

DESTINATION GREATER  
**VICTORIA**

**Request for Expression of Interest  
Event Management Services  
Issue Date: June 09, 2021**

**Summary and Events Background**

**Event #1: IMPACT Sustainability Travel & Tourism January 23-26, 2022**

IMPACT Sustainability Travel & Tourism is presented by a partnership between [Destination Greater Victoria](#), [Synergy Enterprises](#), [Beattie Tartan Integrated Communications](#) and [Starrboard Enterprises](#). The title “IMPACT Sustainability Travel & Tourism” was chosen to convey the importance of tourism as an economic driver as well as the large footprint it has on the environment, social and cultural fabric of a destination. The 2022 Conference dates are scheduled for January 23-26, 2022 in Victoria at the Victoria Conference Centre

History:	Jan 20-24, 2018	Victoria, Victoria Conference Centre
	Jan 21-23, 2019	Victoria, Victoria Conference Centre
	Jan 19-22, 2020	Victoria, Victoria Conference Centre
	March 31, 2021	Victoria, Virtual Event

Attendance from previous years: approximately 250-350 people

Format: pre-conference Day of IMPACT tours, two and a half days of technical talks, interaction, special events and more. Preview [Past Program](#)

Website: <https://www.tourismvictoria.com/impact>

**Event #2: Capital City Comic Con, March 25-27, 2022**

Capital City Comic Con is an Event created by the Capital City Comic Enthusiasts Society. This non-profit organization is the collaborative efforts of [Destination Greater Victoria](#), [Downtown Victoria Business Association](#), and the National Toy Museum of Canada – represented by [Cherry Bomb Toys](#). It is a convention to celebrate fans of all ages who love comic books, and comic book-based movies and television.

This Event was held in 2018 and 2019. In 2020, plans were in place for the Event to start on March 20-22, 2020 but due to COVID, the announcement was made on March 13, 2020 to postpone this Event. At this time, the new dates are booked for March 25-27, 2022 in Victoria at the Victoria Conference Centre.

History:	March 16-18, 2018	Victoria, Victoria Conference Centre
	March 22-24, 2019	Victoria, Victoria Conference Centre

Attendance from previous years: approximately 2000 people

Format: 3 day Event – gaming, special guests, cosplay, exhibitors, attractions, panels, workshops, and entertainment. Preview [Past Program](#)

Website: <https://capitalcitycomiccon.ca/>



## Scope of Work

The selected firm will play a key role, under the supervision of Destination Greater Victoria's VP Business Events Victoria, to ensure the following deliverables are executed. The items outlined below are subject to change as the project develops.

- Venue management
- Catering management
- AV and Supplier Management
- Onsite support
- Onsite staff management
- Handle ticketing/registration
- Sponsorship fulfillment
- Committee management
- Post Event wrap

### Closing Date & Time

Submissions will be accepted up to Wednesday June 30, 2021

### Questions

Questions must be received before Monday June 28, 2021

### Contact Person

All enquiries and questions regarding this Request for Information ("RFI"), including any request for information and clarification, should be directed in writing or by email to Miranda Ji, VP of Sales at [miranda.ji@tourismvictoria.com](mailto:miranda.ji@tourismvictoria.com).

### Delivery of Proposals

Proposals must be submitted by email, in PDF format, to Miranda Ji, VP of Sales at [miranda.ji@tourismvictoria.com](mailto:miranda.ji@tourismvictoria.com) by the specified closing date and time.

# DESTINATION GREATER VICTORIA

## RFI Requirements

Proponents must submit the following information in their submission to this RFI, within a submission document suitable for presentation

- Understanding of the project – submit project plans
- Qualifications of proponent: firms are asked to present an example of another event you have managed that demonstrates your understanding of the scope of this project
- Project team: firms are asked to present the individual or team that will be assigned to this project
- Ability to secure and work with appropriate contractors
- Provide current reference information for two former or current clients
- Proposed Fee structure

## RFI Evaluation Criteria

Submissions meeting the eligibility criteria will be further assessed against the following evaluation criteria.

	Criterion	Weight	Minimum score
<b>Proposal</b>			
	<b>Approach</b> <ul style="list-style-type: none"> <li>- Proponent's primary strategies for adding value to the Events such as generating efficiencies and increasing ROI.</li> <li>- Proponent's understanding of the Events and its Genre.</li> <li>- Proponent's Event Management experience and plans for these particular Events.</li> </ul>	40	20
	<b>Proven Track Record</b> <ul style="list-style-type: none"> <li>- Proponent's experience and reputation.</li> <li>- Providing examples of previous similar projects and Client testimonials.</li> </ul>	15	10
	<b>Fees</b>	15	5
	<b>Quality of Proposal</b>	10	5
	<b>Sub-Total (Proposal)</b>	<b>80</b>	40
<b>Presentation</b>		<b>20</b>	10
<b>Total (Proposal and presentation)</b>		<b>100</b>	50

# DESTINATION GREATER VICTORIA

## **Presentation**

Proponents who have been shortlisted by Destination Greater Victoria, after evaluating their proposal, will be invited to present their proposal to the Committee.

To be considered for the shortlist, a Proponent must meet the minimum score for the proposal component of the evaluation.

It is Destination Greater Victoria's intention to shortlist and invite to present the top two (2) Proponents with the highest scoring proposals. Destination Greater Victoria reserves the right to decrease or increase the number of those shortlisted depending on the clustering of scores for proposals.

Proposals not meeting the minimum scores will not be considered further. Shortlisted Proponents will be notified by 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.
- 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.