



Request for Information
Expressions of Interest by Individual Contractors or Agencies
Issue Date: Friday August 30, 2019

The Greater Victoria Visitors & Convention Bureau, trading as Destination Greater Victoria, is seeking an experienced tourism consultant on a short-term contract to research and provide a draft framework of specific qualifying criteria for our Membership categories. Our members are owners and operators of businesses providing tourism-oriented services and experiences for visitors to the Greater Victoria region.

The tourism landscape is changing quickly and as a destination we have a responsibility to change with it. With rapid expansion of operators such as Airbnb Experiences offering services to visitors, there is a growing need to ensure all are appropriately qualified, licensed and resourced to provide these services at a high standard of safety, reliability and quality. Appropriate requirements aligned with regulations and best practice, together with documentation confirming compliance, need to be put into place for each membership category. These will reduce potential liability and reputational risk to the organization, endorse member businesses that meet requirements, and ensure safe, quality experiences for visitors to Greater Victoria.

See below for more information about the project, qualifications, and how to submit a proposal.

Closing Date & Time:

Submissions will be accepted up to 5:00pm on Friday September 20, 2019

Questions:

Questions must be received before 5:00pm on Friday September 13, 2019

Contact Person:

All enquiries and questions regarding this Request for Information (RFI), including requests for further clarification should be directed in writing to Tracey Sims, Destination Greater Victoria's VP of Major Events & Conferences and Member Services, at tracey.sims@tourismvictoria.com

Delivery of Proposals:

Proposals must be submitted by email, in PDF format, to Tracey Sims, tracey.sims@tourismvictoria.com by the specified closing date and time.

DESTINATION GREATER VICTORIA

About the Organization

Destination Greater Victoria is the official not-for-profit destination marketing organization that works in partnership with municipalities, community organizations and more than 950 business members in the Greater Victoria region of British Columbia, Canada.

Our Mission

We inspire the world to experience our destination.

Our Vision

Destination Greater Victoria will be internationally recognized as a leader in sustainable tourism development, ensuring Greater Victoria remains one of the top destinations in the world.

About the Project

The contractor will be responsible for developing and delivering a draft framework specifying appropriate operating standards, licensing, documentation and best practices applicable for each of Destination Greater Victoria's membership categories. The framework's criteria for membership categories should align with existing statutory requirements, including federal, provincial and municipal regulations.

Criteria required for each membership category and sub-category should consider at least the following:

- Minimum Certification
- Safety, Liability and Insurance
- Industry Standards and Best Practice
- Environmental Protection and Sustainability
- Destination Image and Brand Elements
- Ability to Promote the Destination and Positive Visitor Experiences

It is intended that the criteria will be mandatory when applying for or renewing membership with Destination Greater Victoria, and each member or prospective member will be required to demonstrate (typically through documentary evidence) that they meet the criteria applicable for their category of business. Our focus is to develop robust criteria and quality gates for each membership category, along with codes of conduct that not only support the criteria but also promote high-quality standards for how DGV members conduct business.

We are not looking to go above existing regulations but want to ensure all our members are, at minimum, appropriately licensed, sufficiently trained and qualified, and adequately insured.

Key Responsibilities:

- Work with the Member Services manager and VP responsible to the research and put together a draft framework

RFI Requirements:

- Proponents must include the following information in their submission to this RFI, within a document up to a maximum of four pages in length:
 - A comprehensive overview describing the planned approach and resources to be used.
 - Details of previous experience working on similar or related projects, including examples.
 - Past and current references as well as relevant industry contacts and/or affiliations.
 - Expectations regarding timeframe required to complete the draft framework.
 - Expectations around hourly rate and any associated costs to complete the project, or a total project budget including line items.
 - A short biography including qualifications and experience of each individual who will work on the project.

Other Requirements for the Individual Contractor or Agency:

The individual contractor, or the primary contact in the case of an agency, must demonstrate that they have:

- A minimum of five years' experience in a research, statistics, and business analysis role, including at least two years in either a management position in tourism marketing, tourism/transportation or resort development, or an advanced business consulting role.
- Superior organizational and project management skills.
- Strong writing, editing and visual presentation skills, and ability to produce high quality, professional, and easy to understand reports and products for senior-level audiences.
- Experience working in service and membership-based organizations is an asset.
- Understanding of the tourism industry, business principles and/or marketing would be an asset.

RFI Evaluation Criteria:

Submissions meeting minimum eligibility will be evaluated on the following criteria:

	Criterion	Weight	Minimum score
Proposal			
	Based in Greater Victoria	5	0
	Skills and Experience - Proponent’s relevant experience and qualifications - Assessment of the depth and breadth of the Proponent’s relationships	30	25
	Proven Track Record	20	15
	Pricing	5	0
	Quality of Proposal	10	5
	Sub-Total (Proposal)	70	45
Interview		30	25
	Total (Proposal and Interview)	100	70

Interview

Proponents who meet the minimum score for the proposal component of the evaluation will be shortlisted and invited for interview.

Proponents will be ranked based on their score for the proposal component of the evaluation. It is Destination Greater Victoria’s intention to shortlist and interview (either in-person, via video conferencing or by phone call) the three (3) Proponents with the highest proposal scores. Destination Greater Victoria reserves the right to decrease or increase the number of shortlisted Proponents depending on clustering of scores for proposals. Proposals not meeting minimum scores will not be considered further. Shortlisted Proponents will be notified via phone or email.

RFI Acceptance and Rejection:

- Submissions received after the specified time on the closing date will be rejected.
- Submissions that do not meet a minimum level of quality against the RFI requirements will not be considered.
- Destination Greater Victoria may disqualify submissions that are incomplete.
- Destination Greater Victoria reserves the right to:
 - Award the RFI, in part or in whole, to one or more proponents;
 - Accept or reject any or all submission, and waive irregularities and informalities at its discretion; and,
 - Withdraw the request for information.

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- By submitting a proposal, the Proponent waives any right to contest in any legal proceeding or action the right of Destination Greater Victoria to award the contract to whomever it chooses, in its sole discretion, and for whatever reasons Destination Greater Victoria deems appropriate.