# Request for Proposal – Tourism Asset Inventory

1. **Introduction**

The District of 100 Mile House is seeking proposals from potential consultants with expertise to develop a Tourism Asset Inventory for the South Cariboo.

1. **Background**

The District of 100 Mile House is a community of approximately 2,000 residents, located on Highway 97 in the South Cariboo. Forestry has been the main economic driver throughout most of its history, with tourism and commercial services significant generators as well. 100 Mile House is the commercial hub and main service centre for about 15,000 residents in the South Cariboo, a population that grows to 25,000 or more in the summer months as the surrounding area’s recreational property owners and tourists return.

The District of 100 Mile House Economic Development Strategy has identified tourism as a sector for future regional growth potential in a community online survey. To better understand the tourism potential, it is important to identify what assets or inventory the community and surrounding area have. Complimenting this would be an inventory of existing tourism-related businesses, their status, capacity, and business opportunities. An inventory of these assets can clarify where the greatest opportunities currently exist and identify gaps and potential for tourism development and promotion.

1. **Purpose**

Our Tourism Asset Inventory will consist of identifying assets, identifying gaps in our community capacity and tourism product mix to more easily identify and market community assets to visitors. The gaps identified in the inventory will assist in attracting new investors and help existing businesses amend their scope. A Tourism Asset Inventory will assist event planners with identifying our capacity to host tournaments and events, which in turn will help bring participants, spectators, and others to our community, with economic spinoffs generated.

When this component of the project is complete, the District will be able to use the inventory created by the consultant to create a resource brochure. This could be shared with planning coordinators at a local, provincial, national, and international level.

1. **Scope of Work**

The following may be used as a guide to the tasks to be undertaken, which is not exhaustive or limiting. Respondents should develop their own approach to the project, based on project understanding. The District encourages respondents to propose alternatives that will be beneficial to the project, and is open to innovative proposals that can achieve the best results.

Throughout the project, the successful consultant will work closely with the District’s Director of Economic Development and Planning (the primary staff contact) and provide regular progress reports.

We will be requesting the consultant to conduct comprehensive research and report on:

* + Existing accommodation capacity (ie: # of rooms, amenities, services)
  + Adventure tourism and outdoor recreation attractions
  + Conference and event venues, services, guest capacity
  + Meeting room capacity
  + Food and beverage providers (restaurants, capacity, catering availability)
  + Tourism services
  + Transportation
  + Parks
  + Trails
  + Campgrounds
  + Other attractions (culinary attractions, natural attractions, agricultural attractions, culture / heritage attractions)

Classification of each asset is required, using Destination BC’s Market Ready Standards Classification System, or another widely accepted classification system.

**Desired results:**

* Identify categories for the inventory
* Consultant will collect all known existing tourism product inventories (ie: visitor guides, camping guides, transportation options, hotel/motel/resort listings, etc)
* Build on existing inventories by undertaking original research to find as many tourism assets as possible
* Develop an online survey for collection of tourism asset information
* Verify and/or ground-truth information as applicable
* Develop a gap analysis of tourism products and services within our regional tourism asset mix
* Compile all into a report format, with an Executive Summary
* Develop a one-page information flat sheet for distribution, summarizing and highlighting the region’s tourism assets
* Identify best opportunities for further development of tourism assets to fill gaps

**Inventory Asset Areas:**

CRD Area G – Lac La Hache / 108 Mile 2,683 sq. km

CRD Area H – Canim Lake / Forest Grove 2,603 sq. km

CRD Area L – Lone Butte / Interlakes 1,270 sq. km

100 Mile House – 53 sq. km

A single consultant will be engaged to execute the Tourism Asset Inventory work, working closely with the District of 100 Mile House Economic Development staff, the South Cariboo Visitor Centre, the Cariboo Regional District, the Cariboo Chilcotin Coast Tourism Association (CCCTA), and others.

1. **Project Schedule (anticipated)**

* Posting of Proposal: May 17, 2022
* Proposal Deadline: May 30, 2022
* Award of Project: June 1, 2022
* Draft Tourism Inventory Asset Plan Due: July 29, 2022
* Final Tourism Inventory Asset Due: August 31, 2022

1. **Project Budget**

Respondents are asked to provide a detailed fee proposal for the tasks outlined in the Scope of Work, inclusive of travel costs or any other anticipated costs. Any assumptions should be clearly stated. Proposals up to $25,000 will be considered.

1. **Submissions**

* Cover letter signed off by a principal of the company authorized to execute a contract with the District of 100 Mile House
* Consultant qualifications
* A detailed proposed work schedule, which itemizes key tasks, milestones, deliverables and realistic timelines, including allowance for an adequate number of meetings with the District
* A comprehensive fee proposal as outlined in item 6 above
* References from similar projects completed by the proponent, and at least one relevant sample of the consultant’s work

Proposals will be accepted until **2:00 p.m. local time, May 30, 2022**, and should be submitted in person or by email to:

Joanne Doddridge, Director of Economic Development & Planning

District of 100 Mile House

385 Birch Avenue, 100 Mile House, BC V0K 2E0

Email: [jdoddridge@100milehouse.com](mailto:jdoddridge@100milehouse.com)

1. **Questions**

Any questions should be directed to: [ecdev@100milehouse.com](mailto:ecdev@100milehouse.com). Answers will be posted at: <http://www.100milehouse.com/business-development/bid-opportunities>

1. **Resources**

* District of 100 Mile House Economic Development Strategy [www.100milehouse.com](http://www.100milehouse.com)
* [Investment Opportunities | District of 100 Mile House](https://www.100milehouse.com/investing-here/investment-opportunities)
* District of 100 Mile House [www.100milehouse.com](http://www.100milehouse.com)
* Discover South Cariboo [www.discoversouthcariboo.ca](http://www.discoversouthcariboo.ca)
* Explore Cariboo <https://explorecariboo.com/>
* Cariboo Chilcotin Coast Tourism Association <https://landwithoutlimits.com>
* Destination BC [www.destinationbc.ca](http://www.destinationbc.ca)
* [Make the Move - Cariboo Regional District (cariboord.ca)](https://www.cariboord.ca/en/business-and-development/make_the_move.aspx)   
    
  The District may request additional information or clarification of proposals and hereby reserves the right to evaluate, at its sole discretion, the extent to which each proposal compares to the stated criteria that it believes will best serve its requirements.