



EXPLORERS'
EDGE

Naturally Adventurous

REQUEST FOR PROPOSAL

Stakeholder Workshop Series

Google Analytics and Trip Advisor

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Introduction

The Ontario Ministry of Tourism and Culture created 13 Regional Tourism Organizations (RTOs) in the province to identify and implement regional priorities, allowing for more consistent marketing of Ontario's tourism regions. The RTO12 area includes Algonquin Park, Almaguin Highlands, Loring-Restoule, Parry Sound and Muskoka.

RTO12 is a not-for-profit agency that is governed by a volunteer board of directors. The mandate for RTO12 includes: providing industry leadership and strategic planning, developing strong, collaborative partnerships and packages, marketing, developing the workforce and skills training.

RTO12 is the administrative name for the region that is known in the consumer marketplace as Explorers' Edge: www.explorersedge.ca.

Explorers' Edge programs will fuel the new brand with meaning, create awareness, and have measurable components while driving business to our stakeholders.

For more information on Ontario's 13 Regional Tourism Organizations, visit <http://www.mtc.gov.on.ca/en/regions/regions.shtml>.

The RFP Process

1. The RFP process will take place as follows:
2. Potential bidders will be e-mailed a copy of the RFP.
3. Upon receiving the document and reading its content, potential bidders are requested to send an email to james@explorersedge.ca to acknowledge their intent to provide information about their solutions. This step will guarantee that the bidder name is entered in the bidder list.
4. The bidders prepare their formal response and send their document in an electronic format to Explorers' Edge by the specified RFP close date.

Project Timetable

Request for Proposal Issued	Monday January 20, 2014
RFP Due	Friday January 31, 2014
Issued Contract	Week of February 1, 2014
Project Start	ASAP
Project Completion	March 31, 2014

Proposal Submission Guidelines

Restrictions on Communications with Staff

If you wish to seek clarification on any of the information presented here, please contact James Murphy, Executive Director, by email to james@explorersedge.ca until the due date.

Information Submission Format

All responses to the questions in this document must be submitted in a Microsoft Office Windows compatible format or PDF format.

Submit Information to:

- Explorers' Edge
- 11A Taylor Road Bracebridge, ON
- Bracebridge, Ontario P1L 1R1
- Attention: James Murphy, General Manager

Number of Copies Required / Format of Copies

- Electronic copy by e-mail

Confidentiality

During the RFP process, the bidder may obtain confidential information in regards to Explorers' Edge businesses and / or its members and employees. The Bidder agrees to keep such information strictly confidential at all times. The bidder may disclose confidential information only when necessary for the submission of a response to the RFP. This does not apply to information known and available to the public.

The Bidder acknowledges that Explorers' Edge will receive many responses to the RFP that might contain information considered confidential by the bidder. The bidder will allow Explorers' Edge to use such information for the purpose of the RFP process.

All information and the responses provided to Explorers' Edge about the RFP will become property of Explorers' Edge and will not be returned to the Bidder.

Bidder Certification

(Bidder must sign and return.)

I certify that this information is complete and correct to the best of my understanding and that I am authorized to submit this information on behalf of the company.

Authorized

Signature _____ Date _____

Title _____

Print/Type

Name _____

Print/Type Company Name

Here _____

Brief Scope of Work

Tourism stakeholders have identified the need to better understand the impact of marketing initiatives (theirs and the RTOs) by developing an understanding of Google Analytics and how this product can help them enhance their output. They have also identified the need to understand Trip Advisor and how it can help their businesses succeed.

The Stakeholder Workshop Series will include 3 x 4-hour workshops executed across the region that will introduce Google Analytics and Trip Advisor to show how these products can assist tourism stakeholders in improving their marketing analysis and output. The workshops should showcase a regional context (e.g. case studies), and afford participants the opportunity to ask in-depth questions about their own enterprises (Q&A).

