



Request for Proposals for a Manitoulin Island/Mnidoo Mnising Culinary Tourism Strategy

DATE ISSUED: October 6, 2021

NOTICE OF INTENT TO BID: October 13, 2021 (by email to centralecdev@amtelecom.net)

QUESTION AND ANSWER PERIOD: Ends October 20, 2021, Noon EST (questions by email as above; will be posted on Municipal website, RFP section)

RFP CLOSE DATE/TIME: October 27, 2021/Noon EST

FINAL SELECTION: November 1, 2021

WORK COMMENCES: By Arrangement with Successful Bidder

CONTACT PERSON: Marcus Mohr, Community Development and Outreach Coordinator.
Municipality of Central Manitoulin. P: 705-377-5726 or E: centralecdev@amtelecom.net

BIDDER INFORMATION

BUSINESS NAME

MAILING ADDRESS

CITY

POSTAL CODE

(____) _____
TELEPHONE

(____) _____
FAX

(____) _____
CELLULAR

EMAIL ADDRESS

REQUEST FOR PROPOSALS: DESTINATION NORTHERN ONTARIO, INDIGENOUS TOURISM ONTARIO,
MUNICIPALITY OF CENTRAL MANITOULIN

SIGNATURE

NAME & TITLE OF AUTHORIZED PERSON

DATE

HST REGISTRATION NUMBER (IF APPLICABLE)

Special Note: a signed copy of this form must be emailed along with the completed proposal to the Contact Person at centralecdev@amtelecom.net before closing date and time: October 27, Noon (EST).

A. Introduction

Destination Northern Ontario, Indigenous Tourism Ontario and the Municipality of Central Manitoulin on behalf of Manitoulin Island/Mnidoo Mnising partners are seeking a comprehensive Strategic Plan to explore and outline opportunities related to Indigenous and non-Indigenous culinary tourism on Manitoulin Island. The municipality will contract with a qualified consultant team or individual with multi-disciplinary skills and demonstrated experience in food tourism development and in-depth knowledge of the regional tourism industry. The end result will include a sustainable and integrated food tourism model for the island. That may include a permanent and balanced food tourism regional advisory group, a comprehensive implementation plan and a robust resourcing strategy.

B. Background and Context

Food and drink play a significant role in a visitor experience in many ways, whether visitors are dining in a restaurant or at food trucks, microbreweries and or local farms. Other culinary tourism plans have included food trails, agricultural tourism, brewery and vineyard touring, farmers markets, and food festivals.

Manitoulin Island/Mnidoo Mnising has two incorporated towns (Northeastern Manitoulin and the Islands and Gore Bay), eight townships (Assiginack, Billings, Burpee and Mills, Central Manitoulin, Dawson, Gordon/Barrie Island, Robinson and Tehkummah) and six First Nations reserves (M'Chigeeng, Sheguiandah, Sheshegwaning, Aundeck Omni Kaning, Wiikwemkoong and Zhiibaahaasing.) Its population is almost equally split between Indigenous and non-Indigenous residents. The island has an area of 2,766 km² (1,068 sq mi), making it the largest freshwater island in the world.

During the summer, the population (12,600 permanent residents) on the island grows by more than four times with tourists coming for boating and other activities in scenic surroundings. Year-round motor vehicle access to the island is available via the one-lane Little Current Swing Bridge, which crosses the North Channel at Little Current. From late May to early October, a daily passenger-vehicle ferry, the MS *Chi-*

REQUEST FOR PROPOSALS: DESTINATION NORTHERN ONTARIO, INDIGENOUS TOURISM ONTARIO,
MUNICIPALITY OF CENTRAL MANITOULIN

Cheemaun (Ojibwe for "Big Canoe"), travels between Tobermory on the tip of the Bruce Peninsula and South Baymouth. Winter ice prevents ferry service during that season.

There are eight farmers' markets spread throughout the island and just under 60 food and beverage operations.

The municipality and its partners are looking for a way to build on and develop these and other opportunities, Indigenous and non-Indigenous, into an actionable plan with measurable goals that support food tourism on the island as well as identify new opportunities and assets to increase visitor satisfaction and average length of stay because of enhanced food and drink experiences.

C. Administrative Information

1. Definitions

- This section defines the key terms used throughout the RFP document
- The proponents, Destination Northern Ontario, Indigenous Tourism Ontario and the Municipality of Central Manitoulin, will hereinafter be referred to as "The Proponents".
- The term "bidder" is defined as "an individual or a company that submits or intends to submit a proposal in response to this Request for Proposal"
- The successful Bidder will be referred to as "the Consultant(s)."
- The Request for Proposal will hereinafter be referred to as "RFP".
- The words "shall" or "will" are used to indicate a mandatory requirement. The word "should" is used to indicate an optional requirement.

