



## Request for Proposal (RFP)

Project Name: Explore Cariboo Cooperative – Trails and Scenery Photography  
Closing Date and Time: July 15, 2026, 3:00PM PDT

### PROJECT CONTACT

Name: Mike Coppin  
Title: Economic Development Coordinator  
Email: [mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca)

### SUBMISSION INSTRUCTIONS

Proposals must be submitted in PDF format via email to [mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca)  
The total file size must not exceed 30MB.

Late submissions will not be accepted.  
Enquiries regarding this Request for Proposal are to be directed to Project Contact.

### KEY DATES

ACTIVITY	DATE
Issue Request for Proposal (RFP)	Tuesday, June 30, 2026
Deadline for Inquiries	Friday, July 10, 2026, 3:00PM PDT
Receive Proposals by	Wednesday, July 15, 2026, 3:00PM PDT
Award of Contract	Friday, July 17, 2026

Dates are not guaranteed and may change based upon circumstances. Amendments & cancellations to a Proposal may be submitted prior to the Closing.

By submitting the RFP, the Contractor acknowledges that the City of Quesnel will not be responsible for any costs, losses, or damages resulting from the submission, acceptance, or rejection of the Proposal, or from any contract award decisions made outside the terms of the Proposal documents.

Any changes & inquiries related to the RFP will be issued in the form of a written addendum. Each addendum will be incorporated into and become part of the RFP document. The decision to issue or not issue an addendum is entirely at the sole discretion of the City of Quesnel.

All applicants will be notified of the Request for Proposal outcome via email from the City of Quesnel.



## INTRODUCTION

The City of Quesnel in cooperation with the Explore Cariboo working group is seeking proposals for photography focusing on local trails and scenery showcasing the area as a visitor destination that will be owned by the working group for publication in various media including, print, social media and web. The scope of work, proposal requirements, and evaluation criteria are outlined below.

## BACKGROUND

Located in the BC Central Interior, the Cariboo region straddles Highway 97 from 70 Mile in the south to five kilometers south of Hixon in the north, from the Cariboo Mountains in the east to the Coastal Mountains in the west. The region covers an area of 80,262 square kilometers. It is a diverse land area with different landscapes, beautiful lakes, and pristine mountain vistas. It is the home to over 60,000 people, who live and work in the resource rich land.

A marketing collective was formed in 2017 to draw attention to travelers. As a collaboration, the local government organizations of Quesnel, Williams Lake, 100 Mile House, District of Wells and the Cariboo Regional District have set out to create engaging marketing materials that encourage visitors to travel throughout the region when they come to the area. Aligning with the Destination BC Brand Guide, Explore Cariboo is now a brand that is being rolled out through travel trade shows, social media marketing, print materials and [explorecariboo.com](http://explorecariboo.com).

In 2026, the working group is seeking to compile a collection of photos focused on local trails and scenery that will be representative of all of the areas in the collective. Distinct photographs will be acquired that identify the participating communities as attractive places to visit and highlight launching points for further travel into the region.

This project is funded by the Destination BC Cooperative Marketing Partnerships fund.

## SCOPE OF WORK

Photography:

- a. Identify key sites and content for photography that will encourage tourism based on required locations known to each community.
- b. The working group will have the ability to choose from a selection of photographs of each identified location.
- c. Models are to be used for each photoshoot.
  - i. Models should be match the setting of the photos (ie. Hikers wearing hiking/outdoor recreation attire.)
  - ii. The photographer will be responsible for arranging models and booking and coordinating photoshoots, assistance from each community available as needed. Models will be required to sign a Destination BC consent and release form.
- d. Photography to take place within Summer season, prior to Fall changing of colours.



- e. Locations to include:
  - i. Quesnel
    - 1. West Fraser Timber Park
      - a. Main gravel trails and viewpoint
      - b. Duck Pond
      - c. Entrance Arch & Gardens
    - 2. Wonderland Trail Network
      - a. Views overlooking Dragon Lake
  - ii. Williams Lake
    - 1. Williams Lake River Valley
    - 2. Fox Mountain trails
      - a. Views looking toward the city
    - 3. Scout Island accessible trail and Bernardy Bridge access
  - iii. CRD
    - 1. Sisters Creek Trails
      - a. Trail and viewpoint
    - 2. Canim Falls
      - a. Trail and waterfalls
  - iv. 100 Mile House
    - 1. Centennial Park
      - a. Park entrance sign
      - b. The creek and the trail to the waterfall
  - v. Wells
    - 1. Huckleberry Loop
      - a. Trail and Viewpoint
- f. DBC Brand Guidelines must be considered in developing the photo collection.
- g. Locations and number of photos will be based on the following percentage: Quesnel 29%, Williams Lake 29%, Cariboo Regional District 22%, District of 100 Mile House 10%, District of Wells 10%
- h. Photos and all rights will become the property of the Explore Cariboo working group, including third party rights and will be published with photo credit to the photographer where possible on social media, print, and web formats.
- i. Photo quality will include high resolution photographs that can be reformatted for various media.
- j. Explore Cariboo is striving to represent the diversity of the people in our community. Diversity, equality and inclusion will be considered in this project

