



Request for Proposal (RFP)

Project Name: [Tourism and Event Inventory and Package Development](#)
Closing Date and Time: [Friday October 10, 2025, 4:00PM PDT](#)

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)	Friday September 19, 2025
Deadline for Inquiries	Wednesday October 1, 2025, 4:00PM PDT
Receive Proposals by	Friday October 10, 2025, 4:00PM PDT
Award of Contract	Friday October 17, 2025

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 is seeking proposals from contractors to aid the City in better understanding of available local tourism assets, market gaps, event hosting opportunities and to develop tourism experience packages. The scope of work, proposal requirements, and evaluation criteria are outlined below.

BACKGROUND

- a. **Destination Development.** A key them in the City's Economic Development Strategy is Destination Development focusing on: tourism-related infrastructure and services that encourage investment by the private sector, greater diversity of products and experiences that will drive the visitor economy, and growth as a hosting community.
- b. **Known Assets.** There are several tourism assets that are well-known and are frequently highlighted in marketing outputs such as The Quesnel Museum, Downtown/Reid Street, Quesnel Bike Park, mountain bike trails, Riverfront Trail, Pinnacles Provincial Park and fishing at Dragon Lake. All known tourism assets including accommodations, food & beverage, recreation and services are identified on tourismquesnel.com.
- c. **Recent Initiatives.** Over the past several years the City has made a consistent effort to increase its capacity as a tourist destination. These include beautification, wayfinding, a dedicated trail coordinator, bike rental availability, development of Downtown Quesnel RV Park and Campground and leveraging event hosting to encourage return visitation.
- d. **Partnerships and Collaborations.** Quesnel has several local and regional tourism partnerships. Explore Cariboo is a marketing co-op of communities throughout the Cariboo Regional District promoting the region as well as specific community partners. Past promotions and packages have included partnerships with Barkerville Historic Town & Park, Troll Ski Resort, and Cariboo Ski Touring Club. Locally, the City works closely with the 3 Business Improvement Areas and Chamber of Commerce to coordinate the business community's involvement of local tourism.
- e. **Marketing Efforts.** The City's tourism brand is Explore Quesnel. Tourism marketing outputs include tourismquesnel.com, Explore Quesnel social media channels, print materials including the Quesnel Visitor Guide, tradeshow, print and digital advertising, and sector partnerships (Fishing BC, Mountain Bike BC, BC Ale Trail).
- f. **Limitations.** A barrier to further tourism and destination development within Quesnel has budget and capacity limitations. A dedicated marketing budget is used each year to promote Quesnel across the various mediums listed above. Larger initiatives are grant funded where available. Tourism falls within the City's Economic Development department as resources are not available for a position solely for tourism and destination development. This limits the amount of staff time available towards tourism specific efforts.



- g. Destination Marketing Resources. Tourism specific support and funding is available through organizations such as Destination BC, Cariboo Chilcotin Coast Tourism Association, Northern Development Initiative Trust and Provincial/Federal programs. The City utilizes these supports when possible and consistently seeks greater collaboration to see local, regional and provincial success.
- h. Impact: The City completed an Event Hosting Impact Assessment after successfully hosting the Minerals North conference in 2023. The information from this report has been used to strengthen bid submissions and subsequent events hosted. Most notably, recommendations from the report were implemented while hosting the 2024 Lhtako Quesnel BC Winter Games to improve both participant and community experience.
- i. Hosting Capacity. Within the Event Hosting Impact Assessment is an evaluation of Quesnel's hosting capacity of accommodations, venues, amenities, transportation, and personnel. A SWOT analysis is also included in the report.
- j. Location. Quesnel is located in the central interior of British Columbia and is the most northern community in the Cariboo Regional District. Quesnel is on British Columbia's main north-south artery, Highway 97, and 120 km south of Highway 16 which connects the coast at Prince Rupert with Edmonton, through Prince George. With Highway 97 passing through Quesnel's downtown core, the city is a common stopping point for travelers on this north-south route.
- k. Demographics. The City of Quesnel has approximately 10,000 residents within city limits and an additional 13,000 in the surrounding area. The Province of British Columbia predicts slow growth for the community in the future. The population is aging; the median age at the time of the 2011 census was 43.5 years compared to the provincial median 41.9 years. The median after-tax household income in Quesnel is \$50,298.
- l. Quality of Life. When business owners are asked why they chose to locate their business in Quesnel, they most commonly respond that they already lived here and enjoyed the lifestyle. Quesnel residents enjoy numerous parks and trails within and surrounding the city. Amenities include: a recreation centre with pool, an indoor turf soccer pitch, numerous ball diamonds, tennis and pickleball courts, curling centre and two arenas. Downhill and cross-country skiing are available nearby.
- m. City Resources.
 - i. www.tourismquesnel.com
 - ii. www.explorecariboo.com
 - iii. [2025 Quesnel Economic Development Strategy](#)
 - iv. [Minerals North Event Impact Study](#)



