

## REQUEST FOR PROPOSALS

Pelee Island Destination  
Development Plan

RELEASE DATE:  
September 28th, 2020

DEADLINE FOR  
SUBMISSIONS:  
1:00 P.M. October 16th, 2020



**Pelee Island Tourism Development Strategic Plan  
REQUEST FOR PROPOSAL**

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## Request for Proposal

### Pelee Island Tourism Development Strategic Plan

## SUMMARY

The Southwest Ontario Tourism Corporation (SWOTC), Tourism Windsor Essex Pelee Island (TWEPI) and the Township of Pelee are partnering to complete a Destination Development Plan for Pelee Island. This project is being overseen by a committee made up of administration from both the Township of Pelee and Tourism Windsor Essex. The Project Lead is Lynnette Bain, Vice-President Destination Development Tourism Windsor Essex and the Project Coordinator is Cathy Miller.

## BACKGROUND

### Project Overview

Ontario's Southwest is favourably located along the north shore of Lake Erie, and hosts the longest shoreline in Ontario fronting 5 bodies of water. Tourism Windsor Essex Pelee Island is the official Destination Marketing Organization for Windsor, Essex County and Pelee Island. Pelee Island is located within Lake Erie, and is the southernmost point of inhabited Canada. The island has under 500 permanent residents and acts as a popular spring, summer and fall tourism destination. Visitors travel to the island to enjoy rest & relaxation, nature preserves, birding, award-winning wine and is popular amongst cyclists as part of the Great Waterfront Trail.

Visiting Pelee Island is popular amongst travellers and the municipality and project partners would like to support the evolution of Pelee Island as a destination so it continues to be desirable for travellers, while supporting the local community, economy and environment.

Project partners are looking for a strategic planning firm to support the development of a Destination Development Plan for Pelee Island. The project budget is up to \$10,000 excluding HST, and project partners will be reviewing submissions based on a proposed workplan and project deliverables within project budget.

## SCOPE

### Deliverables

The project deliverables defined in this RFP are the minimum requirements for the execution of the Project. Should Bidders feel it is desirable to produce additional deliverables these should be described explicitly in the proposal as add-on options with corresponding project delivery timing.

1. **Work Plan:** Based on the Project Plan that is to be submitted as a partial requirement of this document, the Successful Bidder shall prepare a more detailed Work Plan, with a

description of the steps to be followed in order to successfully meet the project's requirements/objectives. The detailed Work Plan will be submitted by the Successful Bidder to project partners after an initial planning meeting. The Work Plan to be submitted as part of the bid, will include the project deliverables, staging of tasks, key decision points, and the expected completion date for each task.

Reporting to project partners, the Successful Bidder will complete:

- a. Initial planning meeting with project partners to review submitted Project Plan and complete full project scope,
  - b. Preliminary analysis including a document review (supplied by project partners and external as appropriate),
  - c. Submit an updated Work Plan,
  - d. Participate in status calls with the Project Lead and Project Coordinator every second week
  - e. Deliver final Destination Development report.
2. **Approach:** The Bidder should demonstrate a clear understanding of the assignment including, but not limited to provision of:
- a. Company information, including ownership and affiliations, number of years in business, number of employees, product and geographic market served, listing of proposed team members to service the project with brief biographical profile of each member, hourly rate for each member, availability of staff and support capabilities of the Bidder, and summary of service methodology an approach (specifically, how will the Bidder provide quality service to the project).
  - b. List of similar size clients, minimum of three (3) customer references, including contact name, position and contact information.
  - c. Project experience relevant to this RFP, including experience managing projects with multiple stakeholders
  - d. Proposed Project Plan including timetable to undertake each of the activities proposed leading up to the project completion date. This will include, but not be limited to: the start and finish times for each activity, budget for each activity, itemized breakdown of all professional fees with a list of related services and description of cost inclusions, including disbursement and other related fees, and the deliverables associated with each activity, the name of the persons who would be responsible for overseeing each activity.
  - e. Statement of the Bidder's perceptions of the major obstacles, risks, and other factors that will affect the success of this project, and indicate how they plan to overcome these challenges. The key factors for measuring progress and success should be identified.
  - f. An indication of how the Bidder will monitor the quality of the work done to ensure that it remains meaningful, on target, within budget, etc.

