

Rainy River Future Development Corporation (RRFDC)

TERMS OF REFERENCE CONSULTING SERVICES November 15, 2019

1. CONSULTING SERVICES

In 2019 the Town of Fort Frances implemented a 4% municipal accommodation tax (MAT). To effectively use of these funds the RRFDC will engage a marketing firm to develop a three-year marketing plan.

2. PROJECT DELIVERABLES

The Consulting Firm will provide a proposal to include the following:

- Review previous studies and reports (to be provided by the RRFDC).
- Undertake research on the most practical target markets to focus marketing efforts with a goal to develop a larger tourism industry within the Town of Fort Frances.
- Review the Town's existing destination amenities and attractions and prepare a gap analysis.
- Facilitate a planning session with the Fort Frances MAT committee in January 2020
- Develop a tactical plan including specific advice on infrastructure investments and an advertising plan building on the communities existing brand and strengths.
- Present the three-year strategy to the MAT committee in Fort Frances in March 2020.
- Provide all information in a written report to the RRFDC

3. TIMING

The RRFDC would like services to commence December 18, 2019 with completion expected by March 31, 2020.

4. PRICE QUOTATION

Provide a detailed budget estimate of total fees, including retainer fees, expenses and per diem rates. Total cost must not exceed \$55,000 including applicable taxes. No additional fees will be paid to the consulting firm for administration or management of services.

5. PROJECT PROPOSAL

The Proposal shall contain at least, but is not necessarily limited to, the following:

- a. An introduction explaining the methodological approach that will be used in delivering the services.
- b. Qualifications and experience of contractor.
- c. Maximum total cost of program services broken down by anticipated expenses, disbursements, payment schedule and conditions listed separately.

- d. Per diem rates for key personnel involved in the assignment and an estimate of the number of days that such personnel would spend on the assignment and in the project area.
- e. At least two (2) references for projects of a similar scope.
- f. A draft Contract of Engagement.

6. MONITORING

The RRFDC recognizes that only through continuous contact will the consulting firm achieves optimum performance. The consultant is therefore required to submit a brief monthly written activity summary report.

7. CONTRACT

The consulting firm shall enter into a contract with the Rainy River Future Development Corporation (RRFDC). The contract shall indicate that services to be provided shall be performed to the satisfaction of the RRFDC and its funding partners, according to the Terms of Reference, and for the amount agreed upon by the parties. The contract shall also indicate that no additional money shall be paid to the consulting firm for any additional work for which prior authorization has not been given in writing.

The RRFDC may choose to award initially only phase one of this RFP and then contract for phase two at a later date.

8. CONTRACT CHANGES

The contract may be revised during the program if agreed upon in writing by both parties. Any change would include an assessment of the impact of the proposed change on target dates and costs.

9. SUBMISSION DEADLINE AND QUESTIONS

Questions may be emailed to ecdev@fortfrances.ca

Submissions are to be sent to:

Tannis Drysdale
c/o Rainy River Future Development Corporation
601 Mowat Avenue
Fort Frances, Ontario
P9A 1Z2

Or e-mailed to ecdev@fortfrances.ca

SUBMISSION DEADLINE 12:00 p.m. C.S.T. on December 9, 2019