



August 1, 2024

## **Tofino Destination Stewardship Plan**

### **Request For Proposals (RFP) for destination planning expertise and support**

Tourism Tofino and the District of Tofino are seeking to lead a process to develop a community-led vision of the future of tourism in the Tofino area within the traditional and unceded territory of the Tla-o-qui-aht First Nation. The plan would articulate a made-in-Tofino vision for how the local tourism industry will become not just sustainable, but regenerative – ensuring a net benefit to the environment, the wildlife, the economy, the people and the culture of the area, forever.

We are looking for a visionary, BC-based consulting partner with strong experience in successful destination planning to assist in this community engagement work and the development of the plan – ensuring community buy-in and a clear path forward for the plan to be implemented.

#### Scope Of Work

The following scope outlines the work we want to do with a qualified consulting agency to assist Tourism Tofino and the District of Tofino to produce a Destination Stewardship Plan (DSP) for Tofino. The vision articulated in the DSP will be based on extensive engagement with the community and impacted parties. The DSP will include engagement on, and consideration of, all the possible opportunities and challenges facing the tourism industry over the next 50 years in Tofino. We are asking the question, “What kind of tourism industry does Tofino want to leave its grandchildren?” It is expected that the DSP will address the local economy, seasonality, business resiliency, environmental impacts of tourism, social benefits to residents from tourism, Indigenous governance and benefit from tourism, cultural and Indigenous issues related to tourism, and infrastructure and capacity to support tourism, among other considerations.

The final vision distilled in the DSP will be used by the community to inform all future planning, strategies, and projects related to tourism in Tofino. This includes future 5-year strategic plans and branding strategies for Tourism Tofino, as well as future Resort Development Strategies and town planning decisions for the District of Tofino. The final DSP will be launched in the community no later than March 2026.

While we are excited to produce an amazing DSP with the right partner, we are even more excited about having a plan that the community buys into and gets traction in the implementation stage. In the proposal, we’d love to hear how you intend to help us prevent this DSP from “gathering dust on a shelf” after its publication!

The proponent is expected to work with us on completing all the following milestones and deliverables of the Destination Stewardship Plan:

1. **Onboarding and discovery phase** – *work with Tourism Tofino and the District of Tofino to fully understand the context in which the DSP will be produced. This includes meetings and a formal review of the 2014 Tofino Tourism Master Plan, as well as other existing plans that need to align with the new DSP – including (but not limited to) Tofino’s Official Community Plan, Tofino’s Vision 2 Action Plan, and other regional plans and strategies related to tourism. There would also be a review of other leading destination plans that we could draw inspiration from.*
2. **Design community engagement plan** – *work with Tourism Tofino and the District of Tofino to complete an engagement plan for the DSP to our satisfaction. There will be five major streams of engagement with multiple rounds: First Nations (Tla-o-qui-aht, Ahousaht and Hesquiaht), residents, businesses, local organizations (Parks Canada, Clayoquot Biosphere Trust, Tofino Long Beach Chamber of Commerce, etc.), and visitors. Proponents should also consider whether to implement a steering committee or implementation committee.*
3. **Conduct initial community engagement and summarize** – *support us as we implement the engagement plan across a variety of formats including surveys, open houses, focus groups, and one-on-one interviews. Assist with capturing and summarizing initial engagement into a summary ‘What We Heard’ document.*
4. **Develop initial draft of DSP and socialize** – *work with Tourism Tofino and the District of Tofino to produce an initial first draft of the DSP. We will then take the draft plan out for additional rounds of engagement to refine and capture anything that was missed.*
5. **Final draft of DSP published** – *work with Tourism Tofino and the District of Tofino to refine the draft DSP based on additional feedback and produce the final version of the DSP for public consumption. Final plan to launch no later than March 2026.*
6. **Assist with DSP launch and set stage for implementation** – *work with us to help formally launch the DSP in the community. We would need planning support for things like launch events, press releases or videos to “keep the plan alive” post-launch. Determine what implementation and future refinements/updates of the DSP look like.*



### Contracting & Budget

The successful proponent will be contracting directly with Tourism Tofino. The maximum total budget that has been allocated for all deliverables of the project outlined in the scope of work is \$150,000 CAD. Proponents should clearly outline the cost of their services related to the project and the proposed schedule of payments over the life of the project.

### Administration Process

- The Request for Proposals (RFP) period opens on **August 1, 2024**.
- Any questions on the RFP must be submitted by proponents (in writing) by **August 9, 2024 at 5:00pm**. All proponents that have expressed interest will receive the answers to all submitted questions shortly thereafter. Questions should be addressed to Brad Parsell (Executive Director, Tourism Tofino) and submitted electronically to [brad@tourismtofino.com](mailto:brad@tourismtofino.com)
- The deadline for proposals to be submitted is **August 30, 2024 at 5:00pm PDT**.
- Final proposals should be addressed to Brad Parsell (Executive Director, Tourism Tofino) and submitted electronically to [brad@tourismtofino.com](mailto:brad@tourismtofino.com)
- Tourism Tofino and the District of Tofino thank all proponents for their proposals. Meetings with all proponents ahead of the project being awarded is not possible in this process.
- The contract will be awarded to the successful proponent no later than **September 6, 2024** and all proponents will receive a response by that date.

### Selection Criteria

- Proponent is a consulting agency based in British Columbia, Canada. Please provide some background on the consulting agency and the team we would be working with.
- Proponent has demonstrated experience working with destinations to produce world-class destination plans based on substantial community engagement. Must provide at least three examples of destination planning projects – with references.
- Proponent possesses a deep understanding of the tourism industry in British Columbia and beyond, including expertise in the latest global sustainable and regenerative tourism trends.
- Proponent has demonstrated experience doing engagement in communities and working with Indigenous communities, in particular.
- Proponent has comprehensively addressed in the proposal their philosophy and approach to creating the Tofino Destination Stewardship Plan – including how they will work with us to achieve each deliverable/milestone laid out in the scope of work.



### About Tourism Tofino

The Tofino Destination Management Association, also known as Tourism Tofino, is Tofino's official not-for-profit destination management organization. It works in partnership with over 300 businesses & not-for-profits, the Tla-o-qui-aht First Nation, the District of Tofino, the Tofino-Long Beach Chamber of Commerce, and other local organizations. Tourism Tofino works to promote Tofino in a responsible way, while ensuring tourism helps to enrich life for residents and uplifts First Nations. For more information, visit: [www.tourismtofino.com](http://www.tourismtofino.com)

### About the District of Tofino

Situated in the traditional territory of the Tla-o-qui-aht First Nation where an enriching relationship exists between our community members and the natural environment, The District of Tofino promotes healthy civic engagement supporting a creative and resilient community of varied ages that is socially, environmentally, and economically diverse. For more information, visit: <https://tofino.ca/>