SCOPE OF WORK

Deliverables

- a. Tourism Asset Inventory and Gap Analysis
 - i. Identify Quesnel tourism and hosting assets not currently found on tourismquesnel.com, including but not limited to:
 1. Accommodations
 2. Restaurants
 3. Catering
 4. Bartending
 5. Paid outdoor experiences
 6. Paid indoor experiences
 7. Historical and cultural attractions
 8. Key natural attractions
 9. Public amenities
 10. Annual and seasonal events
 11. Event Venues
 - ii. Community consultation for local perspective and knowledge to further inform asset inventory and recommendations, specifically stakeholders within the tourism sector:
 1. Hoteliers
 2. Restaurateurs
 3. Quesnel City Council
 4. Tourism experience operators
 5. Partner Organizations (i.e. Chamber of Commerce, BIAs, DMO, etc.)
 6. Others as applicable
 - iii. Address gaps in Quesnel's tourism sector with prioritized recommendations to further support tourism in Quesnel and the North Cariboo.
 1. For each recommendation include:
 - a. Gap being addressed
 - b. Short and long-term benefits
 - c. Barriers to implementation
 - d. Who is best suited for implementing (i.e. City of Quesnel, local business, DMO, community organization, etc.)
 - e. Partnership opportunities
 - f. Necessary resources for implementation and ongoing operation
 - g. Financial implications
 2. Possible recommendations may focus on:
 - a. Current assets that are underutilized
 - b. Current assets that may be repurposed
 - c. New assets to be developed
 - d. New business opportunities
 - e. Policy/Bylaw changes
 - f. Other tourism related recommendations



- b. Event Hosting Inventory
 - i. Evaluate provincial event hosting opportunities within Quesnel's hosting capacity as listed in the Minerals North Event Impact Study.
 - 1. Events may include:
 - a. Conferences
 - b. Conventions
 - c. Tradeshows
 - d. Arts and Culture
 - e. Sports Tournaments
 - f. Annual General Meetings/Summits
 - g. Other events within Quesnel's capacity
 - 2. Compare Quesnel's capacity with events' needs:
 - a. Attendance
 - b. Accommodations
 - c. Food and Beverage
 - d. Venue
 - e. Audio & Visual
 - f. Volunteers
 - g. City staff capacity
 - h. Other event specific needs
 - 3. Community consultation with groups who previously have hosted events and may play a role in attracting or organizing events:
 - a. Quesnel City Council
 - b. City of Quesnel Events Coordinator
 - c. Local event organizations (i.e. Chamber of Commerce, Lhtako Dene Nation, local sports organizations, Community Futures, etc.)
 - d. Others as applicable
 - 4. Provide recommendations of events the city may be well suited to host. Both City organized events and community organized events should be considered. Recommendations to include:
 - a. Comparison of event needs to the City's capacity
 - b. Benefits of hosting
 - c. Potential challenges in hosting
 - d. Best suited organization to submit hosting bid/coordinate event
 - e. Resource and financial implications
 - f. Timeline of events
 - g. Events that are currently outside the City's hosting scope but achievable with future capacity growth or regional partnerships
- c. North Cariboo Tourism Forum
 - i. Emcee and moderate North Cariboo Tourism Forum on February 19, 2026 in Quesnel, BC
 - 1. Contribute to planning the forum where applicable
 - 2. Emcee event to keep to agenda and relevant topics throughout event



