



Request for Proposals (RFP)

Indigenous Business Advisor (IBA) – LEDSP Community Tourism & Cultural Activation Project

Issued by: Indigenous Tourism Ontario (ITO)

Deadline for Proposals: May 25, 2025

Anticipated Contract Start Date: June 1, 2025

Contract End Date: March 31, 2026

Project Timeline: April 1, 2025 – March 31, 2026

Note: This portion of the project is commencing later than originally scheduled; IBAs will begin as of June 1, 2025.

Budget Range: Competitive daily rate; approximately 3–4 days/week depending on experience and availability.

1. Introduction

Indigenous Tourism Ontario (ITO) is seeking qualified Indigenous contractors or organizations to serve as **Indigenous Business Advisors (IBAs)** under the **LEDSP Community Tourism & Cultural Activation Project**. This initiative, funded by Indigenous Services Canada (ISC), is designed to build tourism capacity in Indigenous communities across Ontario by delivering training, mentorship, and co-developing local tourism strategies and activations.

IBAs will be responsible for community outreach, delivery of ITO's **PATHS training program**, and the development of customized **Tourism Readiness Action Plans** that support long-term Indigenous tourism development.

The project runs from **April 1, 2025 to March 31, 2026**, but the IBA role will begin on **June 1, 2025** due to a phased rollout. Work will continue until the project concludes on March 31, 2026.

2. Scope of Work



The selected contractor(s) will:

- Conduct outreach and relationship-building with assigned Indigenous communities
 - Coordinate and deliver ITO's PATHS training sessions, covering:
 - Tourism opportunity identification
 - Business fundamentals
 - Market readiness and packaging
 - Digital presence and customer service
 - Complete **pre- and post-training assessments** using ITO's standardized tools
 - Co-develop **Community Tourism Readiness Action Plans** in collaboration with local leaders, entrepreneurs, and community members
 - Log engagement and training activities using ITO's Google Forms-based tracking system
 - Identify mentorship needs and future growth opportunities for communities
 - Participate in check-in meetings, reporting, and debriefing with the ITO project team
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3. Deliverables

IBAs will be expected to deliver the following by **March 31, 2026**:

- Outreach to 10–12 Indigenous communities (assigned regionally)
 - Minimum of 8–10 **PATHS training sessions** delivered
 - 8–10 completed **Business/Community Readiness Assessments**
 - 8–10 **Tourism Readiness Action Plans** tailored to each community
 - Participation in regular team coordination meetings
 - Support for evaluation and final reporting (stories, quotes, follow-up notes)
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4. Required Qualifications

The ideal candidate will possess:

- Demonstrated experience in Indigenous tourism, business development, or entrepreneurship
- Strong facilitation and training delivery experience (virtual or in-person)



- Familiarity with Indigenous governance structures and community engagement practices
- Excellent communication, organization, and relationship-building skills
- Experience using Google Workspace (Forms, Sheets, Docs, Drive)
- Must based in Ontario
- Ability to travel to communities or conduct virtual delivery when needed

5. Proposal Requirements

Interested individuals or organizations should submit a proposal that includes:

- A brief cover letter outlining interest and relevant experience
- A resume or organizational profile with qualifications and past projects
- Proposed daily or hourly rate
- Availability between **June 1, 2025 and March 31, 2026**
- Names and contact information of two references
- (Optional) Examples of previous training tools, action plans, or facilitation work

6. Evaluation Criteria

Proposals will be evaluated based on:

Criteria	Weight
Relevant experience in Indigenous tourism or economic development	30%
Demonstrated ability to deliver training and work with communities	30%
Proposal clarity, availability, and cost/value	25%
Cultural understanding and alignment with ITO's values	15%

7. Submission Instructions

Please submit your proposal by **May 25, 2025** to:



Ella Vanderburgt

Project Manager

Indigenous Tourism Ontario

 Email: office@indigenoustourismontario.ca

 Questions may be directed to: 807-621-3750

8. Additional Notes

- This is a contract position; selected contractors will be responsible for their own expenses, equipment, and insurance.
- Contractors will work remotely with periodic in-community visits, pending availability and scheduling.
- **Travel Costs:** All approved travel required to fulfill this role will be reimbursed by Indigenous Tourism Ontario based on the current **National Joint Council (NJC) Travel Directive rates** for mileage, meals, and accommodations. Travel must be pre-approved by the Project Manager and supported with appropriate receipts and documentation.
- Indigenous Tourism Ontario reserves the right to select multiple IBAs or adjust scope based on project needs.