

RFP #1: Corridor Strategy Development Consultant

Request for Proposal (RFP)

Project Title: Indigenous Tourism Corridor Strategy — Corridor Strategy Development

Issued by: Indigenous Tourism Association of Ontario (ITO)

Issue Date: [Insert Date]

Closing Date & Time: March 31, 2025, 5:00 PM EST

Contact for Inquiries and Submission:

Ella Vanderburgt, Project Manager

evanderburgt@indigenoustourismontario.ca

1. Background

ITO is seeking a qualified consultant or consulting firm to develop a comprehensive Indigenous Tourism Corridor Strategy that identifies visitor-ready businesses, community readiness, and investment opportunities in Northern Ontario. This strategy will shape the development of a coordinated tourism corridor connecting First Nations communities and Indigenous tourism operators.

2. Scope of Work

- Conduct research on Indigenous tourism assets and market demand.
- Assess community and business readiness for inclusion in the corridor.
- Develop a Corridor Strategy, Implementation Plan, and Sustainability Plan.
- Prepare a Business Case for future development and investment.
- Collaborate with ITO, First Nations, tourism partners, and regional stakeholders.

3. Deliverables

- Corridor Strategy (Draft and Final).
- Implementation and Sustainability Plan.
- Business Case for Investment.

4. Timeline

April 2025 to September 2025.

5. Proposal Requirements

- Cover Letter, including expression of interest.
- Company Profile or Consultant Biography.
- Understanding of Scope.
- Work Plan and Methodology.
- Budget, including detailed breakdown of fees and expenses.
- References, minimum of two.

6. Evaluation Criteria

Relevant Experience and Qualifications – 30%

Approach and Methodology – 25%

Understanding of Indigenous Tourism – 20%

Cost and Value for Money – 15%

References – 10%

7. Submission Instructions

Proposals must be submitted electronically to:

Ella Vanderburgt, evanderburgt@indigenoustourismontario.ca

Deadline to Receive Proposals: March 31, 2025, 5:00 PM EST.

ITO reserves the right to award components separately or jointly depending on the proposals received. Preference will be given to Indigenous-owned and led consultants or firms with experience working with Indigenous communities.