



Request for Proposal (RFP): 2019RFP001

Digital Marketing Agency

Issue date: January 9, 2019

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INDIGENOUS TOURISM BRITISH COLUMBIA
RFP for Digital Marketing Agency



Indigenous Tourism British Columbia
REQUEST FOR PROPOSAL (RFP)
2019RFP001 – DIGITAL MARKETING AGENCY

THIS COMPLETED FORM MUST BE RECEIVED
BY INDIGENOUS TOURISM BRITISH COLUMBIA
707 – 100 Park Royal
West Vancouver, BC V7T 1A2

Issue Date: January 9, 2019
Closing Date: no later than 5pm PST on the
due date of Monday, January 28, 2019

Address	
City	Prov
Postal	
E-mail	
Phone	Fax

DELIVERY OF PROPOSALS:

Proposals must not be sent by facsimile. Proposals are to be submitted via email to Marketing@IndigenousBC.com or by mail to:

Indigenous Tourism BC
Suite 707 – 100 Park Royal
West Vancouver, BC V7T 1A2

Attention: 2019RFP001 – Online Marketing Agency

Proposal should be clearly marked with the name and address of the Proponent, the Request for Proposals number, and the project or program title.

THE UNDERSIGNED AGREES TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS RFP AND TO SUPPLY THE SERVICE LISTED AT THE PRICES QUOTED IN THE SUBMITTED QUOTATION. IF A SERVICE CONTRACT (GENERAL) IS ISSUED BY INDIGENOUS TOURISM BRITISH COLUMBIA TO THE UNDERSIGNED, THE UNDERSIGNED WILL BE BOUND BY AND WILL COMPLY WITH THE QUOTATION AND THE CONTRACT TERMS AND CONDITIONS CONTAINED IN THIS RFP. PRICING WILL BE FIRM FOR 90 DAYS, UNLESS OTHERWISE SPECIFIED BY THE SUPPLIER.

AUTHORIZED OFFICIAL (PLEASE PRINT) _____

SIGNATURE _____ DATE _____

INFORMATION TO PROPONENTS

1. SERVICES:

A. Summary:

About Indigenous Tourism BC

Indigenous Tourism BC (ITBC) is the Indigenous tourism association recognized by the First Nations Leadership Council as the official representative of the Indigenous tourism sector in British Columbia.

ITBC includes representation from over 200 Indigenous tourism businesses and First Nations communities across the province. Through training, information resources, networking opportunities and co-operative marketing programs, ITBC is a one-stop resource for Indigenous entrepreneurs and communities looking to start or currently operating a tourism business. ITBC works closely with tourism, business, education and government organizations to support Indigenous tourism businesses in BC offer quality experiences and actively promotes these experiences to visitors and local residents.

Ultimately, we exist to ensure our broad base of Stakeholders, including Indigenous entrepreneurs and communities, benefit from our marketing expertise; that visitors from Canada and around the world go home to rave about their Indigenous experience to others; and that BC is a top choice in the world for Indigenous experiences.

ITBC's Marketing

Indigenous Tourism British Columbia's (ITBC) marketing resources are dedicated to raising awareness of the diverse and enriching Indigenous tourism experiences available in BC. Our marketing mandate is to communicate directly to consumers, travel trade and travel media - creating interest in Indigenous tourism and driving business directly to ITBC's Marketing Stakeholders.

Brand purpose

To provide training, awareness, product development, and marketing tools to support a sustainable and authentic Indigenous cultural tourism industry in British Columbia while contributing to cultural preservation and economic development.

Target audience

BC visitors who are willing to discover and learn about the local indigenous communities, cultures, and people in BC. The market focus is currently on BC, AB, ON, WA and CA but there's a possible extension to Germany, Australia and the UK.

ITBC also attracts consumers through other main travel themes where the prospect may not necessarily be interested in an Indigenous experience but is then educated by participating in that experience. This is also a product differentiator when a consumer is considering multiple experiences.

Strategies

Captivate – Inspire global travellers
Advocate – Showcase shareable content
Generate – Drive leads and referrals to Stakeholders
Capture – Collect invaluable audience data

Project Overview and Goals

ITBC is seeking a digital marketing agency to build and implement strategies that identify and push potential travellers to British Columbia to book Indigenous tourism experiences and packages.

