SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE

Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response.

E.1 Business / Technical Requirements

E.1.1 Provide an overview of your organization including, but not limited to, the following information:

- Company history, ownership, structure and office location(s).
- Number of employees.
- Composition and competencies of the executive management team (i.e. org. chart).
- Services and products offered including areas of specialization.
- Experience in the travel / tourism industry.
- Experience in servicing Canadian Crown corporations or a similarly structured organization in the past 24 months.
- Copies of Financial Statements for the last three years, 2018, 2019, 2020.
- Copies of applicable anti-fraud prevention policies or guidelines.
- Copies of applicable diversity and inclusion policy or guidelines.

Maximum Marks Available – 5%

Response must be limited to 2 pages excluding financial statements and policies.

E.1.2 Provide the name and experience of the Account Manager (Senior Consultant) and Project Manager and the name and experience of the back-up. Include a profile of each Key Personnel who may be assigned to DC's account, which includes relevant skills and experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received (i.e. resume).

Maximum Marks Available – 10%

Response must be limited to 500 words plus resumes

E.1.3 Identify the Key Personnel your firm intends to offer to achieve DC's objectives. Include a profile of each Key Personnel who may be assigned to DC's account, which includes relevant skills and experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received.

Please also describe your plan to provide the DC with at least the same level of service provided by the Key Personnel if, in the case the Key Personnel have left your organization or become involved with other accounts.

Maximum Marks Available – 5%

Response must be limited to 250 words per bio

E.1.4 Provide a description of three (3) research projects undertaken, within the last 5 years, that demonstrates how your organization has provided services similar to those described in Section C – Statement of Work. Project team composition in these previous research

projects being comparative to the team being proposed by the proponent is an asset. Proponents are encouraged to mention a project only once and to make cross-references to persons and projects, to the extent possible, so as to reduce the length of the offer document.

Proponents are also encouraged to select projects described in their proposal with care. Higher marks will be given to projects relevant to this request for proposal. The relevant characteristics, in order of importance, are:

- a. Beyond tourism benefits impact analysis.
- b. Research studies conducted with a combination of stakeholders (destination marketing organizations, event planners, government, etc.) and international in scope.
- c. The role of the Key Personnel.
- d. Relevancy of the approach of previous projects to the DC's requirement.

The projects are to be described clearly and include the following information:

- Project Title.
- Date (month / year).
- Client name and contact information.
- Research subject matter.
- Methodology (including scope, location, methodology).
- Team members (names and tasks).

Maximum Marks Available – 10%

Response must be limited to 2 pages per project

E.2 Approach and Methodology

- E.2.1 Based on your experience, provide a description of your understanding of business events and the legacy impact they leave on host destinations (i.e. the beyond tourism benefits).

Maximum Marks Available – 10%

Response must be limited to no maximum

- E.2.2 Provide examples to demonstrate your understanding of models used for legacy impact studies that are beyond tourism benefits.

Maximum Marks Available – 10%

Response must be limited to no maximum.

- E.2.3 Provide an overview of the analysis proposed to complete the work and include a discussion about the relevance of the analysis versus the objectives.

Maximum Marks Available – 10%

Response must be limited to no maximum.

- E.2.4 Provide a detailed description of the proposed approach and methodology your firm is proposing to undertake the project.

Maximum Marks Available – 10%

Response must be limited to no maximum

- E.2.5 Provide a detailed outline of your firms proposed project management plan, including schedules and milestones.

Maximum Marks Available – 10%
 Response must be limited to no maximum.

- E. 2.6 Identify any major difficulties anticipated in completing the work, including possible solutions.

Maximum Marks Available – 10%
 Response must be limited to 500 words

- E. 2.7 Clearly describe the proposed tasks of each key member of the project team, and for each key team member, include the allocation of each member's time in hours for each major activity. The areas of research design, fieldwork, analysis and reporting should be covered.

Maximum Marks Available –10%
 Response must be limited to 1 page

E.3 Weighting Table for Reference

The following table is provided as a reference to illustrate how each question is scored and weighted.

Desirable Criteria Question #	Desirable Criteria Question Weighting	Desirable Criteria Question Weighted	Example Proponent Score	Example Proponent Weighted Score
E.1.1	5%	2.50%	5/5	2.50%
E.1.2	10%	5.00%	3/5	3.00%
E.1.3	5%	2.50%	4/5	2.00%
E.1.4	10%	5.00%	3/5	3.00%
E.2.1	10%	5.00%	2/5	2.00%
E.2.2	10%	5.00%	4/5	4.00%
E.2.3	10%	5.00%	5/5	5.00%
E.2.4	10%	5.00%	3/5	3.00%
E.2.5	10%	5.00%	4/5	4.00%
E.2.6	10%	5.00%	3/5	3.00%
E.2.7	10%	5.00%	2/5	2.00%
Example Total	100%	50%	38/55	33.50%
A score of 60% = 30% or higher is required to advance to the next stage of evaluations, Proposed Pricing.				

SECTION F – PRICING

Proponents should submit their pricing proposal in a separate file from the rest of their response. In the pricing submission, reference the NRFP# and name along with company information.

DC is constrained by a limited budget; therefore proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this NRFP and as demonstrated through their response.

When evaluating proposed pricing, DC may consider the total cost of ownership (TCO) associated with the product or service over its lifetime including, but not limited to, acquisition cost, staffing resources, training, installation, support, maintenance, transportation and logistics, operating costs, and disposal costs. This may also include transition, migration or integration costs which DC would be expected to pay. There should be no hidden costs which DC discovers at the end of the term.

DC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

F.1 Proposed Pricing Detail

F.1.1 Pricing for Section C – Statement of Work

All pricing below is to be exclusive of travel. Travel and expenses, if applicable, require DC Project Authority pre-approval and are subject to the Treasury Board Travel Directive.

Part One (1): Planning

Item/Task	# hours	Hourly rate	Total Cost (# hours x hourly rate)
Planning			
Coordination with DMO/Conference Stakeholders			

Part Two (2): Legacy Study Part A: Retrospective Legacy Phase

Item/Task	# hours	Hourly rate	Total Cost (# hours x hourly rate)
Planning			
Coordination with DMO/Conference Stakeholders			
Year one (1) data collection			
Analysis & initial report			
Year two (2) data collection			
Year two (2) progress report			
Year three (3) data collection			
Year three (3) draft report			

Part Three (3): Legacy Study Part B: Forward Looking/Future Phase

Item/Task	# hours	Hourly rate	Total Cost (# hours x hourly rate)
Planning			
Coordination with DMO/Conference Stakeholders			
Data collection (2022)			
Analysis & initial report			
Year two (2) data collection			

Year two (2) draft report			
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Final Legacy Report

Item/Task	# hours	Hourly rate	Total Cost (# hours x hourly rate)
Final legacy report			

F.1.2 Rate Card (for reference only not weighted)

Provide your standard rate card for ad-hoc work.

All prices should be quoted in **Canadian** dollars, excluding taxes.

F.2 Payment Discounts

DC prefers a Net 30 payment term and may consider accelerating payment based on early payment discounts.

F.2.1 Indicate your payment terms, and explain any early payment discounts available to DC.

F.3 Pricing Strategies

DC may be open to other pricing strategies, incentives, volume discounts or other offerings (e.g. rebates, single volume purchase, credit for returnable product, etc.) that would benefit DC. DC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

F.3.1 Please indicate any other pricing strategies that your company may be willing to discuss with DC.

SECTION G – PRESENTATION / DEMONSTRATION REQUIREMENTS

G.1 Presentations / Demonstrations Requirements

DC will require proponents, who have made the Shortlist, to give a presentation. The presentation will be limited in scope to the content of the NRFP and subsequent proposal, and present an opportunity to verify the proponent's capabilities in support of DC's objectives.

At minimum, proponent(s) may be expected to highlight the following:

- Tell us how you would complete the project (methodology/approach).
- Introduce DC to who will be involved in the project (must be part of the presentation).

The maximum time allotted is one (1) hour including time for questions.

*Presentations will take place remotely on:

- August 12, 2021 at 11:30 AM Pacific Time
- August 13, 2021 at 9:00 AM Pacific Time
- August 13, 2021 at 11:00 AM Pacific Time.

Further details will be provided to the Shortlisted proponents.

*Dates subject to change at DC's sole discretion, proponents are expected to be available for the dates and times noted above.

All costs associated with the presentations will be the responsibility of the proponent.

SECTION H – NRFP PROCESS AND TERMS

H.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Deadline for Questions	June 28, 2021, 14:00 hours PT
Intent to Submit (*)	July 16, 2021, 14:00 hours PT
Closing Date and Time	July 23, 2021, 14:00 hours PT
Presentations of Shortlisted Proponents	August 12, 2021 and August 13, 2021
DC will endeavour to notify all proponents of its selection by:	October 2021
Timeframe for Negotiations	5 days following notification by DC

Note: The schedule is subject to change at DC's sole discretion.

(* Please note the intent to submit is not a disqualifying criteria. If you miss the above date, you can still submit your proposal within the closing date.

H.2 Interpretation of the NRFP

If a proponent is in doubt as to the intended meaning of any part of this NRFP or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by DC, an amendment to the NRFP may be issued.

It is the proponent's responsibility to understand all aspects of the NRFP requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

H.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the NRFP cover is authorized by DC to comment on any portion of this NRFP or the requirements described in this NRFP. DC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated DC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting DC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

H.4 Accuracy of Information

While the information set out, or referred to, in this NRFP has been prepared and included in good faith, DC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

H.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by DC in an amendment to the NRFP. If this NRFP was posted on the Government of Canada BuyandSell.gc.ca website ("BuyandSell"), DC may post amendments to BuyandSell, provide to all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

It is the proponent's responsibility to regularly review www.buyandsell.gc.ca for amendments to the NRFP that DC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this NRFP. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the Proponent's response (see Appendix 3).

H.6 Modification and Withdrawal

Modifications to, or withdrawals of, a submitted NRFP will be accepted by DC by e-mail notice provided that such e-mail is received by DC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

H.7 Period of Validity

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

H.8 Proposal Expenses

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this NRFP, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by DC, unless otherwise indicated. All such costs are taken at the sole risk of the proponent. By participating in this NRFP, the proponent agrees to absolve DC of any responsibility for the same.

H.9 Language

Proposals may be submitted in either French or English. The working language for the NRFP process will be the preferred language of the proponent.

H.10 Negotiations

DC reserves the right to negotiate contract scope and terms with the top-ranked proponent(s) whose expertise, experience, vision and reputation are judged to best serve the interests of DC, hereafter the "Preferred Proponent(s)". Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

DC will enter into discussions and negotiations with the Preferred Proponent(s) to reach agreement on the final terms of the Agreement. Negotiations may include requests by DC for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or confirm the conclusions reached in the evaluation and may include requests by DC for improved pricing from the proponent.

Concurrent Negotiations: The Preferred Proponent(s), as established under the evaluation, will be invited to enter into contract negotiations with DC. DC intends to conduct negotiations within the Timeframe for Concurrent Negotiations.

At any point in the Timeframe for Concurrent Negotiations, DC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more Preferred Proponents will be determined following DC's receipt of best and final offers (BAFO). Final selection will be based upon best overall value to DC. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

H.11 Contract Award

If a contract is subsequently negotiated and awarded to a proponent as a result of this NRFP process, the contract;

- i. should be negotiated within the Timeframe for Contract Negotiations;
- ii. may include, but not be limited to, the general contract terms contained in Appendix 5; and

- iii. will commence upon signature by the duly authorized representatives of DC and the successful proponent.

H.12 Debriefing

Upon request, and at DC's sole discretion, DC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to DC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

H.13 Material Circumstances

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a DC employee or Board member of DC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the NRFP process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a DC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the NRFP process (each a "Material Circumstance").

DC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and DC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that DC considers in its opinion would give rise to unfair advantage in the NRFP process, or would otherwise prejudice the integrity of the NRFP process.

H.14 Proponents Not to Promote Their Interest

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

H.15 Confidentiality

DC recognizes the proprietary nature of information that may be contained in response to this NRFP. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. DC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this NRFP or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from DC and other information developed for DC in connection with this competition. Proponents shall not use DC's confidential information except as required to develop a proposal and presentation in response to this NRFP.

Except as required by law, DC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

H.16 Publicity

Proponents must not refer, expressly or by implication, to DC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

H.17 No Collusion

By submitting a proposal the proponent represents that its proposal has been prepared without collusion or fraud and in fair competition with proposals from other proponents.

H.18 Law

This NRFP process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

H.19 Indemnities

The proponent shall be responsible for and shall indemnify DC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this NRFP process and all costs associated with those claims, loss and damages.

H.20 Rights of Destination Canada

In addition, DC reserves the right, in its sole and absolute discretion, to:

- H.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;
- H.20.2 reject any, all or part of any proposal that:
 - i. is incomplete, obscure, irregular or unrealistic;
 - ii. fails to meet the objective of the NRFP;
 - iii. fails or omits any mandatory information; or
 - iv. is non-compliant with any requirement of this request;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this NRFP at any time;
- H.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this NRFP process;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to DC;
- H.20.8 incorporate all, or any portion of the Statement of Work, the NRFP, and the successful proponent's proposal into a resulting contract document;
- H.20.9 to make an award in whole or in part, including the right to select and contract with more than one proponent to meet the requirements of the NRFP;
- H.20.10 not enter into any contract at all with any proponents responding to this NRFP.

SECTION I: LIST OF APPENDICES

APPENDIX	FILE NAME
1	Proponent Information and Acknowledgement Form
2	Material Circumstances Disclosure Form
3	Amendments
4	Declaration of Sub-Contractors
5	General Contract Terms

APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGMENT FORM

1) PROPONENT INFORMATION

- a) Company Information - For identification and information purposes only, provide the following information about your company:

Complete legal company name and address:	
Primary business and length of time business established:	
Number of direct employees:	
Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture):	
Primary contact for the NRFP (name, title, phone number and e-mail):	

- b) References - List three customers with similar requirements to those described in this NRFP who we may contact as references. For each reference include the name of the organization, key contact information (name, title, address, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that DC may contact any of these references. It is requested that proponents refrain from using DC as a reference in their proposal.

Reference #1:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

Reference #2:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

Reference #3:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

2) PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this NRFP.

Executed this _____ day of _____, 2021

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

E-mail Address:

APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

MATERIAL CIRCUMSTANCE:

DC requires proponents to disclose all Material Circumstances (as defined in H.13) as an attachment to their proposal.

Check ONE:

No, there are no Material Circumstances to disclose;

OR

Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

APPENDIX 3: AMENDMENTS

Please confirm that any amendments or addenda to this NRFP issued have been read and included in proponent response. List the amendments and/or addenda included in the response (if applicable).

Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:

APPENDIX 4: DECLARATION OF SUB-CONTRACTORS

If applicable, the proponent should submit a list of sub-contractors it intends to use in providing the services described in this NRFP by completing the Declaration of Sub-Contractors, for approval by DC. DC reserves the right to withhold approval of such sub-contractors.

The proponent is responsible for supervising and coordinating all projects and/or services that they may delegate to the sub-contractors to ensure the services are provided to DC in a seamless manner.

Indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

The goods and or services in this proposal will be provided solely by the company named in Appendix 1 – Proponent Information and Acknowledgement.

Sub-contractors will be used to provide the goods and/ or services described in this proposal.

Companies called on as Sub-Contractors to collaborate in the execution of the proposed services.

Name:

Contact Person:

Title:

Phone Number:

E-mail Address:

Address:

City:

Province:

Postal Code:

Description of services provided:

% of services the Sub-Contractor will be providing: _____%

APPENDIX 5: GENERAL CONTRACT TERMS

The following general terms may be required by DC in order to be awarded the Work under this NRFP. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the NRFP;
3. The Contractor will designate key personnel assigned to DC file who cannot be changed without the approval of DC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to DC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of DC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of DC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies DC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to DC without markup, including media placements;
12. Confidentiality clauses to be included;
13. DC shall be entitled to terminate for convenience upon 30 days written notice and upon payment for any work completed or committed to the date of termination. If DC terminates the contract or a particular work order for breach, then DC is not required to pay for the work;
14. DC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.