## PROPOSAL CONTENT

- All proponents are required to submit the following in their proposal:
- a. Identify company name, lead contact, and key personnel that will work on this project. Provide experience and/or examples of work for each member.
  - b. Provide a detailed project plan, including time and resources allocated to the outlined tasks, a rationale for this approach, key milestones, and any additional products or services that will result from this approach. Describe the role and expectation of contributions required from City of Quesnel staff through each stage of the project.



- c. Detailed project budget, with a breakdown of each task in the project. The budget should include a base cost and additional line items for optional add-ons. The budget cannot exceed \$10,000 exclusive of GST, including applicable taxes, travel and project related expenses.
- d. Provide details regarding any additional assets you can offer within the budget.
- e. Provide a minimum of two references.
- f. Proposal submission to be no more than 10 pages.

## Project Timeline

Project Kick-Off Meeting – Week of July 20-24, 2026.

Project End – October 31, 2026

## EVALUATION CRITERIA

Criteria	Weight (%)
Relevant Experience	30%
Work Plan and Methodology	15%
Schedule and Completion Date	25%
Pricing	10%
Value-added Services/Warranty	5%
References and Past Performance	5%
Quality of Proposal	10%

## TERMS AND CONDITIONS

A City of Quesnel business license is required upon signing a contract.

### Indemnification

By accepting the contract and purchase order, the successful Contractor agrees to indemnify and hold harmless the City of Quesnel, including its elected officials, employees, and agents, from any losses or expenses resulting from bodily injury (including death) or property damage (including loss of use) arising from the performance of the work outlined in the RFP and any resulting agreement.

### Sub-Contractor or Manufacturer



The Contractor shall be responsible for all work or services provided by the manufacturer or Sub- Contractor and the Contractor in no way is relieved from its responsibility for the fulfillment of the work or services provided by a manufacturer or sub-contractor.

### **Submission format**

The City of Quesnel is requesting proposals from Contractors who are both interested and capable of undertaking The Project. The onus is on the Contractor to show their knowledge, understanding and capacity to conduct the work outlined in this Request for Proposals. The responses will be assessed according to how well they assure the City of Quesnel of success in relation to the submission requirements. The detail and clarity of the written submission will be considered indicative of the respondent's expertise and competence.

### **Evaluation of Proposals**

The City of Quesnel may, prior to Contract award, negotiate changes to the scope of the Work, the materials, the Requirements or any conditions with any one or more of the Contractors without having any duty or obligation to advise any other Contractors or to allow them to vary their prices as a result of changes to the scope of Work, the materials, the Specifications, or any conditions, and the City of Quesnel shall have no liability to any other Contractor as a result of such negotiations or modifications.

### **Request for Proposal Process**

This RFP does not commit the City of Quesnel to purchase any goods or services, award a contract, or begin negotiations. The City of Quesnel reserves full discretion and may:

- Accept non-compliant or higher-cost proposals.
- Accept part or all of any proposal.
- Change the scope or required qualifications.
- Assess and reject proposals based on perceived contractor capacity.
- Cancel or restart the RFP process at any time.
- Reject any or all proposals, even the lowest-priced or sole submission.
- Disregard incomplete or altered proposals.
- Split the requirements & award the contract to multiple contractors if desired.

### **Opening of Proposals**

All proposals received by the closing date and time will be opened in a non-public setting by City staff. No pricing or Contractor information will be disclosed at the time of opening. The City reserves the right to verify any information submitted and may contact Contractors for clarification or additional details as needed.

### **Contract Award and Formation Process**

The selected contractor will enter into a Contract Agreement with the City of Quesnel based on this RFP, their proposal, and any negotiated changes. If a contract cannot be finalized within 30 days of notifying the contractor, the City of Quesnel may end negotiations and either approach the next qualified contractor or cancel the RFP altogether.

A contract award depends on approved funding and authorization by the City of Quesnel. No contract exists until both parties have agreed on terms, a purchase order is issued, and the contract agreement is signed by an authorized City of Quesnel representative.



In case of conflict, the order of precedence is:

- a) The executed Contract Agreement
- b) Purchase Order
- c) The Contractor's proposal

### Workers' Compensation

The successful Contractor shall abide by all provisions of the Workers Compensation Act of British Columbia and upon request by the City of Quesnel, supply proof that all assessments have been paid.

