

# Regional Tourism Organization 4 Inc. (RTO4)

Request for Proposals

For

**Partnership Development**

Release Date:

**November 13th, 2017**

Deadline for Submissions

**December 4, 2017**

## **Introduction**

Regional Tourism Organization 4 (RTO4) invites interested potential partners to submit proposals for a Partnership Development Role for the Guelph to Goderich Rail Trail (G2G).

## **Background**

The Ministry of Tourism and Culture has divided Ontario into 13 regions and encourages the Tourism industry to form partnerships while taking a regional approach. RTO4 was incorporated in October 2010 pursuant to the Ontario Ministry of Tourism & Culture's new regional tourism management strategy.

Region 4 is comprised of Huron County, Perth County, Waterloo Region and Wellington County.

RTO4's goal is to grow the tourism economy through active partnerships in Huron, Perth, Waterloo and Wellington. Its strategy is to enhance the capacity and capability of operators and DMO's, empowering/enabling them to better identify and develop the core assets that make the region unique.

RTO4 has been called the "petri dish of tourism development in North America" by the former President of the Canadian Tourism Commission, Greg Klassen, specifically because of its innovative, analytical and non-traditional approach to growing tourism and economic development.

## **Further information**

- Ontario's tourism regions: <http://www.mtc.gov.on.ca/en/regions/regions.shtml>
- RTO4 current activities: <http://www.rto4.ca>

## **About this RFP**

This request for proposal (RFP) document consists of the following:

1. Guelph to Goderich Rail Trail Information
2. Scope of Work
3. Terms and Conditions
4. Submission requirements

## **Intention to submit proposal**

To ensure you are apprised of any additional information as may be provided, please confirm your intention to submit a proposal upon receipt of this RFP.

As detailed below in Questionnaire and Submission, proposals and questions must be submitted to:

Regional Tourism Organization Four Inc.  
Ashley Gallant  
RTO4 Project Manager  
ashley@rto4.ca | (519) 271-7000 x 204

## **1. Guelph to Goderich Rail Trail Information**

The G2G Rail Trail is a 127km train right of way abandoned in 1988 and currently under redevelopment as a highly accessible public recreational trail, used for non-motorized use such as walking, hiking, running, cycling, snowshoeing and skiing. Managed by several trail groups along its length, the trail is presently open with several work arounds. The aim for this trail to be fully accessible, which would make this a unique outdoor offering in Ontario.

There are significant project costs to bring the entire G2G trail into optimal condition. Currently the trail is passable for hiking with a few exceptions where bridges are out and detours have been provided. The plan is to restore and recondition the original trail bed and replace bridges which were removed during its decommissioning as a rail bed and encourage economic development, services, and broad use.

## **2. Scope of Partnership Development**

RTO4 is coordinating, in conjunction with partners, the construction of bridges and other structures to be installed along the Goderich to Guelph trail. To re-establish this trail system there are a few former railway structures that were abandoned numerous years ago. At a few sites, the bridge decks were removed; however, the abutments and piers remained in place. At other sites the structures were completely removed. Where practical, the hope is to use the remaining sections of the structure to support new pedestrian bridges that will span across the waterways and roads.

For the purposes of this RFP, this particular role involves the following:

- development of a 3-year staged business plan to complete the construction of primary infrastructure along the G2G rail trail, including 3 major bridges and several other minor infrastructure projects
- identification, development, and engagement of key partners to fund part or all of the identified capital requirements for G2G over the 3-year term
- partnership development, engagement, and fundraising
- continued engagement with partners
- continued work towards goal development and refinement
- by-monthly monitoring and performance assessment of work to date by RTO4
- continued assessment of strategies and tactics to maximize results, minimize effort, improve capacity and integrate learnings

## **2.1 RTO4 interaction**

Check-in meetings (at an agreed-upon frequency) between the successful firm and the RTO4 project manager as required, at the RTO4 office during monthly financial meeting. Reports and recalibration will be required.

## **3. Terms and conditions**

RTO4 reserves the right, at its sole option, and for its convenience, to accept and/or reject any proposal, in whole or in part, for any or no reason. By making this RFP, RTO4 does not imply or give any assurance whatsoever that any proposal will be accepted. No contractual or other legal obligations arise on the part of RTO4 to any proponent by this RFP until such time as a final, written agreement, if any, is subsequently entered into with a proponent.

RTO4 may or may not award the business that is the subject of this RFP to any proponent or proponents at RTO4's sole discretion. RTO4 reserves the right to negotiate with proponents, seek clarification from proponents regarding their proposal responses and invite modifications to the proposal responses submitted.

RTO4 retains the right to withdraw or modify this RFP at any time without notice and without obligation to proponents. RTO4 may waive compliance with the requirements of this RFP and consider a proposal response that does not meet all of the requirements of this RFP.

Your proposal is submitted at your own risk. If, prior to the deadline for submission of proposals you fail to notify RTO4 of an error and your proposal is selected, you shall not be entitled to any compensation or time by reason of the error or its later correction.

No part of this RFP will become part of any final agreement between RTO4 and the provider unless specifically incorporated into a final, written agreement. Any or all contents of your proposal may become part of the final agreement.

Your proposal response, including fees, shall constitute a binding offer capable of acceptance in whole or in part by RTO4, and if selected will remain valid until such time as a final agreement is negotiated and executed.