2. The Process

Closing Date, Time and Location

Each Bidder must deliver their proposal electronically. Proposals must be received no later than 12 Noon (EST) local time in Central Manitoulin, Ontario on (the "Closing Time") on October 27, 2021 to centralecdev@amtelecom.net.

Late Proposals

It is the responsibility of each Bidder to ensure that their proposal is received at the Closing Location by the Closing Time and the Bidder assumes the entire risk of failure of the proponents to receive its proposal at the Closing Location by the Closing Time. Proposals received at the Closing Location after the Closing Time will not be considered and may be returned to the Bidder.

Schedule and Timing of Project

It is expected that the project will begin during the week of DATE. The completion date is

**REQUEST FOR PROPOSALS: DESTINATION NORTHERN ONTARIO, INDIGENOUS TOURISM ONTARIO,
MUNICIPALITY OF CENTRAL MANITOULIN**

expected to be on or before May 31, 2022, although an extension may be granted if necessary.

Summary of Key Activities, Dates and Times:

Activity	Date/Time
RFP Closing	October 27, 2021, Noon
Finalist Bidder Interviews (if required)	By Appt.
Consultant selection complete	November 1, 2021
Contract with Consultant	Upon Signing

Conflict of Interest

The Proponents reserve the right to disqualify any submission due to a conflict of interest. Each applicant must disclose any actual or potential conflict that may be occurring at time of bid or may occur during the course of the project. If a vendor fails to disclose an actual or potential conflict or where such a conflict cannot be resolved, the proponents shall have the right to terminate the contract.

Evaluation and Selection

Evaluation of Proposals will be performed by a committee formed by the proponents. Proposals will first be checked against mandatory criteria. Proposals not meeting the mandatory criteria will be rejected without further consideration. Proposals that do meet the mandatory criteria will then be assessed against additional criteria. The intent is to enter into a Contract with the Bidder who has the highest overall ranking. Please refer to Section H for a list of criteria and their weighting.

Negotiation Delay

If a Contract cannot be negotiated with the highest-ranking Bidder within a period of time satisfactory to the proponents, they may, at their sole discretion, terminate negotiations with that Bidder and either negotiate a Contract with another Bidder or choose to terminate this RFP process and not enter into a Contract with any of the Bidders. The proponents may also at their sole discretion, send out a new RFP for this project should they be unable to negotiate a Contract with the successful Bidder or another Bidder.

Continuation of Work

Based on the recommendations of the final report and subject to approval of the proponents, should future work be identified to advance or enhance this initiative, the proponents, being satisfied with efforts to date at its discretion may enter into an agreement with the successful bidder without retendering identified work.

3. Proposal Preparation

Signed Proposals

The Bidder must ensure that their submission includes the Cover Page of this RFP, signed by a person authorized to sign on behalf of the Bidder and to bind the Bidder to their proposal and the terms of this RFP.

Irrevocability and Validity of Proposals

By submission of a clear and detailed written notice, the Bidder may amend or withdraw their proposal prior to Closing Time. After Closing Time, all Proposals become irrevocable and will remain open for acceptance for a period of ninety (90) days from Closing Time. By submission of a Proposal, the Bidder agrees that, should the Proposal be successful, the Bidder will enter into a contract with the proponents.

Bidders' Expenses

Bidders are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations, if any. The proponents will not be liable to any Bidder whether they accept a Proposal or reject all Proposals, for any claims, whether for costs or damages incurred by the Bidder in preparing the Proposal, loss of anticipated profit in connection with the Contract or any other matter whatsoever.

Liability for Errors

While the proponents have taken considerable care to ensure an accurate representation of information in the RFP, the information contained in the RFP is supplied solely as a guideline for Bidders. The information is not guaranteed or warranted accurate, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Bidders from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

Firm Pricing

Prices will be firm for the entire Contract period unless specifically stated otherwise.

Sub-Contracting

Using a sub-contractor (who must be clearly identified in the proposal) is acceptable. This includes a joint submission by two or more Bidders having no formal corporate links. However, in this case, one of these Bidders must be prepared to take overall responsibility for successful performance of the Contract and this should be clearly identified in the proposal.

4. Additional Terms and Conditions

Acceptance and Rejection of Proposals

This RFP should not be construed as an agreement to purchase goods or services. The lowest priced or any Proposal will not necessarily be accepted, and the proponents are not bound to enter into a Contract with any Bidder.

REQUEST FOR PROPOSALS: DESTINATION NORTHERN ONTARIO, INDIGENOUS TOURISM ONTARIO,
MUNICIPALITY OF CENTRAL MANITOULIN

Right to Amend or Cancel

The proponents reserve the right in their sole discretion at any time, and for whatever reason to, by addendum, modify, amend, or otherwise change this RFP. This initiative is dependent on the confirmation of partner budgets.

