



Regional District of  
**Kitimat-Stikine**

Request for Proposal  
Number RFP 2018-ED04

FOR THE PROVISION OF:

## **Northwest BC Regional Tourism Website**

For the  
Regional District of Kitimat-Stikine

Date of Issue: October 9, 2018

Closing Date: November 9, 2018

Closing Time: 4:00 pm Local Time

Deliver To: Regional District of Kitimat Stikine  
300-4545 Lazelle Avenue  
Terrace, BC V8G 4E1  
Attention: Verna Wickie

### **Documents included:**

Appendix A: Intent to Respond Form  
Schedule A: Proposal Forms

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# 1 INTRODUCTION

The Regional District of Kitimat-Stikine (the Regional District), in partnership with the Kermodei Tourism Society, Tourism Kitimat, the District of Stewart, the District of New Hazelton, the Village of Hazelton and Nisga'a Lisims Government, is soliciting proposals to create a captivating, user-friendly website that showcases the tourism opportunities of the region as well as its individual destination marketing organizations' communities. The website is intended to be used with future marketing efforts.

The Regional District is considering entering into a contract for services intended to commence by November 23, 2018 and to finish by April 30, 2019. The Preferred Respondent shall be available for questions from the Regional District until December 30, 2019. The detailed requirements are defined in the RFP.

Request for Proposals (RFP) documents may be viewed at or obtained from the BC Bid website ([www.bcbid.gov.bc.ca](http://www.bcbid.gov.bc.ca)) (the "BC Bid website") and the Regional District's website ([www.rdks.bc.ca](http://www.rdks.bc.ca)).

**This RFP is not intended to, and shall not, create any legal obligations or duties of the Regional District towards any person for any reason whatsoever, whether in contract, tort, or otherwise. The Regional District, at its sole discretion, and at any time, may or may not enter into negotiations with one or more persons submitting proposals in response to this RFP, or with any other person.**

## 1.1 General Scope of Services

The general scope of services is to create a website that houses the regional tourism marketing efforts of the Northwest communities by highlighting tourism opportunities of the region and individual communities in a way that is aligned with Destination BC's branding guidelines. Details of the Plan are outlined in Section 5.

# 2 PROPOSAL INSTRUCTIONS

## 2.1 Closing Time and Address for Proposal Delivery

Proposals should be received **no later than 4:00 pm local time on the 9<sup>th</sup> day of November 2018** (the "**Closing Time**"). Memory sticks (USB drives) and hard copies of Proposals should be submitted together **in a sealed package, marked "confidential"** to the following specific physical location:

Regional District of Kitimat Stikine  
300-4545 Lazelle Avenue  
Terrace, BC  
V8G 4E1  
**Attention:** Verna Wickie

## 2.2 Number and Format of Copies

Respondents shall submit one (1) signed original hard copy and one (1) electronic copy by memory stick, both together in a sealed package. If there are any discrepancies between the hard copy and the electronic copy, the hard copy shall prevail. Hard copies should be bound (thermal or ring binding); unbound submissions will not be accepted. Emailed electronic copies will not be accepted.

## 2.3 Revisions to Proposals

Proposals may be revised; however, the revisions should be submitted in a new Proposal, delivered in hard copy with an accompanying amended single consolidated pdf file to the location set out in Section 2.1, at any time before the Closing Time, but not after. Faxed revisions are discouraged, and emailed revisions will not be accepted. Only the most recent Proposal submitted by a Respondent will be considered.

## 2.4 Information Meeting

An Information Meeting may be hosted by the Regional District Representative (RFP Coordinator) to discuss the Regional District's requirements under this RFP (the "**Information Meeting**"). If the Regional District elects to hold an Information Meeting, the Regional District will post notice of the date, time and location of the meeting on the BC Bid website and the Regional District website ([www.rdks.bc.ca](http://www.rdks.bc.ca)) and provide notice to those parties that have registered their intent to respond as per section 2.6 of this RFP. After the Information Meeting, a written record of questions and answers from the meeting will be provided to registered parties and posted to the BC Bid site and Regional District website (along with any addenda).

At this time, an Information Meeting is not planned for this RFP.

## 2.5 Inquiries

All inquiries related to this RFP must be directed in writing to the person named below or such other person who may be named from time to time by the Regional District (the "**RFP Coordinator**"). Information obtained from any person or source other than the RFP Coordinator should not be relied upon.

