Request for Proposals

Joint Economic Development Initiative (JEDI)
Indigenous Tourism in Atlantic Canada Study

JEDI is requesting a proposal for an opportunities analysis (the ‘study’) of Indigenous tourism that identifies economic opportunities and needs in the sector for First Nations and Inuit communities in Atlantic Canada.

PROJECT GOAL

The goal of the project is to develop a written product that will clearly lay out opportunities, needs, and available economic development supports for Atlantic Canada First Nations and Inuit communities seeking to enter or expand in the Indigenous tourism sector.

Background of Organization

JEDI Background

JEDI is an Indigenous not-for-profit organization dedicated to supporting Indigenous participation in New Brunswick's economy. JEDI began in 1995 as a tripartite partnership between Indigenous communities in New Brunswick, the Government of Canada and the Government of New Brunswick. Since then, JEDI has worked closely with its partners from Indigenous communities, organizations, government and the private sector to foster Indigenous economic and workforce development in New Brunswick.

JEDI focuses its work on the support of Indigenous:

- Entrepreneurship and business development;
- Community economic development;
- Workforce development;
- Partnerships with the public and private sectors.
PROJECT INFORMATION

Project Name

Indigenous Tourism in Atlantic Canada Study

Project Description

Undertake research of existing materials and engage stakeholders to develop a comprehensive opportunities analysis (“the study”) of Indigenous tourism that identifies economic opportunities in the sector for First Nations and Inuit communities in Atlantic Canada. The resulting product will clearly lay out these opportunities and identify available economic development supports for Atlantic Canada First Nations and Inuit communities seeking to enter or expand in the tourism sector.

Proposal Objective

The objective is to have a comprehensive product with information that can be used by First Nations and Inuit communities, organizations, and entrepreneurs and funding entities to inform a path towards successful economic opportunities, business models, and partnerships within the tourism sector in Atlantic Canada.

Description of Activities and Deliverables to be undertaken (including partners)

The study should include:

- Current and future market analysis of the tourism sector and Indigenous tourism in Atlantic Canada presented as a region and by province;
- An analysis of provinces where the sector is becoming established and report on the conditions needed to replicate this success in the Atlantic provinces. Comment on the approach towards tourism development at different levels of business readiness (i.e. how many businesses are market ready, export ready, etc.);
- Identification of all national, provincial, and regional organizations involved in the development and promotion of the tourism sector in Atlantic Canada and summary information on the mandates and activities of these organizations;
  - Where applicable, this review should differentiate between economic development supports that focus on First Nations and Inuit community-led tourism initiatives and those led by Indigenous entrepreneurs/private businesses;
- Gap analysis of current economic development programming and funding in Atlantic Canada available to First Nations and Inuit-led Indigenous tourism initiatives, including but not limited to: funding entity, eligible activities, eligible entities;
- Based on the findings of the study, provide recommendations within the context of each of the 4 Atlantic provinces for supporting the growth of the Indigenous tourism sector in the region.
  - In addition to being broken down by province, these recommendations should include and differentiate, where applicable, between recommendations that would support community-led Indigenous tourism initiatives and individual Indigenous tourism entrepreneurs.
At minimum, stakeholders engaged to inform the study should include:

- Indigenous organizations across Atlantic Canada involved in economic development and community capacity development;
- Provincial and Federal representatives operating in economic development policy and programming related to Indigenous and non-Indigenous tourism and economic development;
- Indigenous and non-Indigenous national, provincial, and regional tourism associations/industry representative organizations active in Atlantic Canada.

This project is being undertaken with support by the Government of Canada.

**Timeframes**

This project will begin in March 2020 to be completed in June 2020 as outlined in the timelines below.

<table>
<thead>
<tr>
<th>Item</th>
<th>Target Dates</th>
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<tbody>
<tr>
<td>Project Start</td>
<td>March 2, 2020</td>
</tr>
<tr>
<td>Mid-point report presentation to Steering Committee on findings to date</td>
<td>May 1, 2020</td>
</tr>
<tr>
<td>Final report and presentation to Steering Committee</td>
<td>June 30, 2020</td>
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</tbody>
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**REQUEST FOR PROPOSAL INFORMATION**

**Qualifications of Consultant**

Proposals will be considered from experienced proponents who have demonstrated experience in economic development analysis and planning with an emphasis on Indigenous tourism. The proposal will include evidence of experience, competence and knowledge of First Nation communities, cultural sensitivity and social concerns as well as knowledge of experience in workforce and economic development in Atlantic Canada.

**Approach**

JEDI will be the main contact and coordinator for this project.

**Reporting**

The successful proponent will be required to provide and present the study to the Steering Committee which will be chaired by JEDI.

**Scope**

Proposals will include details of the time required, fee structure, staff costs, overhead and other related expenses. The proposal should include maximum prices for:

1. Services related to the research and stakeholder engagement;
2. Travel;
3. Development and delivery of the final report (the study).
**Project Cost and Budget**

Proponents must provide a comprehensive quote for this project, itemizing all components of the project in a detailed budget. A budget for the project will be established following the proposal submission deadline once all proposals have been received and reviewed.

**Staffing**

The proposal should describe how the project will be staffed and who will carry out key tasks in the assignment. JEDI expects the proponent to have recognized expertise and experience in economic development, including specifically within the tourism industry.

**Evaluation of the Proposals**

Proposals will be evaluated according to the following point system:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>Project work plan</td>
<td>30</td>
</tr>
<tr>
<td>Stakeholder engagement and related timing plan</td>
<td>30</td>
</tr>
<tr>
<td>Budget</td>
<td>20</td>
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<tr>
<td>Demonstrated experience in the tourism sector</td>
<td>20</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>100 Points</strong></td>
</tr>
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**Proposal Due Date**

Proposals are due by 5:00 p.m. AST on February 14, 2020. Late proposals will not be accepted.

Submit proposals to:

Joint Economic Development Initiative
Attention: Janis Flemming
150 Cliffe Street, Box 11
Fredericton, NB E3A 0A1
janis.flemming@jedinb.ca

Consultants mailing proposals should allow normal mail delivery time to ensure timely receipt of their proposals. Consultants assume the risk for the method of delivery chosen. JEDI assumes no responsibility for delays caused by any delivery service.

Consultants emailing proposals must submit the proposal electronically as an attachment to an e-mail to JEDI at the e-mail address listed above. Attachments to e-mail will be in Microsoft Word format or PDF. JEDI does not assume responsibility for problems with Consultants’ e-mail. If there are problems with JEDI’s email appropriate allowances will be made.

Consultants requiring further information about the project should contact Janis Flemming at janis.flemming@jedinb.ca
NOTES:
1. Proposals will become the property of JEDI. All proposals will be considered in strictest confidence.
2. JEDI reserves the right to cancel, amend or change the RFP in the event that a suitable proposal is not received.
3. The successful proponent will not issue any announcements or news releases concerning the Request for Proposal, the Proposal, or the Contract without the express written consent of JEDI and its partners.