Contract

Notice in writing to a Bidder that they have been identified as the successful Bidder and the subsequent full execution of a written Contract will constitute a Contract for the goods or services, and no Bidder will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both events.

No Public Announcements

Bidders will not make any public announcement or have any communication with the media in connection with this RFP without the prior written consent of the proponents.

No Promotion of Relationship

Bidders will not disclose their relationship with the proponents for promotional purposes, including by means of verbal declarations and announcements through any medium whatsoever.

Proprietary Information Notice

This RFP contains proprietary and confidential information of the proponents which is provided for the sole purpose of permitting the Bidder to respond to this RFP. In consideration of the receipt of this RFP, the Bidder agrees to maintain such information in confidence and not to reproduce or otherwise distribute this information.

Assignment of Intellectual Rights

All work carried out as a result of this RFP will be the exclusive property of the proponents and will be provided to the proponents immediately upon completion, expiration, or cancellation of the project. The proponents will own all rights, title, and interest in all intellectual property rights, including copyrights, patents, trade secrets and trademarks in any work created that is paid for by the proponents.

D. Proposal Content and Format

The following format and sequence should be followed in order to provide consistency in Bidders' responses and to ensure that each Proposal receives full consideration. Proposal must be on standard letter size paper (8.5" x 11") and all pages should be consecutively numbered.

1. **Title Page:** include title of RFP, Bidder's name, contact person, address, telephone number and E-mail address.
2. Signed RFP Cover Page.
3. **Table of Contents:** use page numbers.

REQUEST FOR PROPOSALS: DESTINATION NORTHERN ONTARIO, INDIGENOUS TOURISM ONTARIO,
MUNICIPALITY OF CENTRAL MANITOULIN

4. **Executive Summary:** Briefly describe the key features of the Proposal (2 pages maximum).
5. **Corporate Profile:** Include a profile of the corporate history including the length of time in business, number of employees, organizational structure (2 pages maximum).
6. **Corporate Experience:** Describe projects of a similar size and nature for which you have provided similar services including one reference for each project detailed including complete contact information (maximum 4 projects with 1 reference for each, maximum 4 pages).
7. **Project Understanding** (maximum four pages):
Proposal clearly demonstrates understanding of the following (please use these headings in your Proposal):
 - o Project Deliverables
 - o Scope of Work
 - o Innovative Approach
 - o Description of How Requirements Will be Met
8. **Project Management Description:** Describe the work plan and schedule demonstrating the approach to be used (maximum 2 pages).
9. **Pricing:** Provide a detailed breakdown and summary of costs including professional fees, disbursements (travel, communication, printing, etc.) and taxes (maximum 1 page).
10. Submissions can include samples of work as appendices.
11. File size must not exceed 2 MB and files are to be submitted in Microsoft Word or PDF format.

E. Project Information

Scope of Work, Deliverables and Outcomes

The proponents require a consultant or consultants to collaborate and engage with staff and stakeholders including Indigenous and non-Indigenous culinary operators to identify opportunities and enhance food tourism within Manitoulin Island/Mnidoo Mnising. This work will result in a framework for a five-year strategy focused on enhancing visitor satisfaction to generate positive word of mouth, leading to extended length of stay and additional expenditures because of the island's food and drink experiences.

The consultant(s) are required to provide innovative and actionable recommendations that will outline the way to develop the island's culinary tourism offerings.

The following process is envisioned. Note that the proponent is open to alternative approaches.

1. Initial and monthly consultation with stakeholder steering committee
2. Engage and recruit additional stakeholders

**REQUEST FOR PROPOSALS: DESTINATION NORTHERN ONTARIO, INDIGENOUS TOURISM ONTARIO,
MUNICIPALITY OF CENTRAL MANITOULIN**

3. Facilitate workshops - cultivate the creation of local culinary tourism strategy through various workshops and outreach that would develop a culinary tourism experiences.
4. Build upon the current authentic local food networking by engaging agriculture, food and tourism partners and community ambassadors.
5. Foster the creation of infrastructure and distribution networks throughout the supply chain.
6. Identify how to best develop, promote and deliver innovative food tourism products, services and experiences.
7. Facilitate transfer of knowledge, skills and Best Practices to mobilize the strategy.
8. Foster relationships and a plan moving forward with Indigenous and Non-Indigenous partnerships
9. Final report and recommendations

Outcome:

The food tourism strategy is expected to provide a roadmap on how to develop a minimum of 6 quality offerings and services under a taste of place model. Culinary offerings would include use of or production of a local product, partnering with another business or offering a culinary experience that includes incorporating local history, legends or stories about the food or those that traditionally eat it. Identifying gaps in the food tourism industry operations will allow the region to react and create a better-quality tourism experience, maintaining existing visitation, attracting new visitors and encouraging visitors to stay longer and contribute more to the local economy.