3. Facilitate Panel Discussions relevant to tourism in the North Cariboo
 4. Facilitate interactive discussion with attendees to further identify tourism gaps and opportunities
 5. Where applicable contribute to forum discussions with findings from asset inventory and gap analysis
 - d. Tourism Experience Package Development
 - i. Using information from Asset Inventory, Gap Analysis and the North Cariboo Tourism Forum, develop a collection of 5-10 Quesnel Destination Packages.
 1. Packages to vary across all seasons for year-round offerings.
 2. Packages to include:
 - a. a combination of experiences, accommodations, travel, food and beverage, etc.
 - b. Confirmation of operator participation in destination packages
 - c. Recommended pricing for packages
 3. Determine booking process and platform for packages.
 - a. As the City does not have a booking platform, arrangements with operators to host bookings will be required. (i.e. Tourism package booked through hotel)
 4. Define roles and responsibilities of the City, operators, and/or other partners
2. Presentation to Council
 - a. Present project summary findings and recommendations to Quesnel City Council from:
 - i. Tourism Asset Inventory and Gap Analysis
 - ii. Event Hosting Inventory
 - iii. North Cariboo Tourism Forum
 - iv. Tourism Experience Package Development

Additional Project Information

1. Location(s)

- Quesnel, BC
- North Cariboo Region

2. Timeline

- RFP Issued: Friday, September 19, 2025
- Proposals Due: Friday October 10, 2025
- Interviews Conducted: October 14-16, 2025
- Contract Awarded: October 17, 2025
- Project Start: October 20, 2025
- Project Completion: No Later than May 1, 2026

3. Project Budget



The project budget will not exceed \$45,000 inclusive of consulting costs, travel, and expenses of the consulting team, excluding GST. The City of Quesnel will have a small additional budget for promoting consultation events or engagement opportunities with the community.

Payments will be made periodically through the contract and will be tied to the receipt of deliverables or achieved project milestones.

4. Site Visits

- February 19, 2026 – North Cariboo Tourism Forum
- Other dates for consultation as needed at the proponent's discretion.

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.
- b. Identify roles assigned to personnel related to this project, and their background experience/qualifications.
- c. Describe related experience of the company and provide examples of recently completed related projects. Include examples of outputs at all stages of the project.
- d. Provide a detailed project plan, including time and resources allocated to the outlined tasks, how and when community consultation will occur during the process, a rationale for this approach, key milestones, and any additional products or services that will result from this approach.
- e. 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 \$45,000.00, including PST, and all travel expenses.
- f. Provide a minimum of two references.

EVALUATION CRITERIA

Criteria	Description	Weight (%)
Relevant Experience	• Experience with demonstrated ability to conduct research and consultations for communities • Experience in public speaking and/or emceeing/facilitating panel and group discussion • Broad knowledge of local and regional tourism • Relevant past project examples are provided with references	25%



Work Plan and Methodology	• Addresses all aspects of the Scope of Work with a clear, thoughtful approach • Research methods and community consultation are well-outlined • Requirements of City staff and resources are well-explained and reasonable	25%
Schedule and Completion Date	• Project will be completed within the timeline set out in this RFP • Key milestones occur on a realistic timeframe	15%
Quality of Proposal	• Project cost is within the set budget. • Budget allocation provides good value to the City	10%
Pricing	• Proposal is clear and well-organized • Addresses all RFP requirements	20%
Value-added Services	• Proponent expertise and experience to provide relevant services and/or deliverables beyond project scope	5%
Total		100%

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)	

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: