



Naturally Adventurous

11A Taylor Road, Bracebridge, ON P1L 1S6
1 800.835.7303
Algonquin Park, Almaguin Highlands, Muskoka and Parry Sound
www.explorersedge.ca

Expression of Interest: Muskoka's Tourism Marketing Summit

In 2014, the District of Muskoka completed a service review which called for a greater understanding of the roles of various tourism promoters in Muskoka so that optimal collaboration and output can be established, or wasteful duplication can be eliminated. During this service review, conducted for the District of Muskoka by a third party consultant a major recommendation was that a Tourism Summit be established to hammer out the details of who is doing what. This recommendation from the service review for Muskoka Tourism was to convene a tourism marketing summit involving the District of Muskoka, Muskoka Chambers of Commerce, economic development departments, MTMA and other regional stakeholders with an interest in tourism to focus on the effectiveness and efficiency of tourism programs and services.

This Expression of Interest (EOI) is to identify a qualified consultant to manage the project.

Project Deliverables

The consultant will work with information gathered from 18 Muskoka tourism industry stakeholders (7 municipalities, 6 Chambers of Commerce, 3 Business Improvement Areas, RTO 12 and Muskoka Tourism) to present a draft report, facilitate a half day discussion with stakeholders followed by a final report based on discussion outcomes:

Draft Report

- Review Muskoka existing tourism programs and services using outcomes from the completed questionnaire (See Attachment)
- Identify potential service gaps;
- Identify potential service overlaps;
- Align tourism stakeholder priorities;
- Improve collaboration and coordination of tourism programs and services;
- Prepare a final report with recommendations.

Facilitated Discussion

- Present draft findings and facilitate a half day stakeholder discussion.

Final Report

- Final report that includes findings, lessons learned and recommendations.

Corporate Information

- A description of previous planning projects for comparable tourism clients;
- Demonstrated knowledge and experience working with Muskoka's tourism industry stakeholders;
- A description of the respondent's company, bios for personnel assigned to the project and their relative person hours spent on the project.
- Project implementation schedule.

Note: Proponents shall identify, within their submission, all excluded items.

Assumptions: Funding for the project, if approved, will be available for a July 30, 2014 start date. The entire project should be completed by August 22, 2014.

The expression would also require the applicant to articulate execution of the following program against a budget not to exceed \$10,000. Price is an important consideration in this project.

Please forward all documents and request for further information to James Murphy at james@explorersedge.ca (705) 706-1649 on or before Wednesday July 30, 2014 at 4.00pm.

Note: Submitting a reply to Explorers' Edge does not automatically guarantee that your company will be receiving future correspondence during the process.