



## Request for Proposal

### 2020 Visitor Information Centre Services

There is more to Burns Lake than premium summer fishing, hiking amongst brilliant fall foliage, paddling endless lakes and standing in awe of the northern lights. Burns Lake boasts a community developed 160-acre mountain bike park; a growing indigenous tourism industry, an active snowmobiling club; a world-class cross-country ski facility; and an active Arts Council. The Burns Lake and the Lakes District Economic Diversification and Community Development Strategy highlights tourism as one of the key areas to focus economic diversification efforts. It is with this lens that we offer this request for proposals for the operation of a Visitor Information Centre in Burns Lake.

#### **Purpose**

The Village of Burns Lake is seeking a qualified contractor to provide visitor information services for the Village of Burns Lake and the Lakes District within the structure of Destination BC. The proponent must be knowledgeable and innovative in their ideas to promote and support tourism in Burns Lake and the Lakes District.

The proposal should include ideas to increase resident and visitor awareness of local, regional and provincial tourism products, and to enhance the quality of the visitor's experience by promoting longer stays and/or return visits. It is expected that tourism will continue to grow in economic importance in the Lakes District and the funders of the VIC are seeking a proponent that will meet this expectation.

#### ***The proponent MUST:***

- Hire and train front-line staff. The proponent will be responsible for the day-to-day management of the Visitor Information Centre.
- Provide a highly visible location for the Visitor Information Centre.
- Greet, assist and provide accurate, helpful and high quality general and detailed information for visitors.
- Promote local attractions, events and tourism opportunities through various channels.

- Collect visitor data to determine who visitors are, their place of origin, their destination, their activities, their length of stay, and their needs. Provide the visitor data annually to the Village of Burns Lake, the Regional District of Bulkley-Nechako and Destination BC.
- Answer mail, e-mails and fax enquiries from prospective visitors.
- If funding is available, produce a high quality, visually appealing brochure, and the proponent will be responsible for the distribution of the brochure to Visitor Information Centres in British Columbia. The proponent will be required to complete grant applications to fund the production of the tourism brochure.
- A staff member must attend the Northern BC Tourism Summit held annually in the fall in Prince George.
- The proponent must work with Northern BC Tourism and Destination BC to take advantage of training and promotional opportunities. The proponent will work with the Village of Burns Lake and the Regional District of Bulkley-Nechako on tourism initiatives for the area.
- Complete all reporting required by Destination BC and other organizations as required.

## Funding

The Village of Burns Lake and the Regional District of Bulkley-Nechako rural areas B & E and Destination BC provide the core funding for the operation of the Visitor Information Centre located in Burns Lake.

## Proposal Submission

Proponents wishing to submit proposals should do so no later than September 30, 2019 at 4:00 p.m. by submitting one copy of the proposal:

By mail to:

Village of Burns Lake  
 PO Box 570, Burns Lake, BC, V0J 1E0.  
 Please quote: **RFP – Visitor Information Centre Services**

Or via email to:

villageofburnslake.ca  
 In the subject line put: **RFP – Visitor Information Centre Services**

## Proposal Components – maximum 4 pages

- A detailed budget.
- Experience operating a Visitor Information Centre.
- Listing of tourism assets in the Lakes District.
- Proponent's plan for the use of social media to promote the area.
- Proponent's plan to fund the production of a tourism brochure.
- Other ideas to promote the area.

## **Evaluation Criteria**

Proposals will be evaluated with the following criteria:

- Value for money – 50 points
- Candidate experience and proposed location of the Visitor Information Centre – 25 points
- Quality, detail, clarity and ingenuity of the proposal – 25 points

All submissions become the property of the Village of Burns Lake and are subject to the Freedom of Information and Privacy Legislation.