### Insurance and Indemnification Requirements

The successful Contractor shall, at its own cost, obtain and maintain the following insurance coverage for the duration of the Contract, and must provide satisfactory evidence of such coverage to the City of Quesnel:

Type of Insurance	Minimum Coverage	Requirements
Commercial General Liability	\$2,000,000 per occurrence	- Name the City as an additional Insured  - Include cross liability clause
Automobile Liability	\$2,000,000 per accident	Applicable to owned, leased, or hired vehicles used in connection with the work
Professional Liability	\$1,000,000 per claim	Required for professional services or consulting contracts
Workers' Compensation (WCB)	As required by law (WorkSafeBC)	Provide proof of WorkSafe BC registration and compliance

The City of Quesnel is to be provided with 30 days' written notice of cancellation or material change resulting in reduction of coverage. The Contractor's insurance shall respond first for all work performed under this contract. Any insurance or self-insurance held by the City of Quesnel will apply only in excess of, and without contribution to, the vendor's coverage.

### Conflict of Interest

Contractors shall disclose any potential conflicts of interest and existing business relationships they may have with the City of Quesnel, its elected or appointed officials or employees. The City of Quesnel may rely on such disclosure. The City of Quesnel may reject a Proposal from any Contractor that the City of Quesnel judges would be in a conflict of interest if the Contractor is



awarded a Contract. Failure to disclose or provide false or insufficient disclosure of the nature and extent of any relationship the Contractor may have with any employee, officer or director of the City of Quesnel shall be grounds for immediate termination of any Contract with the City of Quesnel, in the City of Quesnel's sole discretion, without further liability of notice.

### **Confidentiality**

Information about the City of Quesnel obtained by Contractors must not be disclosed unless prior written authorization is obtained from the City of Quesnel. The Contractor agrees that this obligation of confidentiality will survive the termination of the Contract between the Contractor and the City of Quesnel.

### **Relationship of the Parties**

The Contractor and the City of Quesnel expressly acknowledge that they are independent entities and neither an agency, partnership nor employer-employee relationship is intended or created by submission of a proposal or subsequent contract.

### **Information Disclaimer Summary**

The City of Quesnel is not responsible for any errors, omissions, or inaccuracies in this RFP or any related information provided. Contractors must rely on their own assessments and cannot hold the City of Quesnel or its representatives liable for any information or advice, whether written or verbal, given during the RFP process.

### **Freedom of Information and Protection of Privacy Act (BC)**

Contractors should note that the City of Quesnel is subject to the Freedom of Information and Protection of Privacy Act (British Columbia), which imposes significant obligations on the City of Quesnel's Contractors to protect all personal information acquired from the City of Quesnel in the course of providing any service to the City of Quesnel.

### **Procurement Protest Procedure**

If a contractor wishes to challenge the RFP process, it must provide written notice to the RFP. Contact within thirty (30) days of notification of the final outcome of the procurement process, and the City of Quesnel will respond accordingly.

### **Ownership of Proposals and Deliverables**

All proposals, reports, documents, data, and materials submitted to or prepared for the City of Quesnel in connection with this RFP and any resulting Contract shall become the property of the City. The City of Quesnel reserves the right to use such materials for its purposes without restriction or further compensation to the Contractor.

## **APPENDICES**

- Appendix A: Contractor Acceptance Form
- Appendix B: Non-Acceptance of Conditions Summary Sheet



## APPENDIX A: CONTRACTOR ACCEPTANCE FORM

Contractors must complete this form and include it with the Proposal Submission. Failure to sign Appendix A will result in rejection of the submission.

Vendor Legal Name	
Contractor's Main Contact Individual	
Full Address	
Office Phone:	
Cellular:	
Email:	
GST Account # (if applicable)	



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Contractor

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Signature

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Date

Note: All forms that require a signature must be signed by a person authorized to legally bind the Contractor to statements made in response to this RFP.

The Contractor hereby acknowledges that:

1. It understands and agrees with the RFP process as described in this RFP; and
2. The information provided in this Proposal is accurate, has been thoroughly reviewed, and complies with the requirements of the RFP, including all applicable addenda and posted questions and answers.



## **APPENDIX B: NON-ACCEPTANCE OF CONDITIONS SUMMARY SHEET**

If a Contractor is unable to comply with one or more of the conditions set out in this RFP, but still wishes to submit a proposal, they must complete Appendix B – Non-Acceptance of Conditions Summary Sheet. This appendix provides an opportunity to clearly identify any conditions the Contractor does not accept, along with explanations and, where possible, proposed alternatives. Submission of Appendix B does not guarantee acceptance of any exceptions by the City of Quesnel. The City reserves the right to reject any proposal that includes material deviations from mandatory conditions, or to negotiate terms with the successful Contractor at its sole discretion. Failure to disclose non-acceptance of any condition at the time of submission may result in disqualification. Bidders are advised that all variations from stated conditions will be reviewed and may negatively impact the overall rating of your Tender.

**CONDITION:**

**EXPLANATION OF NON-ACCEPTANCE:**