RTO4 shall not be in any way responsible for or liable for any costs associated with your proposal and you shall not make claim to RTO4 for any such cost or expenses. By submitting a proposal response, you agree to waive any right to claim damages against RTO4 for any reason, cause, or thing arising out of the RFP process. If you are selected you may be required to provide satisfactory proof of maintenance of

relevant insurance coverage (including commercial, professional, general liability and automobile insurance).

The data collected and reports generated are the sole property of RTO4 and can only be distributed, shared or otherwise used at the sole discretion of RTO4.

### **3.1 Potential for conflicts of interest**

Each proponent, in their proposal submission, shall declare all conflicts of interest or any situation that may be reasonably perceived as a conflict of interest that exist now or may exist in the future. Failure to comply with this requirement will render the proposal noncompliant and will cause the proposal to be rejected. RTO4 reserves the right to disqualify from further consideration proposals that in RTO4's opinion demonstrate a conflict of interest.

Any contract awarded as a result of this RFP will be non-exclusive. RTO4 may, at its sole discretion, purchase the same or similar services for other sources during the term of the contract.

### **3.2 Duration and Termination**

Key milestones mentioned will be evaluated every two months with revision to renew or extend this engagement.

In the event that the successful proponent, in the opinion of RTO4, fails to satisfactorily perform the services in accordance with the terms and conditions of the contract including the instructions to proponents, terms of reference and any other documented terms and conditions, RTO4 reserves the right to terminate services. RTO4 further reserves the right to terminate the contract without showing cause, prior to its conclusion, upon giving at least ten (10) days written notice to the successful proponent.

### **3.3 Terms of payment**

Purchase order numbers will be issued for the vendor to use for billing purposes. Payment will be made in response to invoices itemized in accordance with the final executed contract, provided the invoices are based on work/deliverables described in the scope of the project and are consistent with the timetable of each negotiated deliverable, are completed to RTO4's satisfaction and provided there exists no defaults of obligations.

### **3.4 Subcontracting and assignments**

It is understood and agreed that the successful proponent will be an independent contractor. Any proposed subcontracting agreements must be approved by RTO4

and will not release you from any obligation with respect to the performance of your obligations.

### **3.5 Errors and omissions**

RTO4 shall not be held liable for any errors or omissions in any part of this RFP. While considerable effort to ensure an accurate representation in this RFP, the information contained in the RFP is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate, not is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve proponents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

### **3.6 Indemnification**

The successful proponent shall indemnify and hold harmless RTO4, its Board of Directors, its officers and partners from and against all actions, claims, demands, losses, costs, damages, suits, or proceedings whatsoever which may be brought against or made and against all losses, liabilities, judgments, claims, suits, demands or expenses which may sustain, suffer or be put to resulting from or arising, out of the successful proponent's failure to exercise reasonable care, skill, or diligence or omissions in the performance or rendering of any work or service required hereunder to be performed or rendered by the successful proponent, its agents, officials and employees.

### **3.7 Confidentiality**

The vendor shall not at any time before, during or after completion of the project, divulge any confidential information communicated to or acquired by you or disclosed by RTO4 in the course of carrying out this project.

### **3.8 Acceptance of terms**

By submitting a proposal you represent you have read, completely understand, and accept all terms and conditions of the RFP in full.

### **3.9 Price proposal**

Respondents shall provide a framework for how they intend to bill for said services. The RTO will work with the chosen RTO4 to establish budget maximums prior to execution.

## **4. Submission requirements**

#### **4.1 Proposal guidelines**

Your proposal must:

- Be submitted electronically (Adobe PDF file preferred). Your submission should not exceed 10 pages in length.
- Be accompanied by a cover letter and/or e-mail personally signed or signed by an authorized representative of your company certifying the accuracy of all information contained in your submission and acknowledging your company's offer of services according to the terms and conditions of this RFP.

#### **4.2 Questionnaire**

Any submissions over the 10-page limit will automatically be excluded from the evaluation process.

1. Provide history including experience and results with similar projects.
2. A general project description with key touch points for implementation including estimated timing.
3. Restrictions and organizational support requirements.
4. Specify the project team leader/liaison and primary team members who will be working on our account and their bios.
5. Provide at least one experience-specific client reference.
6. Provide a quotation of your proposed engagement and describe how your billing process works. Provide a cost breakdown as appropriate.
7. Provide any information you believe will be helpful in assessing your capabilities.

#### **4.3 Evaluation criteria**

A review committee will evaluate proposals received in response to this RFP. While there will be no official scoring sheet, proposals will be evaluated with regard to the following:

- Capacity to complete the project in as short a timeframe as possible,
- Perceived fit between our teams,
- Competitive pricing and fee structure,



- Completeness – incomplete or proposals deemed non-responsive will be, immediately rejected from consideration.

#### **4.4 Submission**

It is your responsibility to seek clarification of any matter that you consider unclear before submitting your proposal. RTO4 is not responsible for any misunderstanding or misinterpretation of the RFP requirements.

Proposals must be submitted via e-mail by the specified deadline to:

Regional Tourism Organization Four Inc.

Ashley Gallant

RTO4 Project Manager

[ashley@rto4.ca](mailto:ashley@rto4.ca) | (519) 271-7000 x 204

#### **Reminder:**

**Deadline for proposal submission is 13:00 hrs Eastern Standard Time, December 4, 2017.**