



**REQUEST FOR PROPOSAL  
LOCAL RESIDENT SENTIMENT MARKETING AND PR CAMPAIGN**

**ISSUED BY:**

Wilderness Tourism Association of the Yukon (WTAY)  
*in partnership with*  
Tourism Industry Association of the Yukon (TIA Yukon)

**DATE OF ISSUE:**

November 13, 2020

**SUBMISSION DEADLINE:**

November 26, 2020 – 4:00pm PST – (5:00pm YST)

**CLIENT CONTACT/PROJECT MANAGER:**

Sandy Legge  
General Manager, WTAY  
[info@wtay.com](mailto:info@wtay.com)

All enquiries related to this Request for Proposal, including any requests for information and clarification, are to be directed, in writing, to the above person. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses will be recorded and may be distributed to all Proponents at WTAY's option.

**INVITATION TO PROPONENTS:**

This Request for Proposals (RFP) is an invitation by WTAY to prospective Proponents to submit proposals for both or one of the local resident sentiment marketing and pr campaign project outlined in this RFP. Scope of work and deliverables for the project are described below.

**CONTRACT TERM:**

The selected Proponent may be requested to enter into a contract with the WTAY for the provision of the Deliverables of the local resident sentiment marketing and pr campaign project outlined below. The work for the project is expected to be concluded by March 31, 2021.

**PROPOSAL FORMAT AND INSTRUCTIONS TO PROPONENTS:**

All proposals are to be in English only, must use the proposal format outlined below, and must be signed by an authorized representative of the Proponent. Submissions will only be accepted electronically via e-mail.

**E-mail submissions**

E-mail submissions are to be made to the following address: [info@wtay.com](mailto:info@wtay.com)

The Proponent bears the full risk and responsibility for the timely delivery of its Proposal, and shall take this risk into account when submitting a proposal early or closer to the Submission Deadline. If there is a dispute or discrepancy over the time and date a proposal was submitted via email, then the date and time of the email submission shall be deemed to be the date and time indicated on the project manager’s computer.

The Proponent bears the full risk and responsibility for the format, usability, accessibility, compatibility, completeness, and readability of its electronic proposal. Proponents should ensure that its electronic proposal is delivered in a common usable, current, and updated format or program such as Microsoft Word, Excel, or Adobe PDF. WTAY shall not be liable for the format, usability, accessibility, compatibility, completeness, and readability of a Proponent’s electronic proposal. If an electronic proposal is inaccessible, incompatible, incomplete, or unreadable, WTAY reserves the right to reject the electronic proposal and has no further obligation to evaluate the electronic proposal or to obtain or install additional software or equipment to access, use, or read the electronic proposal.

**Withdrawal of submissions**

Proposals may be withdrawn by submitting a written withdrawal request, executed by the Proponent, to the same address to which the proposal was submitted prior to the proposal closing time.

**Proposal timeline**

Issue Date of RFP	<b>November 13, 2020</b>
Deadline for Questions	<b>November 18, 2020</b>
Deadline for Issuing Addenda	<b>November 20, 2020</b>
Submission Deadline	<b>November 26, 2020</b>

The RFP Timeline is tentative and may be changed by WTAY at any time. Proposals submitted after the Submission Deadline will be rejected. By submitting a clear written notice, the Proponent may withdraw its response at any time during this Request for Proposal process prior to the submission deadline. WTAY is under no obligation to return withdrawn proposals.

**Covid -19 Requirements**

1. Bidders are advised of the current state of emergency declared in Yukon in response to COVID-19. Please see <https://yukon.ca/covid-19> for further information.
2. Bidders are responsible for complying with all applicable guidelines, laws, orders, requirements, and any revisions or amendments thereto issued by Government of Yukon or other government authorities related to Covid-19 in the performance of the Work and Contract.

**Format for Responses**

In order to provide consistency in responses and to ensure each proposal receives full consideration, the following format and sequence should be followed. All pages should be consecutively numbered. Completed proposals should not be more than 10 pages in overall length. In the case that the submission is longer than this page limit, only the first 10 pages of

the submission will be considered and WTAY will not evaluate any pages that exceed this maximum count.

- Title page identifying the RFP
- Table of contents, including page numbers
- A short (one or two page) summary of the key features of the proposal
- The body of the proposal, i.e. The 'Proponent Response'
- Price for the entire project with signature of person authorized to enter in to contract

## **SCOPE OF WORK**

### **Background Information**

COVID-19 has greatly disrupted the tourism sector in the Yukon. A very short tourism season, coupled with both international and domestic travel restrictions; as the complete loss of the Cruise Ship season has decimated the industry; leaving many operators unsure of how to survive until a potential 2021 season, and an expected slow recovery.

