



REQUEST FOR PROPOSAL
TWENTY VALLEY TOURISM ASSOCIATION

Event Management Services

RFP Issue Date:
February 9, 2018

Closing Date and Time:

Proposals must be received at the Twenty Valley Tourism Office prior to:

5:00 PM on Friday, March 9th, 2018

Contact:
Kris Smith
Executive Director
Twenty Valley Tourism Association
kris@twentyvalley.ca or 905.562.3636

1. Introduction

Twenty Valley comprises of Beamsville, Vineland, and Jordan in the Town of Lincoln and extends to the City of St. Catharines and Grimsby. Twenty Valley is the gateway to the Niagara Region; a short drive from the country's largest concentration of population – Toronto/GTA. Twenty Valley is the largest wine producing region with over 50 vineyards featuring many of the provinces best, boutique wineries. Most are family run, award-winning estates, set in the majestic natural beauty of the Niagara Escarpment. Twenty Valley is often described as Niagara's Sonoma Valley. It is Niagara's hidden gem; it's unpretentious, high quality, down to earth and friendly.

Vision

Twenty Valley Tourism Association is a leader in destination management delivering strong results for its stakeholders and by creating a top tourism destination.

Mission

Aggressively build Twenty Valley's brand awareness and personality, while showcasing the destination's exceptional wine & culinary experience.

Actively growing the membership base through the execution of high-value programming, which serves the business needs of the tourism industry's stakeholders and municipal partners.

Explore all potential avenues for additional funding, to ensure the sustainability of the organization, by utilizing the profile and influence of board members and by developing strong partnerships with the funding stakeholders.

Values

An organization's values, identified in a Strategic Plan, are intended to represent the guiding principles of what the organization both stands behind and endeavors to hold its staff accountable for all business practices.

- Transparency
- Accountability
- Leadership
- Teamwork
- Innovation

2. Invitation

The Twenty Valley Tourism Association (TVTA) is seeking proposals for qualified event management services to work with the Twenty Valley Tourism Associations' Executive Director in coordination and execution of Winter Winefest, an established annual event which achieves sustainable profit and success. The effective proponent must have extensive experience with large-scale special events including the ability to: conduct all logistical requirements, ensure all regional, municipal and AGCO compliances are met, coordinate and facilitate the recruitment and retention of volunteers and maintain the overall event design.

3. Objective:

The objective of this request for proposal is to select a qualified proponent to provide external support to the development and execution of Twenty Valley's annual Winter WineFest. The successful proponent should be able to develop a realistic work plan that considers all aspects of the organization's signature event's operations.

Winter WineFest showcases over thirty-five premium food and craft beverage producers from the region for an authentic winter experience. The weekend kicks off the month-long Icewine celebrations throughout the region. Admission is free to a wine and culinary village throughout the weekend and features Craft

Beverages. Primarily featuring VQA Icewines, sparkling, red and white wines. The event also features Twenty Valley chefs presenting seasonal dishes that pair perfectly with the varietals of the region.

Additional programming includes; a celebrity Icewine brunch, a celebrity sparkling dinner, Vogue in the Valley, with local runway stars strutting fashions from Jordan Village, the One-Pot Challenge with Twenty Valley chef competing with one-pot dishes, the infamous wine-makers Barrel Rolling Competition, and the Icewine Puck Shootout.

4. Scope of Project

The successful proponent will work with the Executive Director to coordinate and execute a prosperous and profitable event next January. The selected proponent will need to be able to adapt or tailor an approach that will best meet the needs of the event in the winter season.

Accordingly, proponents are asked to provide detailed information on options for event services, including the approach to planning, the associated cost, and recommended timelines involved. Proponents are encouraged to recommend the most effective and efficient method of securing suppliers, talent, and volunteers.

The successful proponent will be responsible for the delivery of the following key services and functions: (note that proponents are not limited by the deliverables and may wish to expand on them)

- Work closely with the events committee to communicate status and needs
- Coordinate details of the Twenty Valley signature event Winter WineFest (January 2019)
- Follow strict budgets and discuss any required adjustments with Executive Director when necessary
- Responsible for \$75,000 logistical/site budget (Food, beverage, talent, marketing and administration run by TVTA Staff)
- Responsible for direction of set-up and strike of the event
- Responsible for execution of event logistics and infrastructure
- Solicit food and beverage vendors for their participation in the event
- Deliver a strategic communications plan for vendors and volunteers
- Coordinate suppliers and negotiate fees
- Adhere to company brand through the event
- Ensure staff is adequately prepared for the event
- Coordinate and maintain a volunteer database on behalf of the Twenty Valley
- Train, and educate volunteers or staff on event best practices
- Provide receipts if needed for approved expenses
- Demonstrate a full understanding of grant funding and budget requirements
- Analyze event performance and prepare metrics presentation for post reports
- Review talent's technical needs and entertainment schedule
- Ensure adequate staffing as needed
- Project Management – creation of and adherence to a critical path for Winter WineFest.

The successful proponent will offer strategic input on event format and programming to the Executive Director and Events Committee in order to review the event's plans. The proponent should be able to coordinate and support the Executive Director and the Events Committee with entertainment or special guest programming by engaging with booking agents, provide a shortlist of recommendations and once approved manage all elements involved in the delivery of programming.

Finally, the successful proponent should have a working knowledge of wine inventory management in order to facilitate the execution of an effective inventory system throughout event weekend (volunteers to be provided by TVTA). Note: management of the reconciliation system between wineries and token sales are undertaken by the TVTA Administration.

5. Management Schedule & Requirements

*estimated schedule – to be finalized by successful proponent

| <i>Winter WineFest Event Management</i> | | | |
|---|--|--|-----------------------|
| Timeline Dates | Requirements | Scheduled / Supervised by: | Time Allotment |
| June | Initial Meeting to review post report from the prior year, upcoming programming, new changes as outlined in funding agreements. Review of budget, grant funding requirements, receive procedures and past documents to ensure brand is consistent from year to year, receive list of existing suppliers for quotations | Executive Director / Winter WineFest Committee | 10 Hours |
| July | Discuss and strategically plan entertainment and celebrity chef's technical requirements. Receive a list of past program schedule from prior year's event. | Executive Director | 6 Hours |
| August | Attend Winter WineFest committee, report, and progress with respect to budget, talent, and plans for infrastructure. Provide list of supplier suggested for quotes | Winter WineFest Committee | 6 Hours |
| End of September | Report progress on talent contracts, suppliers, prepare food vendor applications, winery applications, submit approval to committee for talent, update stakeholder documents for review i.e. SOP, Town Permits etc. – | Executive Director | 10 Hours |
| August - September | General correspondence related to talent/chef contracts received and signed | Executive Director | Email – 4 Hours |
| September | Meet with Winter WineFest (WWF) Committee and update progress on supplier quotes, confirm talent, discuss adjustments to programming if required, discuss partners' requirements or concerns | Executive Director & WWF Committee | 8 Hours |
| November | Work with administration to prepare a list of volunteer requirements, daily schedules and additional staff required. Confirm and finalized large quotes for infrastructure; tents, electrical and audiovisual | Executive Director | 8 Hours |
| October | Arrange secondary infrastructure quotes, contact existing partners for in-kind supplies, correspondence on event logistics and policies to vendors and wineries. Review budget and quotes to date with Executive Director. | Executive Director | 30 Hours |
| December | Operations meeting with staff, volunteer coordinator, establish a schedule for training with the volunteers, present final event layout and program to Events Committee and/or Board, communication to Jordan Village Merchants & neighbours of dates, closures etc. Submit all remaining quotes to the Executive Director for approval. | Executive Director & WWF Committee | 30 Hours |
| January | Execute the event management schedule for set up/strike, execute event, brief staff on any final changes, develop post report, review with the committee, prepare required information for the committee to report back to the Board of Directors | Executive Director & WWF Committee | 81 Hours |

6. Proposal Evaluation

The TVTA and the Events committee shall review and evaluate all proposals, and if appropriate, request the proponent present their proposal in person.

Evaluation of responses will be based, in part, on the following criteria and qualifications of the proponent, including:

- 25%: Demonstrated project understanding and methodology. Response to RFP requirements must be complete. Proponents must demonstrate in their proposal that they have a clear understanding of this project. Proponents need to articulate their proposals, intentions, and expectations, indicating how they will fulfill the requirements of the RFP and what services they will provide.
- 35%: Experience of the proponent and the proposed project team members with projects of similar size and complexity, including experience with large-scale special events and wine-tourism knowledge. Appropriate expertise should be provided by the project team members in their proposed respective roles. The proponent needs to have demonstrated logistical skills in successfully working with outdoor events. Reference to team members, bios, and experience is critical.
- 20%: Time-lines/Proposed fee structure. A work plan, detailing all suggested steps in the process with an estimate of time and personnel required to complete each step should be provided. Availability and commitment of proposed project team members during the required timeframe and information on backup personnel at appropriate organizational levels to be given. Proposals to provide options for various levels of committee member and vendor consultations, including time-frames and costs involved with each vendor quote.
- 20%: References/Interviews. After an initial review of the proposals, a proponent shortlist may be created at TVTA's sole discretion and references checked and interviews conducted. Interviews and reference checking will provide an opportunity for TVTA and the potential proponents to further gauge their fit and ability to work with each other. Proponents must provide a minimum of three (3) references that demonstrate successful competency with comparable work for similar clients. Provide a brief description of the project, the timelines, and all relevant reference contact information. Alternatively, if one proponent clearly demonstrates they are the leading proponent, after the reference check, TVTA retains the option of bypassing the interview process and proceeding directly to the award stage.

Instructions for Proponents

Cover Letter & Signature

The proposal should include a cover letter signed by a person authorized to legally bind the proponent to the statements made in the response to this RFP.

Delivery of Proposals

1. Proposals shall be received for by one of the following two (2) methods:
 - By hand/courier delivery: Four (4) hard copies of the Proposal should be enclosed and sealed in an envelope clearly marked: "TVTA EVENT MANAGEMENT CONSULTANT" along with one (1) electronic version on DVD or USB flash drive delivered and addressed to the TVTA (address below)
 - By Email: At the only acceptable electronic address: kris@twentyvalley.ca. Please note: Maximum email file size limit is 8MB or less.
2. The TVTA will not be liable for any delay for any reason including technological delays, spam filters, firewalls, job queue, file size limitations, etc. It is the proponent's sole responsibility to ensure they allow themselves enough time to submit their Proposal prior to the posted closing date and time.

3. Submit three references with the quote, preferably tourism or community festivals that have been customers within the past three years. Include the name of organization/business, contact name, phone number, and email for which you provided professional services. Please include a summary of timelines required for consultation and reporting.
4. Further information may be requested after quotes are submitted and reviewed.
5. It is the sole responsibility of the Proponent to submit their Proposal to the TVTA prior to the closing time. All proposals must be sealed and must be received by 5:00 PM on Friday, March 9th, 2018. Mail proposal and qualifications to:

Kris Smith, Executive Director
Twenty Valley Tourism Association
4890 Victoria Avenue North
PO Box 4000
Vineland, ON L0R 2E0
kris@twentyvalley.ca

6. Proposals received by facsimile WILL NOT be accepted. All costs to prepare the Proposal shall be borne solely by the proponent.
7. In preparing submissions, proponents should describe in detail the services proposed to be provided and how service delivery will be accomplished. Proponents should also identify costs that could be incurred through the consultation. The minimum levels of services to be provided are described in this RFP.
8. It is the responsibility of the business to request more information or any clarification prior to the quote due date. All questions regarding this RFP must be submitted to kris@twentyvalley.ca.

Proposals will not be accepted after 5:00 PM on Friday, March 9th, 2018

General Terms and Conditions

Amendment to Proposals

Proposals may be amended in writing and delivered to the closing location before the closing time but not after. Such amendments should be signed by the authorized signatory of the Proponent and either hand delivered or emailed to the Executive Director.

Addendum

If TVTA determines that an amendment is required to this RFP, the TVTA will send an electronic copy of the written addendum to each of the invited proponents. Each addendum will be incorporated into and become part of the RFP. No amendment of any kind to the RFP is effective unless it is contained in a written addendum issued by TVTA.

Withdrawal of Proposals

The Proponent may withdraw their Proposal at any time prior to the Proposal closing time by submitting a written withdrawal letter to TVTA.

Local Preference

Preference shall be given to local suppliers where quality, service, and price are equivalent.

Irrevocability

All Proposals are irrevocable for a period of (60) business days from the closing date.

Negotiation

The TVTA reserves the right to negotiate enhancements or changes to the preferred Proposal with the proponent.

Right of the TVTA to Cancel the RFP Process

The TVTA is not bound to select a preferred Proponent or accept any Proposal and reserves the right in its sole discretion to postpone or cancel this RFP at any time for any reason whatsoever in accordance with the TVTA's judgment of its best interest and to proceed with the Services in some other manner separate from this RFP process.

Conflict of Interest

Proponents shall disclose in their Proposals any actual or potential Conflict of Interest and existing business relationships it may have with TVTA, its Board of Directors, or employees.

Solicitation of Board Directors

Proponents and their agents will not contact any member of the TVTA Board of Directors with respect to this RFP, other than the TVTA Representative named in this document.

Ownership of Proposals

All documents, including proposals, submitted to TVTA become the property of the association. They will be received and held in confidence by TVTA, subject to the provisions of the Province of Ontario's Freedom of Information and Protection of Privacy Act.

Governing Law

This agreement shall be governed by the laws of the Province of Ontario.

Dispute Resolution

In the event of a dispute arising between TVTA and the Proponent as to their respective rights and obligations under the Agreement, both parties agree to resolve the dispute by:

- Frank and open negotiations whereby both parties use their best efforts to resolve the dispute by mutual agreement including the most Senior Management of both parties;
- If, after 30 calendar days, the dispute is not resolved, both parties agree to appoint a mediator to resolve the dispute. All costs to be split equally;
- If, after the mediation process is complete and the dispute is not resolved, the parties shall proceed to arbitrations following the rules of procedures as per the laws of the Province of Ontario. All costs, with the exception of legal fees, shall be borne equally.

Additional Information

The proponent will be selected that best fulfills the TVTA's requirements and represents the best value to the membership. No single factor will determine the final contract award decision.

When a proposal has been accepted by the TVTA Board of Directors, contract negotiations will begin to determine contract terms. If a contract cannot be negotiated for any reason, another provider may be selected.