



Request for Proposals (RFP)

Cultural Activations Lead – LEDSP Community Tourism & Cultural Activation Project

Issued by: Indigenous Tourism Ontario (ITO)

Deadline for Proposals: May 25, 2025

Contract Start Date: June 1, 2025

Contract End Date: March 31, 2026

Project Timeline: April 1, 2025 – March 31, 2026 (*this component commencing June 1*)

Compensation: Competitive daily rate based on experience and scope

1. Introduction

Indigenous Tourism Ontario (ITO) is seeking a qualified Indigenous contractor or organization to fulfill the role of **Cultural Activations Lead** as part of the ISC-funded **LEDSP Community Tourism & Cultural Activation Project**. This initiative focuses on increasing tourism capacity in Indigenous communities across Ontario by delivering training and activating cultural stories through physical and digital installations.

The Cultural Activations Lead will coordinate the development of **three cultural storytelling activations** in selected First Nations communities, working closely with Knowledge Keepers, Elders, local artists, and youth. The process will emphasize respectful storytelling, cultural approval, and creative expression across multiple media formats.

2. Scope of Work

The successful contractor will:

◆ Community & Cultural Engagement

- Lead community-based engagement in 3 selected First Nations communities
- Collaborate with Elders, Knowledge Keepers, artists, youth, and leadership



- Respect community protocols and storytelling practices
- Ensure alignment of all activities with **ITO's Indigenous Cultural Integrity Advisory Group (ICIAG)** guidelines
- Work closely with Indigenous Business Advisors (IBAs) and the Project Manager

◆ **Story & Content Development**

- Facilitate story-gathering and co-design sessions in each community
- Identify 1 culturally significant story per site for interpretation
- Submit Cultural Story Intake Forms and cultural approval documentation
- Support contributors in shaping content through oral, visual, or multimedia formats
- Guide selection of interpretation formats (e.g., signage, AR, video, holographic)

◆ **Creative Direction & Production Coordination**

- Oversee the translation of community stories into final digital and/or physical content
- Collaborate with Digital Content Creators and Installation Manager (or vendor)
- Ensure consent, accuracy, and cultural integrity in all media
- Maintain a centralized record of approvals, contributions, and assets

◆ **Installation & Site Coordination**

- Coordinate installation logistics at all three activation sites
- Ensure story materials and visual elements are fabricated and installed properly
- Complete site documentation: photos, Installation Completion Forms, community sign-off
- Support any associated community celebrations or educational events

◆ **Reporting & Documentation**

- Submit monthly status updates to the Project Manager
- Maintain a story tracking log for all sites
- Provide final documentation packages for each site including:
 - Story summary
 - Visual/media content
 - Community approvals and contributor information
 - Photographic documentation

3. Deliverables

By March 31, 2026, the contractor will provide:

- Engagement and co-design process in 3 communities
 - 3 cultural activation packages, including:
 - Culturally approved story
 - Interpretive content (audio, video, visuals)
 - Contributor credits and consent documentation
 - Coordination of installation at 3 sites
 - Submission of all supporting files and site documentation
 - Input into ISC final report (as required)
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4. Required Qualifications

The ideal candidate will have:

- Demonstrated experience in Indigenous storytelling, community engagement, or cultural programming
 - Strong understanding of Indigenous protocols, oral history, and cultural approval processes
 - Experience managing creative projects or public art installations
 - Excellent communication and facilitation skills
 - Familiarity with project tracking tools (Google Drive, Sheets, Forms)
 - Must be Indigenous (First Nations, Métis, or Inuit) and based in Ontario
 - Willingness to travel to participating communities (as needed and appropriate)
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5. Proposal Requirements

Interested candidates should submit:



- Cover letter highlighting relevant experience and understanding of Indigenous cultural storytelling
- Resume or organizational profile with samples of previous cultural or interpretive work
- Proposed daily rate or project-based fee
- Availability between June 1, 2025 and March 31, 2026
- Contact information for 2 references
- Optional: portfolio of past installations, interpretive panels, or multimedia work

6. Evaluation Criteria

Evaluation Criteria	Weight
Experience with Indigenous storytelling or cultural programming	30%
Demonstrated ability to engage respectfully with communities	25%
Project and creative coordination skills	20%
Proposal quality, availability, and value	25%

7. Submission Instructions


Please submit your proposal by **[Insert Deadline]** to:

Ella Vanderburgt

Project Manager

Indigenous Tourism Ontario

 Email: office@indigenoustourismontario.ca

 Phone: 807-621-3750

8. Additional Notes

- This is a contract position. Contractors are responsible for their own tools, software, and insurance.



- Remote work is expected, with some in-person engagement and site visits (as determined by ITO and the communities).
- **All storytelling and cultural content must adhere to the protocols set out by ITO's Indigenous Cultural Integrity Advisory Group (ICIAG).**
- **Travel Costs:** All approved travel will be reimbursed by ITO in accordance with the **National Joint Council (NJC) Travel Directive rates** for mileage, accommodations, and meals.
- Indigenous Tourism Ontario reserves the right to select more than one candidate if required, or to adjust scope depending on project needs.