- Build awareness and inspire more of our consumer target market
- Increase qualified traffic to IndigenousBC.com
- Lead Generation
- Visitors find ITBC's Marketing Stakeholder experiences more easily resulting in click-throughs and bookings

B. Requirements:

KEY CONTRACT DELIVERABLES:

1. Digital Advertising Management
 - Create and implement strategies that generate leads for ITBC and ITBC's Stakeholders
 - i. Results-focused digital media buying, ad management including ITBC's google search ads
 - ii. Continuous optimization of keywords and ad copy based on reporting and metrics
2. Monthly Account Management Services
 - Submit yearly application for Google Ad Grant funding; be in good standing with the program and abide by program policies and guidelines
 - Ongoing SEO modifications to keep current with search algorithm changes; ensuring new content and website features are being optimized
 - Provide monthly reports including website analytics, insights and recommendations

Technical Parameters and Other Requirements

Monthly **reporting** is expected to demonstrate the ongoing effectiveness of the digital marketing activities. Quarterly goal setting will be used to help gauge effectiveness with regards to clickthrough to Stakeholders' websites, social media accounts; and other KPIs.

Timeframe

Ongoing monthly services for fiscal year 2019-2020 from April 1st to March 31st along with an option for ITBC to renew for 1 additional year under the same terms and conditions subject to market price adjustments at the date of each renewal.

C. Qualification Criteria:

ITBC will base its decisions on whether the statement of qualifications submitted by a Proponent ("Statement of Qualifications") meets the format requirements set out in the Qualification Documents and the evaluation criteria established by the ITBC in its sole discretion, as outlined in Section B – Key Contract Deliverables. Preference will be given to Indigenous proponents.

D. Review of Applications:

ITBC will review the applications submitted to determine whether, in ITBC's opinion, the Proponent has demonstrated that it has the required experience and qualifications to fulfill the obligations of a supplier of the products and/or services identified in Section B – Key Contract Deliverables.

2. TERMS AND CONDITIONS FOR PROPOSAL SUBMISSION:

Ownership Rights

All accounts and materials created by the successful Proponent on ITBC's behalf become the sole property of Indigenous Tourism BC. Likewise, if the successful Proponent utilizes the services of an outside vendor, ITBC reserves all rights and privileges for future promotional (non-commercial uses) of its materials and will not pay commissions or royalties on secondary uses.

3. PRICING:

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Provide a detailed description how your company will be compensated. Proposals and quotes must be firm for at least 90 days after the closing date. Prices will be firm for the entire Contract period. ITBC reserves the right to adjust these values based on requirements.

4. REFERENCES:

Indigenous Tourism BC may conduct reference checks of the successful Proponent. ITBC will not enter into a Contract with any Proponent whose references, in the opinion of ITBC, do not confirm the information provided in the RFP.

5. SUBMISSION INFORMATION:

The Proponent must meet the requirements set out in the RFP and Information to Proponents, and in support, Proponents shall submit the following information with their proposal:

- Sign and return the RFP cover page as written confirmation (email or mail).
- Executive Summary demonstrating understanding of project.
- Consultant Qualification Summary.
- A detailed proposal of what will be delivered, including the expected outcome and benefits to ITBC.
- A detailed schedule of all activities, including milestones, project meetings, interim reports and progress reports required for this project.
- Provision of a priced methodology complete with a time allotment for each identified task you propose to employ to carry out the work.
- Additional information that the proponent may choose to provide.
- Provide a minimum of three (3) references and their contact information.
- The successful Proponent shall have previously and successfully completed projects of a similar size and complexity to the scope of work described in this RFP.

All submissions must be emailed to Marketing@IndigenousBC.com or mailed to

Indigenous Tourism BC
100 Park Royal, Suite 707
West Vancouver, BC V7T 1A2
2019RFP001 – Online Marketing Agency

6. EVALUATION:

This section details all of the mandatory, minimum and desirable criteria against which Proposals will be evaluated. Proponents should ensure that they fully respond to all criteria in order to receive full consideration during evaluation.

Desirable Criteria

Proposals meeting all of the mandatory criteria will be further evaluated against desirable criteria.

	Weight	Minimum Score
Consultant Qualifications	40%	n/a
Work Plan and Schedule	30%	n/a
Pricing	30%	n/a
Total	100%	n/a

7. INDEMNITY

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The Contractor will indemnify and save harmless ITBC, its employees and agents from and against all claims, demands, losses, damages, costs and expenses made against or incurred, suffered or sustained by ITBC at any time or times (either before or after the expiration or sooner termination of this Contract) where the same or any of them are based upon or arise out of or from anything done or omitted to be done by the Contractor or by any servant, employee, officer, director, or sub-Contractor of the Contractor pursuant to the contract excepting always liability arising out of the independent acts of ITBC.

8. INSURANCE

The Contract may contain a provision that the Consultant will, without limiting its obligations or liabilities and at its own expense, provide and maintain throughout the Contract term, Comprehensive General Liability in an amount not less than \$1,000,000 inclusive per occurrence insuring against bodily injury, personal injury and property damage and including liability assumed under Contract with insurers licensed in the Province of British Columbia and in the forms and amounts acceptable to ITBC. All required insurance will be endorsed to provide ITBC with 30 days advance written notice of cancellation or material change. The Consultant will provide ITBC with evidence of the required insurance, in the form of a completed Province of British Columbia Certificate of Insurance, immediately following execution and delivery of the Contract.

9. INQUIRIES:

All responses to the RFP and any inquiries regarding the services of the anticipated contract or the administrative details of the RFP are to be directed to:

Henry Tso, Chief Financial Officer
Indigenous Tourism BC
707 – 100 Park Royal South
West Vancouver, BC V7T 1A2
Phone: (604)921-1070
Email: Henry@IndigenousBC.com

Appendix A – Consultant Qualification Summary

****This is just one of many ways that your Consultant Qualification Summary can be organized. You may choose to use your own custom work plan but it must include all the required sections as highlighted below.**

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Respondent's Legal Name:

Consultant's Name:

Consultant's Requested Service Area

Consultant's Primary Office Address:

Consultant's Contact Information:	Phone	Fax	e-mail
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Consultant's Description of Expertise, # of Employees Awards Earned:	Description of Expertise	# of employees	Awards
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Hourly Fee or Rate for Service Area			
Assignment Term	Year 1	Year 2	Year 3
	\$/Hour	\$/Hour	\$/Hour
0-30 days:			
31-90 days:			
91-365 days			

Consultant's Availability

Consultant's Demonstrated Service Area Experience – Assignments/Projects	Skill Areas	Client Reference(s)

Provide specific details about a project/assignment you have been engaged on to clearly demonstrate your expertise in your selected Service Area. For example, indicate the time length of the assignment, details about its value and impact of the client organization, your role and accomplishments in the assignment etc.

Indicate the experience/skills employed in the assignment or project from those listed in the RFQ's applicable Service Area.

Provide:
Client Organization (i.e., project or assignment owner)
Client Contact
Contact's Title
Contact's telephone number
Contact's e-mail

Add additional assignments/projects as you wish.

APPENDIX B - Sample Work Plan, Schedule and Budget Template

**This is just one of many ways that your work plan, schedule and budget can be organized. You may choose to use your own custom work plan but it must include all the required sections as highlighted below.

Project Start Date: April 1, 2019

Project End Date: March 31st, 2020

TASK/ACTIVITY	DETAILS	TIMELINE	RESPONSIBILITY	BUDGET
1. Meetings with ITBC to finalize goals, objectives and contracts.	Continue to map out each of the activities and tasks you'll be doing over the course of the project; include relevant details; assign a timeline; and identify who will be involved in that activity or task.	April – July 2019	Jane Jones Mary Smith John Smith	\$XXXX
2. Digital Advertising Management				\$XXXX
3. Monthly Account Management Services				\$XXXX

TERMS AND CONDITIONS OF THE RFP

1. Late submissions of proposal will not be accepted or considered. It is the responsibility of the potential supplier to ensure that the proposal arrives prior to the date and time and at the place indicated in this RFP.
2. If a potential supplier discovers that it has made an error in its proposal, the supplier may forward a correction notice to Indigenous Tourism BC at this office, but it must be received prior to the closing date and time for the RFP.
3. When proposals have been received and an award made, the successful supplier will be held to its quotation as of the closing of the RFP irrespective of subsequent representation that mistakes have been made in the proposal originally submitted.
4. Notwithstanding paragraph 3 above, if it appears that an error has been made in a proposal, Indigenous Tourism BC may, in its sole discretion, before awarding an order, communicate with the potential supplier to ascertain if it will supply at the quoted price or withdraw the proposal. If the potential supplier is permitted to withdraw its proposal, the potential supplier will not be considered on this RFP.
5. Indigenous Tourism BC reserves the right to award this order in part or in full, on the basis of proposals received unless the potential supplier specifies that its proposal is valid only for the complete order.
6. Lowest or any quotation will not necessarily be accepted.
7. Potential suppliers must comply with all applicable laws.
8. Potential suppliers are solely responsible for their own expenses, if any, in preparing an RFP and subsequent negotiation with Indigenous Tourism BC, if any.
9. All inquiries related to this RFP are to be directed to Indigenous Tourism BC, as noted on the RFP. Information obtained from any other source is not official and may be inaccurate. Inquiries and responses may be distributed to all potential suppliers at Indigenous Tourism BC's option.
10. All documents submitted to Indigenous Tourism BC are subject to the disclosure provisions of the FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT.
11. Indigenous Tourism BC will not be obligated in any manner to any potential supplier whatsoever until a General Service Contract has been issued by Indigenous Tourism BC respecting a quote.
12. The working language of Indigenous Tourism BC is English and all quotations must be submitted in English.
13. This contract includes a 30 day cancellation privilege for Indigenous Tourism BC's use.
14. Throughout this RFP, terminology is used as follows:
 - "Must", "Mandatory" or "Required": a requirement that must be met in an unaltered form in order for the proposal/quote to receive consideration.
 - "Should" or "Desirable": a requirement having a significant degree of importance to the objectives of the RFP.
 - Other Requirements: a requirement not considered essential but for which preference may be given.
15. Quote Format
Suppliers must conform to the instructions given regarding proposal preparation and submission as detailed on the RFP form in order to be considered for evaluation.
16. Financial Stability
The successful supplier may be required to demonstrate financial stability and be registered to conduct business in British Columbia.

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17. Negotiation Delay

If an acquisition agreement cannot be negotiated within thirty (30) days of notification to the designated supplier, Indigenous Tourism BC may terminate negotiations with that supplier and negotiate an acquisition agreement with another supplier.

18. Short List

The evaluation procedure may be to develop a short list based on the stated criteria. The short listed suppliers may be asked to prepare a presentation, supply demonstration equipment or provide additional technical literature prior to the final selection.

19. Notification of Change

All recipients of this RFP will be notified regarding any changes made to this document for purpose of clarification.

20. Changes to RFP Wording

The supplier will not change the wording of the RFP after submission and no words or comments shall be added to the general conditions or detailed specifications unless requested by Indigenous Tourism BC for purpose of clarification.

21. Subcontracting

Utilizing a subcontractor (who must be clearly identified) to remedy deficiencies in the prime suppliers product or service is acceptable. This also includes a joint submission by two suppliers having no formal corporate links. However, in this case, one of the suppliers must be prepared to take overall responsibility for successful interconnection of the two products/service lines and this must be defined in the quote.

22. Subcontracting to any firm or individual whose current or past corporate or other interests may, in Indigenous Tourism BC's opinion, give rise to a conflict of interest in connection with this project, will not be permitted. This includes, but not limited to, any firm or individual involved in the preparation of this RFP.

23. Acceptance of Quote

This RFP should not be construed as a contract to purchase goods or services. Indigenous Tourism BC is not bound to accept the lowest price or any quote of those submitted.

24. Subsequent to the submission of quotes, interviews and negotiation may be conducted with some of the suppliers, but there shall be no obligation to receive further information, whether written or oral, from any supplier nor to disclose the nature of any quotes received.

25. Indigenous Tourism BC reserves the right to modify the terms of the RFP at any time at its sole discretion.

26. Neither acceptance of a quote or execution of an agreement shall constitute approval of any activity or development contemplated in any quote that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

27. Liability of Errors

While Indigenous Tourism BC has used considerable efforts to ensure an accurate representation of information in this RFP, all prospective suppliers are urged to conduct their own investigations into the material facts and Indigenous Tourism BC shall not be held liable or accountable for any error or omission in any part of this RFP.

28. Acceptance of Terms

All the terms and conditions of this RFP are assumed to be accepted by the supplier and incorporated in its quote, except those conditions and provisions which are expressly excluded by the quote.

29. Contractor Administrator

A contract administrator will be assigned to oversee the contract awarded to the successful supplier. In addition, the successful supplier should name a counterpart project manager. The supplier's project manager will be responsible for providing schedule status reports to the contract administrator or his designate.

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30. Compliance with Laws

The contractor shall give all the notices and obtain all the licenses and permits required to perform the work. The contractor shall comply with all the laws applicable to the work or the performance of the contract.

31. Confidentiality and Security

This document, or any portion thereof, may not be used for any purpose other than the submission of quote.

32. The successful supplier must agree to maintain security standards consistent with security policies of Indigenous Tourism BC. These include strict control of access to data and maintaining confidentiality of information gained while carrying out their duties.

33. Information pertaining to Indigenous Tourism BC obtained by the supplier as a result of participation in this project is confidential and must not be disclosed without written authorization from Indigenous Tourism BC.

34. Ownership rights of all materials created by the successful Proponent on ITBC behalf become the sole property of Indigenous Tourism BC. Likewise, if the successful Proponent utilizes the services of an outside vendor, ITBC reserves all rights and privileges for future promotional (non-commercial uses) of its materials and will not pay commissions or royalties on secondary uses.