Through funding provided by Canadian Northern Economic Development Agency (CANNOR) and Yukon Government's Department of Tourism and Culture (Tourism Yukon), TIA Yukon in partnership with the WTAY, Yukon First Nation Tourism Culture Association (YFNCTA) and Yukon University Entrepreneurship and Innovation (Yukon U, E&I) have developed the Yukon Tourism ELEVATE program.

The program consists of two funding streams open to Yukon's tourism operators directly affected by Yukon's border closure due to COVID-19 and a number of support projects to aid the industry in the re-opening and recovery efforts over the next six months, including but not limited to: research and policy development to ensure that best practices and the latest trends from around Canada and the world are integrated into the program. This will bolster capacity at TIA Yukon to allow the organization to be able to better support tourism operators, creating efficiencies that save businesses time and money as well as helping their investments in marketing and product to create higher yields.

The goal of the ELEVATE program is to create long-term economic benefits that make tourism in the Yukon more resilient with even more direct boost to Yukon communities.

This program will be managed by TIA Yukon and delivered in partnership with the WTAY, YFNCTA and Yukon U, E&I.

### **Overview**

The Tourism Industry Association of the Yukon (TIA Yukon) is an NGO that has been the voice of Yukon's Tourism industry for over 40 years. The TIA Yukon board of directors consists of representation from each of Yukon's tourism sectors and the six industry associations (designated organizations) that represent those sectors. Representing approximately 100 tourism-based businesses, TIA Yukon assists its members through programs, workshops, events and advocacy efforts. TIA Yukon works closely with industry stakeholders and their designated organizations to ensure that the territory's tourism potential remains strong and that tourism operators are able to pursue opportunities as they arise.

The Wilderness Tourism Association of the Yukon (WTAY) is a non-profit tourism industry, sector-specific association representing over 70 wilderness tourism operators since 1993. WTAY's mandate is three-fold, focusing on education, advocacy and marketing efforts for our members. As one of TIA Yukon's six designated organizations, WTAY works closely with and is an active participant and lead contributor in the advocacy efforts of the Yukon's umbrella tourism industry association, TIA Yukon. WTAY has been engaged by TIA Yukon to collaborate on and lead this project.

On behalf of TIA Yukon, the WTAY wishes to enter into a Service Contract with a professional, highly-qualified, multi-disciplinary agency with tourism expertise and a proven track-record in: distillation of relevant data to guide the development of marketing and public relations strategy and design, development, implementation and reporting of tactical public relations and marketing campaigns.

### **Objective**

With support from the project's Senior Advisor (WTAY) and Executive Director (TIA Yukon), the successful proponent will undertake the development, design, implementation, monitoring and reporting of an on-going, flighted, industry-lead public relations and marketing campaign initiative. This initiative will be targeted to Yukon audiences, to bolster resident sentiment for welcoming visitors and to ensure Yukoners maintain a positive attitude towards tourism in the territory.

Results of two separate research projects undertaken by WTAY and additional research initiatives being conducted by Travel Yukon will be shared with Yukon's tourism partners and the successful proponent which will be used to inform the development of future marketing efforts for Yukon (domestic and local), particularly as the Yukon re-opens it's borders to visitors.

### **Scope of Work**

The successful proponent will undertake the development, design, implementation, monitoring and reporting of an on-going, flighted, industry-lead public relations and marketing campaign initiative. This initiative will be targeted to Yukon audiences, to bolster resident sentiment for welcoming visitors and to ensure Yukoners maintain a positive attitude towards tourism in the territory by\*:

- Promoting the economic, social, cultural, and environmental value of tourism to Yukoners;
- Communicating best practices and enhanced protocols being adopted/implemented by the tourism industry;
- Providing accurate and current information about the epidemiology of Covid-19 as applicable; and,
- Supporting the easing of travel restrictions when it is deemed safe by the CMOH to do so.

\*these key messages may be adapted based on research findings and initial discussions with select tourism industry stakeholders.

