



Request for Proposal (RFP)

Project Name: [Explore Cariboo Tourism Cooperative – Social Media Management](#)
Closing Date and Time: [Thursday, June 18, 2026, 3:00 pm](#)

PROJECT CONTACT

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

SUBMISSION INSTRUCTIONS

Proposals must be submitted in PDF format via email to 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)	Thursday, June 4, 2026
Deadline for Inquiries	Thursday, June 11, 2026, 3:00 pm
Receive Proposals by	Thursday, June 18, 2026, 3:00 pm
Award of Contract	Monday, June 22, 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 invites proposals to manage social media channels for Explore Cariboo, including Instagram and Facebook.

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

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 travellers. 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 a brand that continues to gain traction through travel trade shows, social media marketing, print materials and explorecariboo.com.

The Explore Cariboo social media channels focuss on sharing user generated and brand content to feature both well-known and lesser-known attractions throughout the region. This includes natural and tourist attractions, events, and other tourism activities and attractions.

The working group is looking to maintain and expand their reach through active social media presence on Instagram and Facebook and promote the #explorecariboo hashtag to encourage travellers to visit the region.

SCOPE OF WORK

Deliverables

- a. Management of Explore Cariboo social media channels through to March 31, 2027.
 - i. Regular organic and boosted social media posts on Explore Cariboo Facebook and Instagram channels. Messaging and target audience will reflect provincial health orders and travel restrictions, and Destination BC requirements at the time of posting.
 - ii. Make best use of Explore Cariboo photo and video assets, including boosted posts and social ad campaigns to maximize reach.
 - iii. Content featured on channels will authentically represent the region, focusing on key sites, activities and events that will encourage regional tourism.
 - iv. Share relevant seasonal content. Content shared for each location in the working group will be weighted according to project contribution: Quesnel



- 25%, Williams Lake 25%, Cariboo Regional District 25%, District of 100 Mile House 12.5%, District of Wells 12.5%.
- v. Deployment of social media campaigns as provided. Each campaign will include photo ads, reels, stories, and in some cases carousel and video ads. Facebook will bill the City of Quesnel directly for campaign ad spend. If necessary, messaging will be modified to reflect provincial health orders, travel restrictions, wildfire safety, and Destination BC's requirements at the time of launch. Campaigns will drive traffic to appropriate landing page on explorecariboo.com. Campaigns will run for a minimum of 30 days.
 - vi. Use and encourage use of the #explorecariboo, #exploreBC, #cariboochilcotincoast, and #cccLives hashtags.
 - vii. Source and share user generated content with permission from the author. Keep a history of images clearly showing permissions.
 - viii. DBC Brand Guidelines must be considered when searching for user generated content.
 - ix. Create conversation and engagement with followers by liking comments and shares, responding to comments and providing accurate information and resources.
 - x. Follow Cariboo Chilcotin Tourism Association, Gold Rush Trail, Destination BC, City of Quesnel, Explore Quesnel, District of Wells, City of Williams Lake, Tourism Williams Lake, Cariboo Regional District, District of 100 Mile House, and Discover South Cariboo social media channels and to keep informed and engage with posts that feature the Cariboo from the Explore Cariboo account (at least 2 comments / week).
 - xi. The Contractor will select and use images that show diversity, equity and inclusion of the people, and the landscapes in the Cariboo region.
 - xii. Closely follow the Explore Cariboo Social Media Guidelines.
- b. Metrics and Reporting
- i. Submit quarterly Facebook and Instagram metrics, reporting form template to be provided by the City.
 - ii. Meta Ad spend to be submitted alongside monthly invoices.

Additional Project Information

Location(s)

- Quesnel, BC
- Williams Lake, BC
- 100 Mile House, BC
- Wells, BC
- Cariboo Regional District

Timeline

- RFP Issued: Thursday June 3, 2026
- Proposals Due: Thursday, June 18, 2026
- Contract Awarded: Monday June 22, 2026
 - Project Start: June 24, 2026



- Project Completion: March 31, 2027

- **Project Budget**

The project budget will not exceed \$10,500 inclusive of social ad spend to increase reach and drive traffic to www.explorecariboo.com.

Budget Item	Budget Cost
Contractor Cost	\$8,000.00
Social Media Ad Spend	\$2,500.00

Payments will be made monthly as invoiced by the contractor and will be tied to the receipt of deliverables or achieved project milestones.

PROPOSAL CONTENT

Contractors must include the following in their proposals:

- Identify company name, lead contact, and key personnel that will work on this project.
- Clearly state the benefits and options offered by your service.
- Include a brief submission of your service qualifications and past relevant experience in social media management.
- Provide a minimum of two references that include former clients.
- Minimum 3 examples of or links to similar work.



EVALUATION CRITERIA

Criteria	Weight (%)
Relevant Experience	30%
Quality of Proposal	20%
Work Plan and Methodology	20%
Schedule Date	10%
Value-added Services/Warranty	5%
References and Past Performance	15%

TERMS AND CONDITIONS

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 w 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
Professional Liability	\$1,000,000 per claim	Required for professional services or consulting contracts

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)	

Contractor

Signature

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: