

RFP #2: Indigenous Business Advisor (IBA) Services

Request for Proposal (RFP)

Project Title: Indigenous Tourism Corridor Strategy — Indigenous Business Advisor (IBA) Services

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 seeks two Indigenous Business Advisors (IBAs) to work directly with First Nations communities and Indigenous businesses in Northern Ontario, supporting them to align with and benefit from the new Tourism Corridor.

2. Scope of Work

- Engage Indigenous tourism businesses and First Nations leadership.
- Support businesses in becoming visitor-ready and market-aligned.
- Assist businesses with product development, business planning, and marketing readiness.
- Facilitate connections to marketing channels, including ITO's Indigenous Experiences Ontario platform.
- Participate in meetings, workshops, and corridor-related events.

3. Deliverables

- Monthly engagement and progress reports.
- List of businesses engaged and supported, with outcomes.
- Contributions to itinerary development and corridor product packaging.

4. Timeline

October 2025 to December 2026.

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.