The scope of the services to be included in the proposals must include the following three components:

Workshop Content:

- Google Analytics – Introduction, What is web analytics?, Getting Started With Google Analytics, How Google Analytics works, accounts, profiles, and users, navigating Google Analytics , basic metrics, The main sections of Google Analytics reports (portion of the workshop will include a handout)
- Trip Advisor - Introduction, why is Trip Advisor so useful? Overview of tools, issues and topics related to Trip Advisor as well as presenting a number of inspiring case studies, showcasing some of the best examples in Explorers' Edge.

Workshop Logistics:

- Development of online promotional material
- Registration management
- Onsite facilitation
- Workshop exit surveys
- Follow-up correspondence

Regional Applicability of the Workshops:

- Industry best practices
- Facilitate guest speaker
- Incorporate related regional tourism examples
- Communicate/Incorporate Explorers' Edge programs/projects

Proposal Preparation and Format

The Bidder must ensure that the proposal meets the following mandatory requirements.

- An intent to Bid email is received by email before the “Closing Date and Time” as outlined in the RFP Timelines
- A complete bid is received by email “before the “Closing Date and Time” as outlined in RFP Process and Timeline
- Includes a cover letter including Bidder’s name, address, telephone, e-mail address and primary contact person with a note of date and time of submission. The letter should be submitted by a person authorized to sign on behalf of and to bid the Bidder to its Proposal and the terms of the RFP.
- Includes a statement that the Project Conditions outlined in the RFP have been reviewed and understood.

Pricing

Bidders must provide a detailed/line-itemed breakdown and summary of costs to provide the proposed services with total price shown. Prices must be quoted in Canadian dollars, including freight and delivery charges, and taxes.

Notes: Be advised that taxes are considered within the project budget. Prices must remain valid for at least 120 days. Bidders are required to provide their payment terms as part of their proposal.

Bidder Qualifications and References

Bidders shall provide the following information:

- Company profile outlining history, capabilities, qualifications, and experience as well as other information you deem relevant
- Summary of prior experience (within last 3 years) in providing the goods or services similar to those described in this RFP.
- Identification of all key personnel, including sub-contractors, who will be assigned to this project. Please include their relevant experience and qualifications and their roles and responsibilities in the project, as well as their level of efforts
- References including names, position, telephone numbers and e-mail addresses for which the Bidder has performed similar work. These references might be contacted during the proposal evaluation phase to determine their satisfaction with the work carried out.

Description of Proposed Service

Please describe your recommendations and approach for meeting the project requirements and please include in your presentation:

- **Strategic thinking** – We are looking for your strategic thinking and tactical considerations as it relates to the implementation of this project. Please let us know how you would implement the task at hand. What opportunities and challenges does this project present, what strategies would you employ, are there tactical considerations that need to be brought to the forefront. **Note:** This is where you can demonstrate your value added/out of the box thinking.
- **Project Work Plan:** Bidders are required to submit a work plan, itemizing the tasks and sub-tasks to complete the project in this RFP, along with the outputs. The work plan should be thorough enough in scope and detail to convey the Bidder understands of the project requirements, including the use of local and environmentally-friendly products and services, and ability to manage the project. Major meetings and all deliverables should be included and each task should show the start and end date as well as the estimated number of hours or days required to complete the task. Each task should also identify the person or persons assigned to complete the task.
- Please provide an implementation schedule/critical path in chart format for the project. Any risks that might impinge upon the timely completion of the project must also be noted.

High Level Evaluation Process

Evaluation of proposals will be performed by the RTO 12 staff and steering committee. Selection of the successful Bidder will be done through a formal evaluation process. Proposals will first be checked against mandatory criteria. All submissions will be evaluated using a common set of criteria.