**Name:** Deklan Corstanje

**Address:** 300 – 4545 Lazelle Avenue, Terrace, BC V8G 4E1

**Email:** deklanc@rdks.bc.ca

**Fax:** 250-635-9222

All inquiries should be received in writing no later than 4:00 p.m. 5 business days (November 2, 2018) before the Closing Time. Hours of business are 8:30 a.m. to 4:30 p.m., Monday through Friday, except statutory holidays.

Inquiries and responses will be recorded and will be distributed to all Respondents who have returned an "Intent to Respond" form (Appendix A) at the discretion of the Regional District.

Respondents finding discrepancies or omissions in the RFP (including all schedules) or having doubts as to the meaning or intent of any provision, should immediately notify the RFP Coordinator in writing. If the Regional District determines that an amendment or clarification is required, the RFP Coordinator will issue an addendum.

## **2.6 Intention to Respond and Addenda**

If the Regional District issues an addendum it will be posted on the BC Bid Website and the Regional District website and be provided to parties registered as per Section 2.6. Any addenda will form part of the RFP. It is the responsibility of Respondents to check the BC Bid Website and the Regional District Website for addenda. The only way this RFP may be added to, or amended in any way, is by a formal written addendum. No other communication, whether written or oral, from any person will affect or modify the terms of this RFP or may be relied upon by any Respondent. By delivery of a Proposal, the Respondent is deemed to have received, accepted and understood the entire RFP, including any and all addenda. All status inquiries must be directed to the RFP Coordinator.

In order to be included in direct communication related to inquiries or addenda, Respondents are required to communicate their intention to respond to this Request for Proposals by returning a copy of the Intent to Respond form (Appendix A) via fax or email to the RFP Coordinator named in Section 2.5. Addenda will be published on BC Bid and Regional District Website.

## **2.7 Examination of Contract Documents**

Respondents are responsible for reading and familiarizing themselves with the RFP document in its entirety (including all schedules, attachments and appendices) before preparing and submitting a Proposal, and highly encouraged to do so before asking the RFP Coordinator questions that may be answered within the RFP document.

## **2.8 Process after Closing**

Notwithstanding any other provision of this RFP, the execution of a Contract is subject to any negotiation of terms and conditions between the Regional District and any Preferred Respondent. As stated elsewhere in the RFP, the Regional District shall not be contractually bound to any person or organization as a result of this RFP.

The Regional District is by no means required to notify Respondents who were not selected as the Preferred Respondent, nor debrief with them.

The Contract and selection of the Preferred Respondent are subject to approval by the Regional District Board and all conditions are subject to their approval.

## **2.9 Conflict of Interest**

A Respondent must disclose in its Proposal any actual or potential conflicts of interest and existing business relationships it may have with the Regional District, Kermodei Tourism Society, Tourism Kitimat, the District of Stewart, the District of New Hazelton, the Village of Hazelton and Nisga'a Lisims Government, their elected or appointed officials or employees. The Regional District may rely on such disclosure.

## **2.10 Solicitation of Board Members, Regional District Staff and Regional District Consultants**

Respondents and their agents will not contact any member of the Regional District Board, Regional District staff or Regional District consultants with respect to this RFP, other than the RFP Coordinator named in Section 2.5 at any time prior to the award of a contract or the cancellation of this RFP.

## **3 GENERAL CONDITIONS**

### **3.1 Negotiation**

The Regional District may negotiate changes to any terms of a Proposal, including terms that form part of this RFP and including prices, and may negotiate with one or more Preferred Respondents.

### **3.2 Limitation of Liability**

Respondents are solely responsible for their own expenses in preparing and submitting Proposals, and for any meetings, negotiations or discussions with the Regional District or its representatives and consultants relating to or arising from the RFP. The Regional District will not be liable to any Respondents for any claims, whether for costs, expenses, losses or damages, or loss of anticipated profits, incurred by the Respondent in preparing and submitting a Proposal, or participating in negotiations for a contract, or other activity related to or arising out of this RFP. No Respondent shall have any claim for any compensation of any kind whatsoever as a result of participating in this Request for Proposals, and by submitting a Proposal each Respondent shall be deemed to have agreed that it has no claim.

### **3.3 Respondent's Qualifications**

By submitting a Proposal, a Respondent represents and warrants to the Regional District that it has the expertise, qualifications, financial resources, and relevant experience to supply the Services described in this RFP.

### **3.4 Confidentiality**

All Proposals become the property of the Regional District upon submission and will not be returned to the Respondents. All Proposals will be held in confidence by the Regional District unless otherwise required by law. Contractors should be aware the Regional District is a "public

body" as defined by and is subject to the *Freedom of Information and Protection of Privacy Act* of British Columbia.