Recommended Material for Review

The following documents and links will be provided for review; however, the review is not limited to the list: Position Paper on Growing Indigenous Food Tourism in Northern Ontario (2018), Destination Northern Ontario Product Development Strategy (2021), Northern Ontario Indigenous Food Tourism Strategy (2020).

F. Management Requirements

Work Plan and Project Schedule

As noted in Section D, bidders are required to submit a work plan, itemizing the tasks and sub-tasks they will undertake to complete the project. The work plan should be thorough enough in scope and detail to convey the Bidder's understanding of the project requirements and their ability to manage the project. Major meetings and all deliverables should be included, and each task should show the start and end date as well as the estimated number of hours or days required to complete the task. Each task should also identify the person or persons assigned to complete the task. In addition, each person's level of effort (time) and required resources should be established. It is recommended that a diagram such as a Gantt chart be utilized to demonstrate the project schedule.

G. Pricing

The Bidder shall provide cost detail for each phase and key tasks set out in this RFP and the proposal must include the following components:

- Professional fees in per diem rates;
- Travel expenses including accommodation;
- Other disbursements;
- Administrative, printing and other miscellaneous fees;
- Total fees/expenses;
- Reports in Microsoft Word; and
- HST.

Bidders are required to provide their payment terms as part of their proposal. The total budget available for this initiative is \$34,000 including HST (CDN).

H. Proposal Evaluation

Evaluation of proposals will be performed by the project steering committee. Selection of the Consultant will be achieved through a formal evaluation process. Proposals will first be checked against mandatory criteria. Proposals not meeting the mandatory criteria will be rejected without further consideration. Proposals that do meet the mandatory criteria will then be assessed against the additional criteria listed below or in any addendum or addenda to this RFP. Additional consideration will be given to proposals that demonstrate a high level of professionalism, innovation, and perceived commitment to the project.

The following are the mandatory requirements:

- Bidder must fax, mail or deliver a signed copy of the RFP form (first page of this document) to the "closing location" by the "closing time" to:
Marcus Mohr, Community Development and Outreach Coordinator
Municipality of Central Manitoulin
6020 Hwy 542
P.O. Box 187
Mindemoya, ON
P0P 1S0

Fax: 705-377-5585
Email: centralecdev@amtelecom.net
- An electronic version of the Proposal must be received at the "closing location" by the "closing time";
- The Proposal must contain a cover letter; and

REQUEST FOR PROPOSALS: DESTINATION NORTHERN ONTARIO, INDIGENOUS TOURISM ONTARIO,
MUNICIPALITY OF CENTRAL MANITOULIN

- Size of the file should not exceed 2 MB.

Criteria will be scored as follows:

Bidder Qualifications and References (total 40 points)

1. Experience and Qualifications - 35 points

- a) The proposal must identify all members of the team (including subcontractors if applicable) and their relevant skills, qualifications and experience, the amount of time each individual will devote to the project, roles, responsibilities and team structure.
- b) Knowledge of Northern Ontario and Manitoulin Island/Mnidoon Mnisung
- c) The proposal should provide evidence of the Bidder's recent (in the last five work years) experience

2. Northern Ontario and Experience working with Indigenous groups/organizations - 5 points

Preference will be given to Bidders who operate in Northern Ontario or have a partnership with a Northern Ontario consultant who will participate significantly in the implementation of the contract. Preference will also be given to firms with experience working with Indigenous groups/organizations.

Management Description (total 30 points)

1. Approach to the Project and its Deliverables - 25 points

- a) The proposal should demonstrate the Bidder's clear understanding of the project by recommending a suitable approach which reflects the intended use of the data.
- b) The proposal should also present evidence of the Bidder's comprehension of the project scope of work and rationale. Value-added insight that is beyond what is stated in the RFP will be recognized; simple reiteration of the content of the RFP will not constitute the Bidder's understanding of the project.

3. Document Quality - 5 points

- a) As it is considered to be precursor of the quality of the final product, written proposals will be assessed in terms of overall quality; i.e., organization, presentation/appearance, clarity and conciseness.
- b) Bidders may, if they wish, provide samples of relevant work that may be of interest to the proponent.

4. Pricing - 10 points

Proposals within budget (\$34,000 including HST) will be evaluated based on the cost breakdown in phases. The budget must provide detailed costs for each of the deliverables and milestones including professional fees, disbursements, the preparation costs for reports, HST as applicable and other related costs. All costs must be reasonable and total budgets will be factored into the final consideration.