**Recognition:** Any reports generated by the Successful Bidder must acknowledge the participation and support of the Township of Pelee, Tourism Windsor Essex Pelee Island and Southwest Ontario Tourism Corporation, in cooperation with the Ontario Ministry of Heritage Sport Tourism and Culture Industries.

## REQUIREMENTS

**Bid Submission:** Bidders must clearly indicate the total project costs, with all related taxes stated separately. As a minimum, this should include:

- g. A complete cost breakdown by item or activities that are required to complete the project.
- h. A suggested payment schedule.
- i. Proposal including deliverables details, not to exceed 6 pages (excluding appendices).

## EVALUATION

**List of Evaluation Criteria and marks assigned to each item.**

Description	Weight	Total Weight for Section
<b>A. Scope of Services, Work Plan and Schedule</b>		
Proposed plan and approach	50	50
<b>B. Experience and Qualifications</b>		
Experience in key skill areas	10	30
Related project experience including working collaboratively with stakeholders	10	
Knowledge of Pelee Island tourism	5	
Knowledge of outdoor adventure, recreation and conservation priorities.	5	
<b>C. Project Budget</b>		
Cost of project	20	20
<b>TOTAL</b>		<b>100</b>

## REQUEST FOR PROPOSAL

### 1. Bid Submission Requirements

The proposal shall be limited to 6 pages, excluding pricing tables, breakdown of project schedule and hours, and appendices.

## 2. Closing Date and Time

- a. one (1) digital version to be submitted to Project Coordinator by 1:00PM EST October 16, 2020. ❖

*Project Coordinator  
Cathy Miller (hr@tourismwindsorsex.com)*

All submissions are to be **clearly identified** and in subject line as “Pelee Island Destination Development Plan”

## 3. Period of Acceptance

Bid submissions shall remain firm for thirty (30) calendar days after the date of closing.

# TERMS AND CONDITIONS

## 1. General

Submission of a proposal indicates acceptance by the proponent of all of the conditions contained in this RFP and in the project partners Independent Contractor Agreement, unless clearly and specifically noted in the proposal submitted and confirmed in the agreement between project partners and the successful proponent. The successful Bidder will begin work as soon as possible after notification of the award of this project, and by no later than November 16<sup>th</sup>.

## 2. Late Submissions

Proposals received later than the specified time will not be accepted.

## 3. Intention to Submit, Questions & Queries

To ensure you are apprised of any additional information that may be provided, please confirm your intention to submit a proposal upon receipt of this RFP. Intentions to submit and queries regarding this RFP are to be directed in writing to *Cathy Miller hr@tourismwindsorsex.com*, subject line as “Pelee Island Destination Development Plan”. Should a bidder find discrepancies in, or omissions from the formal bid documents, or should he/she be in doubt as to meaning, he/she shall clarify them in writing with the Project Coordinator through [hr@tourismwindsorsex.com](mailto:hr@tourismwindsorsex.com), who may send an addendum to all bidders. No oral explanation or interpretation will be provided. If an addendum is issued, all self-identified bidders will be notified, and listed on [www.swotc.ca](http://www.swotc.ca). No addendum will be issued after 5pm on October 13<sup>th</sup>, 2020. Each addendum issued must be acknowledged and included with your submission.

Should there be a discrepancy between this RFP and the Independent Contractor Agreement, the latter shall prevail.

#### 4. Insurance

### Certificate of Insurance

Upon award of the contract, the successful bidder must furnish to the Corporation, at their expense, certificate(s) of insurance satisfactory to project partners, as set forth below. In the event that the certificate(s) of insurance is/are not satisfactory, project partners may require the successful bidder to provide a certified copy of the policy. This shall be provided prior to the commencement of any work. The certificate(s) in the amounts listed below are to be provided:

\$2 million – commercial general liability  
\$2 million – professional errors and omissions liability  
\$2 million – automobile coverage

#### 5. Workplace Safety & Insurance Board (WSIB)

The Contractor will maintain current and ongoing WSIB coverage for their employees as required by applicable law.