- Select tourism industry stakeholders may be invited to participate in an initial project discussion with the successful proponent to provide expanded context prior to campaign plans being developed

- In addition, the successful proponent will be expected to work with WTAY's contracted research firms to understand and use the findings of both a national secondary research project conducted to compile consumer travel trends/insights and a local primary and secondary research project to monitor and understand Yukon's resident sentiment towards visitors and support for Yukon's tourism industry
- The research firm hired to conduct WTAY's Primary and Secondary Market Research (Yukon) Project will be expected to advise and work closely with the Proponent agency on an on-going basis to share the findings of local "pulse checks". "Pulse checks" will be conducted by the research firm to monitor any change in resident sentiment. The findings of these "pulse checks" and other relevant First Nation's community insights gathered by Travel Yukon will be provided to the Proponent to guide any changes to the messaging and tactics for the flighted marketing and pr campaign initiative
- In-market timing for this industry-lead initiative is expected to be December 2020 – March 2021
- **Proponents should be aware that resident support for tourism has been identified by Yukon's tourism industry operators as critically essential and is considered an extremely time-sensitive issue. It is absolutely imperative that Yukon's tourism industry has laddered resident support prior to: a) a vaccine being made available; and b) any national marketing for summer is released**

#### Deliverables

- Design and development of a public relations and marketing strategy/plan and supporting campaign messages and tactics based on initial industry stakeholder insights and findings of local and national research and other relevant insights provided over the life of the project
- Implementation, monitoring and adaptation of messaging and tactics as required
- Weekly measurement and reporting on performance of how public relations/marketing campaign is being received.

#### Budget

Maximum project budget to complete all deliverables as outlined above is \$80,000 incl. GST

#### Delivery Dates

- Given that resident sentiment has been identified as a critical and time-sensitive issue that Yukon operators are currently facing, we propose that some public relations and marketing campaign tactics/messages could be in-market as early as December 2020
- Initial "pulse check" report findings have been requested to be provided by January 4<sup>th</sup>, 2021 (or sooner, if possible) with number and timing of additional "pulse checks" to be confirmed based on recommendation provided by the research firm chosen to conduct the local research project – it is anticipated that project kick off meetings for the research projects will take place the week of November 30<sup>th</sup>
- Weekly campaign progress reports – day and format to be recommended by Proponent
- Project completion/final report delivery – March 26, 2021

#### **PROPOSAL EVALUATION PROCESS**

Proposals that meet all mandatory requirements by the Submission Deadline will be evaluated first on the weighted criteria described below. Proponents that do not meet any minimum score identified within the weighted criteria below will not be evaluated further.

<b>Rated Criteria Category</b>	<b>Weighting (Points)</b>	<b>Minimum Threshold</b>
Experience and Qualifications	<b>300</b>	<b>200</b>
Proposed Approach	<b>300</b>	<b>200</b>
Northern Knowledge & Experience	<b>200</b>	<b>100</b>
Project Management & Timeline	<b>100</b>	<b>75</b>
Pricing	<b>200</b>	<b>100</b>
<b>Total Points</b>	<b>1,100</b>	<b>675</b>

**Experience and Qualifications**

Proponents should clearly demonstrate their previous experience designing and delivering an in-Yukon public relations and marketing campaign. Examples of relevant tourism and/or social behaviour-related campaigns will score higher ranking points. Two examples of Yukon public relations and/or marketing campaigns must be provided. At least one example provided should demonstrate the proponent’s previous tourism and/or social behaviour-related marketing and public relations campaign in the Yukon

Proponents should clearly demonstrate their understanding of the tourism industry’s objectives for this campaign

Provide a listing and describe the qualifications and experience of the team members who will be assigned to this project.

**Proposed Approach**

Proponents will be assessed based on their stated/documentated approach to conducting this pr and marketing campaign initiative. Proponents should clearly demonstrate their ability to collaborate with other contracted partners and meet the Deliverables as outlined above.

**Northern Knowledge and Experience**

Provide knowledge of specific challenges and opportunities related to the work or service area described in this RFP. Provide information regarding how you would deal with such challenges and opportunities in completing the proposed work

Outline experience working in remote, northern communities or sites similar to the work or service areas included in this RFP. Provide information regarding similarities and differences.

**Project Management and Timeline**

Proponents should clearly demonstrate their proficiency, expertise and provide reference to any systems utilized; in Account Management, Project Management, Client Servicing, and Final Reporting as these relate to primary and secondary research projects.

Please provide a detailed proposed project timeline and work plan including any milestones/delivery dates for completion of the project deliverables as described above

**Price**

Please provide a signed, fully detailed project budget inclusive of all fees, hard costs, expenses and taxes.