

Regional Tourism Organization 4 Inc. (RTO4)

Request for Proposals

For

Crowdsourcing Campaign

Release Date:

January 4th, 2016

Deadline for Submissions

January 21, 2016

Introduction

Regional Tourism Organization 4 (RTO4) invites interested vendor(s) to submit proposals for the creation and management of a crowdsourcing campaign.

Background

The Ministry of Tourism and Culture has divided Ontario into 13 regions and encourages the Tourism industry to form partnerships while taking a regional approach. RTO4 was incorporated in October 2010 pursuant to the Ontario Ministry of Tourism & Culture's new regional tourism management strategy.

Region 4 is comprised of Huron County, Perth County, Waterloo Region and Wellington County, including the City of Guelph.

RTO4's goal is to grow the tourism economy through active partnerships in Huron, Perth, Waterloo and Wellington. Its strategy is to provide the necessary tools directly to operators and DMO's, empowering them to identify and develop the core assets that make the region unique.

RTO4 has been called the "petri dish of tourism development in North America" by the former President of the Canadian Tourism Commission, Greg Klassen, specifically because of its innovative, analytical and non-traditional approach to growing tourism and economic development.

Further information

- Ontario's tourism regions: <http://www.mtc.gov.on.ca/en/regions/regions.shtml>
- RTO4 current activities: <http://www.rto4.ca>

About this RFP

This request for proposal (RFP) document consists of the following:

1. Trails Overview
2. Organization Information
3. Scope of Work
4. Key Deliverables
5. Terms and conditions
6. Submission requirements

Intention to submit proposal

To ensure you are apprised of any additional information as may be provided, please confirm your intention to submit a proposal upon receipt of this RFP.

As detailed below in Questionnaire and Submission, proposals and questions must be submitted to:

Regional Tourism Organization Four Inc.
Emily Chandler
RTO4 Tourism Marketing Manager
Emily@rto4.ca | (519) 271-7000 x 204

1. Trails Overview

- Generally, trails are growing in popularity including presence in popular culture (Movies, for example, including Wild, Walk in the Woods, El Camino);
- Quebec and states to the south have had great success in expanding trail networks and redeveloping rails to trail;
- Both locals and visitors like access; locals will access trails often daily as part of an exercise routine and people will travel to ride or hike on a unique trail;
- The G2G Rail Trail is relatively unique in Ontario – being completely off road, at a maximum 3% grade throughout and leading from the Golden Horseshoe to Lake Huron;
- Trails require financial resources for completion, necessary upgrades and maintenance;
- There is an opportunity to tap into people’s desire for enthusiasm to generate support.

2. Organizational Information

The G2G Rail Trail Inc. was incorporated by a volunteer board of trail enthusiasts from across Huron, Perth, Waterloo and Wellington as a not-for-profit in 2014 and received charitable status in 2015. The plan is to link the entire 127km former rail line as a “back bone of Ontario Trails connecting dozens of intersecting trails and thousands of people from the 401 corridor to Lake Huron.”

On July 1st the Province of Ontario recognized G2G as the body capable of fulfilling the provincial mandate of developing the Guelph to Goderich infrastructure corridor as recreational space for hiking and cycling and has approved a 5 year lease for all previously unleased gaps in the 127 km length of the corridor in order to expedite that development. Plans for 2016 include developing the trail from presently completed sections at as an advanced pace as possible in both the west and east.

There are significant project costs to bring the entire G2G trail into optimal condition. Currently the trail is passable for hiking with a few exceptions where bridges are out and detours have not been provided. Approximately half the length of the trail at both ends is open for cycling use.

The plan is to restore and recondition the original trail bed and replace bridges which were removed during its decommissioning as a rail bed. Additional funding will ensure ongoing maintenance.

3. Scope of Work

With the aim of completing the trail, the G2G is seeking a firm to create and successfully carry out a crowdsourcing campaign, which may include storytelling,

video and photo asset production, social media messaging and support generation including tapping into a variety of potential supporters involving, but not limited to, trail aficionados.

The initial fund raising goal is \$150,000 (for grant matching purposes) but the crowdsourcing platform should be created with the intention of larger, subsequent fund raising goals. We expect this project will take between three months with the possibility of additional engagement to achieve larger fund raising goals at a later date.

3.1 RTO4 interaction

Check-in meetings (at an agreed-upon frequency) between the successful firm and the RTO4 project manager is required.

4. Key Deliverables

- Launching and managing of crowdsourcing campaign including project planning and management, video production and story boarding as applicable.
- Creation or refinement of written and visual assets in order to support a successful crowdsourcing campaign.

5. Terms and conditions

RTO4 reserves the right, at its sole option, and for its convenience, to accept and/or reject any proposal, in whole or in part, for any or no reason. By making this RFP, RTO4 does not imply or give any assurance whatsoever that any proposal will be accepted. No contractual or other legal obligations arise on the part of RTO4 to any proponent by this RFP until such time as a final, written agreement, if any, is subsequently entered into with a proponent.

RTO4 may or may not award the business that is the subject of this RFP to any proponent or proponents at RTO4's sole discretion. RTO4 reserves the right to negotiate with proponents, seek clarification from proponents regarding their proposal responses and invite modifications to the proposal responses submitted.

RTO4 retains the right to withdraw or modify this RFP at any time without notice and without obligation to proponents. RTO4 may waive compliance with the requirements of this RFP and consider a proposal response that does not meet all of the requirements of this RFP.

Your proposal is submitted at your own risk. If, prior to the deadline for submission of proposals you fail to notify RTO4 of an error and your proposal is selected, you

shall not be entitled to any compensation or time by reason of the error or its later correction.

No part of this RFP will become part of any final agreement between RTO4 and the provider unless specifically incorporated into a final, written agreement. Any or all contents of your proposal may become part of the final agreement.

Your proposal response, including fees, shall constitute a binding offer capable of acceptance in whole or in part by RTO4, and if selected will remain valid until such time as a final agreement is negotiated and executed.

RTO4 shall not be in any way responsible for or liable for any costs associated with your proposal and you shall not make claim to RTO4 for any such cost or expenses. By submitting a proposal response, you agree to waive any right to claim damages against RTO4 for any reason, cause, or thing arising out of the RFP process. If you are selected you may be required to provide satisfactory proof of maintenance of relevant insurance coverage (including commercial, professional, general liability and automobile insurance).

The data collected and reports generated are the sole property of RTO4 and can only be distributed, shared or otherwise used at the sole discretion of RTO4.

5.1 Potential for conflicts of interest

Each proponent, in their proposal submission, shall declare all conflicts of interest or any situation that may be reasonably perceived as a conflict of interest that exist now or may exist in the future. Failure to comply with this requirement will render the proposal noncompliant and will cause the proposal to be rejected. RTO4 reserves the right to disqualify from further consideration proposals that in RTO4's opinion demonstrate a conflict of interest.

Any contract awarded as a result of this RFP will be non-exclusive. RTO4 may, at its sole discretion, purchase the same or similar services for other sources during the term of the contract.

5.2 Termination

In the event that the successful proponent, in the opinion of RTO4, fails to satisfactorily perform the services in accordance with the terms and conditions of the contract including the instructions to proponents, terms of reference and any other documented terms and conditions, RTO4 reserves the right to terminate services. RTO4 further reserves the right to terminate the contract without showing cause, prior to its conclusion, upon giving at least ten (10) days written notice to the successful proponent.

5.3 Terms of payment

Purchase order numbers will be issued for the vendor to use for billing purposes. Payment will be made in response to invoices itemized in accordance with the final executed contract, provided the invoices are based on work/deliverables described in the scope of the project and are consistent with the timetable of each negotiated deliverable, are completed to RTO4's satisfaction and provided there exists no defaults of obligations.

5.4 Subcontracting and assignments

It is understood and agreed that the successful proponent will be an independent contractor. Any proposed subcontracting agreements must be approved by RTO4 and will not release you from any obligation with respect to the performance of your obligations.

5.5 Errors and omissions

RTO4 shall not be held liable for any errors or omissions in any part of this RFP. While considerable effort to ensure an accurate representation in this RFP, the information contained in the RFP is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate, nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve proponents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

5.6 Indemnification

The successful proponent shall indemnify and hold harmless RTO4, its Board of Directors, its officers and partners from and against all actions, claims, demands, losses, costs, damages, suits, or proceedings whatsoever which may be brought against or made and against all losses, liabilities, judgments, claims, suits, demands or expenses which may sustain, suffer or be put to resulting from or arising, out of the successful proponent's failure to exercise reasonable care, skill, or diligence or omissions in the performance or rendering of any work or service required hereunder to be performed or rendered by the successful proponent, its agents, officials and employees.

5.7 Confidentiality

The vendor shall not at any time before, during or after completion of the project, divulge any confidential information communicated to or acquired by you or disclosed by RTO4 in the course of carrying out this project.

5.8 Acceptance of terms

By submitting a proposal you represent you have read, completely understand, and accept all terms and conditions of the RFP in full.

5.9 Price proposal

Respondents shall provide a framework for how they intend to bill for said services. The RTO will work with the chosen agency to establish budget maximums prior to execution.

6. Submission requirements

6.1 Proposal guidelines

Your proposal must:

- Be submitted electronically (Adobe PDF file preferred). Your submission should not exceed 10 pages in length.
- Be accompanied by a cover letter and/or e-mail personally signed or signed by an authorized representative of your company certifying the accuracy of all information contained in your submission and acknowledging your company's offer of services according to the terms and conditions of this RFP.

6.2 Questionnaire

Any submissions over the 10-page limit will automatically be excluded from the evaluation process.

1. Provide your company's history including experience and success in crowdsourcing.
2. A general project description with key touch points for implementation including estimated timing.
3. Restrictions and organizational support requirements.
4. Specify the project team leader/liaison and primary team members who will be working on our account and their bios.
5. Provide at least one experience-specific (i.e. crowd source) client reference.
6. Provide a quotation of your proposed engagement and describe how your billing process works. Provide a cost breakdown as appropriate.
7. Provide any information you believe will be helpful in assessing your capabilities.

6.3 Evaluation criteria

A review committee will evaluate proposals received in response to this RFP. While there will be no official scoring sheet, proposals will be evaluated with regard to the following:

- Demonstrated success in crowd sourcing and the social media space
- Capacity to complete the project in as short a timeframe as possible
- Perceived fit between our teams
- Competitive pricing and fee structure
- Completeness – incomplete or proposals deemed non-responsive will be immediately rejected from consideration.

6.4 Submission

It is your responsibility to seek clarification of any matter that you consider unclear before submitting your proposal. RTO4 is not responsible for any misunderstanding or misinterpretation of the RFP requirements.

Proposals must be submitted via e-mail by the specified deadline to:

Regional Tourism Organization Four Inc.

Emily Chandler

RTO4 Tourism Marketing Manager

Emily@rto4.ca | (519) 271-7000 x 204

Reminder:

Deadline for proposal submission is 13:00 hrs Eastern Standard Time, January 21st 2016