#### 6. Proposal Withdrawal

Any proponent may withdraw his/her proposal prior to the time of closing from Project Lead, provided such request for withdrawal is received in writing prior to the specified closing date and time.

#### 7. Rights Reserved

a) Project partners are not liable for any costs incurred by the proponent in the preparation of their response to the RFP or presentations, if required. Furthermore, project partners shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any proponent, prior or subsequent to, or by reason of the acceptance, or non-acceptance, withdrawal by project partners of any proposal, or by reason of any delay in the award of the proposal.

b) **The lowest bid proposal will not necessarily be accepted.** Project partners reserve the right to accept/reject any or all proposals and/or reissue the RFP in its original or revised form.

c) Project partners reserve the right to request specific requirements not adequately covered in their initial submission and clarify information contained in the RFP.

d) Project partners reserve the right to modify any and all requirements stated in the Request for Proposal at any time prior to the possible awarding of an agreement.

e) Project partners reserve the right to cancel this RFP at any time, without penalty or cost to project partners. This RFP should not be considered a commitment by project partners to enter into any agreement.

f) In the event of any disagreement between project partners and respondent regarding the interpretation of the provisions of the RFP, the Project Lead shall make the final determination as to interpretation.

g) Acceptance or rejection of proposals will be at the discretion of the project partners. They reserve the right to reject the proposal of any proponent who does not furnish satisfactory evidence of sufficient qualification to successfully execute and complete the work. Past performance of firms submitting proposals shall also be a consideration.

h) Proposals that are incomplete, conditional or obscure, or which contain additions not called for, erasures, alterations or irregularities of any kind may be rejected.

## **8. Infringements and Indemnifications**

The successful bidder shall indemnify project partners, its Board of Directors, employees and agents, from all claims, demands, actions or other proceedings initiated by others, arising out of, or attributable to anything done or omitted to be done by the successful bidder, its officers, employees or agents, in connection with the services performed, or required to be performed, under this proposal.

## **9. Errors and Omissions**

Any errors, omissions or misinterpretation made by the bidder does not relieve the bidder of the responsibility to provide the aforesaid services and/or relieve the successful bidder of the terms and conditions of the agreement

## FORM OF PROPOSAL

### AT LEAST ONE COMPLETED COPY OF THIS FORM OF PROPOSAL MUST BE INCLUDED IN YOUR SUBMISSION

1. I/WE, the undersigned authorized signing officer of the Bidder, HEREBY DECLARE that no person, firm or corporation other than the one represented by the signature (or signatures) of proper officers as provided below, has any interest in this proposal.
2. I/WE further declare that all statements, schedules and other information provided in this proposal are true, complete and accurate in all respects to the best knowledge and belief of the Bidder.
3. I/WE further declare that this proposal is made without collusion, connection, knowledge, comparison of figures or arrangement with any other company, firm or persons making a proposal and is in all respects fair and without collusion for fraud. I/we understand that this may result in the rejection of the proposal.
4. I/WE further declare that no party representing project partners is or will become interested, directly or indirectly as a contracting party or otherwise in the supplies, work or business to which it relates or in any portion of the profits thereof, or in any such supplies to be used therein or in any of the monies to be derived there from.
5. I/WE further declare that the undersigned is empowered by the Bidder to negotiate all matters with project partners representatives, relative to this proposal.
6. WE further declare that the agent listed below is hereby authorized by the Bidder to submit this proposal and is authorized to negotiate on behalf of the Bidder.

PROPOSAL SUBMITTED BY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_

NAME (Please print or type): \_\_\_\_\_

TELEPHONE NUMBER ( ) \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

DATE OF PROPOSAL: \_\_\_\_\_

## STATEMENT BY BIDDER

BID DOCUMENT NAME: \_\_\_\_\_

1. I/We have reviewed all terms and conditions of all forms included as part of this bid package.
2. I/We have read and understand all of the terms and conditions of the forms included as part of this bid package.
3. I/We understand that if our bid is successful, all requirements of the successful bidder as outlined in this bid document will be completed by the time and in the format required.

Dated at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Signature of Authorized Person

\_\_\_\_\_  
Position