

Tourism Plan Request for Proposal Q&A #1 - January 13, 2021

Q1: • What is the boundary for the District of Mackenzie? Will a map be provided to the winning vendor? A boundary is important for completing key deliverables of the Tourism Plan and it is problematic without boundaries defined.

The District of Mackenzie would like their Tourism Plan to include a wider area than just the district area itself. Therefore, geographical boundaries aren't set for the tourism plan. The District would like an area that stretches from McLeod Lake, Pine Pass and Germansen Landing to be included.

Q2: • The Tourism Identity Development indicates the "development of a common look and feel that will assist Mackenzie in becoming a tourism destination", which involves graphic design. However, the bulleted list following that description does not appear to have any connection to the creative work that creating a 'common look and feel' that a Tourism Identity requires. The list refers to elements of the strategy in the Plan. Please clarify which direction is required for this section because the lead paragraph for this section does not relate to the list of requirements that follow it.

The District aims to build on the current brand identity and research to find new tourism opportunities that align with it. The District is not looking for a new brand or logo, just clear direction on the type of tourism economy our community would be identified for and where it should focus its investment attraction and marketing efforts.

Q3: • Public health restrictions may preclude an in-person visit at some point during the term of the contract, as the current pandemic continues to unfold unpredictably. Since the budget is inclusive of all fees and taxes, please advise how we are to handle the associated travel costs - if a trip is not possible with restrictions. Can the funds for the trip be re-directed to other aspects of the project?

The District desires the successful proponent to visit Mackenzie. Considering the current PHO and potential future extension of it, the District would be open to allocate the funding towards other aspects of the project.

Q4: • The Research, Consultation, and Engagement section identifies engagement of various groups, however, the availability of those persons is unknown at this point, and as experience has shown with other recent projects during the pandemic that direct, in-

person engagement can be problematic in terms of scheduling and in terms of technology/connectivity. Will a master list of individuals and their contact information be provided to the vendor once the contract is awarded? How many people are there? Will the District personnel assist in facilitating engagement with those whom it identifies to be engaged?

The District would like the proponents to provide alternatives to in-person engagement. As future PHO is unknown, the District is open to new, and alternative ways to conduct engagement. The District's Economic Development Coordinator will assist the successful proponent identifying individuals and provide their contact information to ensure a successful Tourism Plan is created. The exact number of people will be based on the successful engagement approach.

Q5: • Who will review and approve of completed Deliverables? What is the review and approval process that is envisioned for this project? Note that the timelines and the budget indicated to complete all of the Deliverables identified precludes the involvement of an extensive number of individuals in review, and/or an unwieldy process.

District staff will be completing the formal review of the Tourism Plan, the District appreciate at least two review cycles. The final approval will be by the District's Mayor and Council at a council meeting.

Q5: • "Tourism Identity Development – Build on current community brand, research, consultation, engagement, asset mapping and situational analysis, to develop a common look and feel that will assist Mackenzie in becoming a tourism destination." Are you looking for a visual identify itself as part of this requirement (i.e. delivery of logo, colour palette and visual guidelines), or recommendations on approach within the plan?

The District is not looking for a new visual identity as a part of this RFP, the District is looking to connect the current brand identity with a future Tourism Plan.

Q5: • "Asset Mapping and Gap Analysis - ... Create a visitor experience audit." Are you looking for an audit program to implement moving forward, or for the consultancy to conduct primary research from visitors as part of the plan?

The District is aiming for the consultancy to conduct primary research, the District understand that the current PHO situation might make it difficult to connect with visitors. Therefore, the District is open to alternative ways to conduct a visitor experience audit.