Proposal Evaluation Form	
CRITERIA	WTG %
Qualifications and Experience	
• Experience and qualifications (accreditation) of personnel assigned to the project;	10.0
• Familiarity with the tourism and hospitality industry;	5.0
• References indicating the competence and track record of the Proponent in the marketplace with regard to the services required by the RTO 12;	5.0
• Provision of a print/digital portfolio of completed work similar to RFP requirements with supporting references and project results.	10.0
Total:	30.0
Submission	
• Responsiveness to the RFP, completeness/comprehensiveness of submission;	10.0
• Demonstrated understanding of project objectives and services to be provided from plan development to implementation strategies;	5.0
Total:	15.0
Project Deliverables	
• Specific deliverables proposed in terms of meeting the requirements outlined in the Objectives and Deliverables sections of this RFP;	5.0
• Availability of Proponent to work within the project's scheduling requirement;	5.0
• Ability to provide all services in a timely manner;	5.0
• Quality of the proposal in terms of methodology and approach to the project, project scheduling and proposed deliverables;	5.0
• Allocation of resources and the role of team members clearly identified;	5.0
• Ability to provide all services as per the specifications identified herein;	5.0
• Value-added services within the scope of the services required.	5.0
Total:	35.0
Weighted Qualification Points	80.0
Total Pricing (Inclusive of PST and GST)	
Weighted Pricing	20.0
GRAND TOTAL WEIGHTED SCORE	
Dollars per Point Calculation	

Marking of Qualitative and Price Criteria

Points are awarded on the following basis:

0 to 2: Does not meet the requirements

3 to 5: Marginally meets the requirements (some reservation)

6 to 8: Meets the requirements/expectations

9 to 10: Exceeds requirements/expectations

Fees are rated based on the lowest cost proposal receiving 20 pts and

each successive proposal receiving a prorated score calculated as follows:

follows: $\text{Lowest Amount} / \text{Proponents Amount} \times 20$

Cost of Proposal Submissions

- The Bidder is responsible for all and any costs associated with the preparation and submission of the Proposal. Explorers' Edge will not be liable to pay any such costs or reimburse the Bidders in the event Explorers' Edge decides to reject all Proposals.

Information Indicative Only

- The information that is provided in this RFP is indicative only. Through the review of the proposals and subsequent finalization of an agreement with the successful Bidder Explorers' Edge reserves the right to request further information or clarification of information. Explorers' Edge reserves the right to request new or additional information regarding a Bidder and any individuals or other persons associated with a response.

Confidentiality

- If the Bidder does not want the documents that are submitted in response to this RFP to be made available to the public, the Bidder must indicate that the documents are submitted in confidence. The documents contain trade secrets, technical, commercial, financial or labor relations information that disclosure of the documents could reasonably be expected to result in harm, as specified in Section 10 of the Municipal Freedom of Information and Privacy Protection Act. While Explorers' Edge will endeavor to maintain the confidentiality of all such information, the Bidder must realize that such information may well become public or be disclosed

Other Considerations

- **Explorers' Edge** in its sole and absolute discretion, may discuss or negotiate with any Bidder, the terms and conditions of its response without any obligation to other Bidders and without giving rise to any rights of other Bidders to amend or negotiate their response.
- **Explorers' Edge** shall not have any obligation to notify any of the Bidders of discussions or negotiations with any other Bidder, to invite amended responses from any other Bidders, to disseminate other information disclosed to any one Bidder, or to approve a further submission made as a result of such information.
- Conflict of Interest.
 - The bidder must declare any actual or potential conflict of interest including situations or circumstances that could give a bidder an unfair advantage during a procurement process or compromise their ability to perform
 - Explorers' Edge reserves the right to disqualify a vendor's quote due to a conflict of interest
 - The bidder must avoid and disclose any actual or potential conflict of interest during the performance of their contractual obligations

- Explorers' Edge reserves the right to terminate an agreement where a vendor fails to disclose an actual or potential conflict or where such a conflict cannot be resolved.
- In the event of any discrepancies appearing, or differences of opinion, misunderstanding or dispute arising between the Bidder and Explorers' Edge respecting the intent or meaning of this RFP, or accompanying documents, or as to any omission there from or misstatements therein, the decision and interpretation of Explorers' Edge shall be final and binding upon all parties. There shall be no review or appeal of such decision.

End of RFP. Thank you for your time.