### 3.5 Definitions

In this RFP the following definitions shall apply:

**"Approval"** or **"Approved"** means approval in writing by the Regional District Representative.

**"BC Bid Website"** means [www.bcbid.gov.bc.ca](http://www.bcbid.gov.bc.ca).

**"Closing Time"** or **"Closing Date and Time"** has the meaning set out in section 2.1.

**"Website"** means a location connected to the Internet that maintains one or more pages on the World Wide Web that is proposed by the Respondent.

**"Contract"** means a formal written contract between the Preferred Respondent and the Regional District for the performance of the Work, the preferred form of which is attached to this RFP as Schedule "B".

**"Contractor"** means the Respondent whose Proposal has been accepted by the Regional District and includes the Contractor's personal representatives, successors or permitted assigns.

**"Destination BC"** or **"Destination British Columbia"** is Destination BC Corp., the industry-led Crown corporation responsible for executing the provincial government's tourism strategy.

**"Evaluation Team"** means the Regional District administration and project partners.

**"Information Meeting"** has the meaning set out in section 2.4.

**"Northwest"** or **"Northwest BC"** means the municipalities within the Regional District of Kitimat-Stikine (Terrace, Kitimat, Hazelton, New Hazelton and Stewart) as well as the unincorporated, rural communities.

**"Preferred Respondent(s)"** means the Respondent(s) recommended by the Evaluation Team and approved by the Regional District to enter into negotiations for a Contract.

**"Proposal"** means the submission from the Respondent. Required elements of the proposal are identified in Section 5.1.

**"Respondent"** means an entity that submits a Proposal in response to this RFP.

**"Regional District"** means the Regional District of Kitimat-Stikine.

**"Regional District Representative"** means the individual appointed by the Regional District to make decisions related to the Contract.

**"Regional District Website"** means [www.rdks.bc.ca](http://www.rdks.bc.ca).

**"Request for Proposals"** or **"RFP"** means Request for Proposals No. 2018-ED04 including Schedules and Appendices attached hereto and any addenda issued by the Regional District.

“**RFP Coordinator**” means the person referred to in section 2.5.

“**Services**” has the meaning set out in Section 1.1 – “General Scope of Services”.

“**Statutory Holiday**” means any day that may be deemed a statutory holiday by the *Employment Standards Act* (British Columbia).

“**Term**” means the term of the Contract, as specified in the Contract (Schedule B).

## **4 EVALUATION OF PROPOSALS**

This section details some of the criteria against which Proposals may be evaluated. The Regional District may utilize further or other criteria in its sole discretion.

The lowest price or any proposal will not necessarily be accepted. The Regional District expressly reserves the right to accept or reject any or all proposals at any time, modify the project schedule, or cancel the RFP for any reason whatsoever without compensation to any person. The Regional District expressly reserves the right to accept the Proposal deemed most favorable to the interests of the Regional District. The Regional District may, at any time and for any reason, negotiate with one or more Preferred Respondent with respect to this RFP or the work contemplated by it.

### **4.1 Criteria**

Proposals not clearly demonstrating that they meet the following criteria may be excluded from further consideration:

- The Proposal should be received at the location specified in Section 2.1 on or before the Closing Date and Time;
- The Proposal must be in English;
- One (1) electronic copy in PDF format must be submitted as per Section 2.2;
- One (1) bound, signed and sealed hard copy must be submitted as per Section 2.2;
- The Proposal should include a completed Proposal Form.

## **5 ADDITIONAL INFORMATION**

This section identifies what will be expected as elements of the Proposal and the Website project. They will be regarded as the minimum requirements, and Respondents may include more elements as they see fit or offer rationale towards any exclusion of minimum requirements.

### **5.1 Elements of the Proposal to be Included**

In addition to the criteria outlined in Sections 1.1 and 4.1, the rest of the proposal submission is required to include the following:

- Cover letter
- Table of Contents
- Team, Qualifications, Past Work and References
- Project Understanding
- Workplan and Timetable

- Fees associated with each task outlined in Section 5.2, including any associated travel and accommodation
- Value Additions if in addition to minimum elements outlined in Section 5.2
- Approach and methods, and outcomes from tasks outlined in Section 5.2
- Insurance coverage and licensing information, including business and/or professional liability and WorkSafe BC clearance.

## 5.2 Elements of the Website

The following list outlines elements of the Website project, that are expected to be included as the minimum requirement. These elements are not to be included in the submission of the Proposal, but rather provide Respondents the elements of the Website to associate fees. Should Respondents wish to include more items, they may, and should Respondents consider an element to be redundant, unnecessary or otherwise, they may indicate rationale in their Proposal.

The Regional District and its partners intend to use the website for future marketing efforts, and requires a user-friendly website that can be used to house media content and information regarding the region as a whole and the individual communities within the region. The website will provide visitors a “snapshot” of the region and the ability to explore individual areas and communities within the northwest. An example that has several desired elements can be found at <http://sharevancouverisland.com/>. The website will use Destination BC assets and will follow Destination BC branding guidelines (found at [https://www.destinationbc.ca/getattachment/Resources/british-columbia-tourism-brand/OurBrand\\_V4-2-POSTED.pdf.aspx](https://www.destinationbc.ca/getattachment/Resources/british-columbia-tourism-brand/OurBrand_V4-2-POSTED.pdf.aspx)).

Minimum elements are as follows:

- Main landing page
  - Will house video, photo and written content that gives an overview of the region
  - A simple map graphic identifying the individual key areas and communities of the region
  - Able to expand to contain marketing materials for future campaigns (forms, links, etc.)
- Community pages
  - Similar to main page, although specific to individual community or area, giving a short introduction, with a link through to the community’s tourism website. The communities will include Terrace, Kitimat, Stewart, Nisga’a Lands, the Stewart-Cassiar Highway, and the Hazeltons.
  - Can house social media posts (Instagram, Facebook, etc.) from community/area’s social media page(s)
- User-friendly website management/admin
  - Back end should be simple and easy to use for future changes to website, with manual pdf left to project partners.
  - Preferred Respondent shall be available for assisting the Regional District with any issues with the website management until December 30, 2019.

### 5.3 Intended Price for Proposal

This project budget is intended to be \$20,000, applicable taxes included.

### 5.4 Value Added Elements

Proposals may include additional items that are supplementary to elements outlined in Section 5.2, and any associated costs and rationale behind the items should be included.

Note: page limit for the Value Added section is maximum three (3) pages.

### 5.5 Evaluation Criteria

Respondents will be evaluated and selected on the following criteria:

<b>Mandatory Criteria (Pass/Fail)</b>	
One (1) bound and signed original hard copy and one (1) electronic copy in a sealed package delivered to location outlined in Section 2.1.	
Submission received on or before specified Closing Date and Time.	
Finished product to be complete and received by the Regional District by April 30, 2019.	
<b>Point Rated Criteria</b>	<b>Point Weight</b>
Project Understanding and Methodology	20%
Project Team	20%
Value Added Elements	5%
Schedule	10%
Value for Money	30%
Overall Quality of Proposal	15%

## Appendix A: Intent to Respond Form

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Telephone  
Number: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

We intend to respond to RFP 2018-ED04 – Northwest BC Regional Tourism Website

Reason(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PLEASE NOTE:** Submission of this form indicates the Respondent's intent to respond, however, it does not obligate the Respondent to respond.

# Schedule A: Proposal Form

## Proposal Form

Project: Northwest BC Regional Tourism Website

Project No.: RFP 2018-ED04

From:

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Company name

Address:

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Street address or postal box number, city/town, province, and postal code

To: Regional District of Kitimat-Stikine

Address: 300-4545 Lazelle Avenue, Terrace, BC V8G 4E1

Attention: Deklan Corstanje – Economic Development Officer

We, the undersigned, having read, understood and accepted the Request for Proposal Documents for the above-named Project, including Addendum Number(s) \_\_\_\_\_ to \_\_\_\_\_, hereby submit a non-binding Proposal for the Work, in accordance with the Request for Proposals.

### Instructions

Provide the fee for service as described in section 1.1 and 5.2 of the RFP in 2018 Canadian dollars. The prices must include all costs to perform the Work including all costs of supervision, labour, material, equipment, overhead, travel, financing, insurance, head office, and all other costs and expenses whatsoever incurred in performing the Work, and include all profit, and all applicable taxes.

## Proposal Form

We, the undersigned, declare that:

1. We have arrived at this Proposal without collusion with any competitor;
2. No member of the Regional District Board and no other officer or employee of the Regional District is, will be, or has become interested, directly or indirectly, as a contracting party, partner, surety or otherwise in, or in the performance of the Contract, or in the supply, services, or business to which it relates, or in any portion of the profits thereof, or any of the money to be derived there from.

Signed and submitted by:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Signing Officer's Signature

\_\_\_\_\_  
Title of Authorized Signing Officer

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Printed Name of Witness

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2018.