

**Village of Gold River
Request for Proposals
Closing Date April 6, 2018**

The Village of Gold River is requesting proposals from a qualified individual who will work with a number of stakeholders and the Village to develop a tourism strategy. The Village is committed to undertaking the planning process, gathering relevant background information, conducting community engagement sessions, conducting a SWOT analysis, developing goals and actions and developing a Tourism Strategic Plan.

The purpose of the Gold River Tourism Strategic Plan (GRTSP) is to develop a strategy for tourism infrastructure and to stimulate business opportunities in tourism sector businesses. The Gold River area of the Nootka Sound region is transitioning from a forest industry economy and seeks to develop its natural assets and other tourism amenities into a stronger economic driver. The GRTSP will build on strengths and assets of the community; focus on achievable tourism opportunities; generate input from key stakeholders; provide benefits to trickle-down businesses and other sectors in the community; and deliver an Action Plan that represents a step-by-step implementation roadmap.

Deliverables / Outcomes

The Gold River Tourism Strategic Plan will deliver an assessment of the current state of Gold River tourism, identify areas and opportunities for tourism development, encompass both existing opportunities as well as future potential ones, infrastructure required to support tourism development, communications, marketing and business development opportunities and provide actionable and achievable next steps. It will also include a marketing plan designed to ensure that the tourism-related message and existing brand can effectively be delivered to outsiders who would be targets for tourism attraction.

The objective of this request for proposal is to provide the Village with qualified proponents capable of working independently and carrying out the work herein defined. The proponent submission will form the basis for evaluation, interview, and selection.

The successful individual will:

- Work with the Regional Manager from the Ministry of Forest, Lands, Natural Resource Operations and Rural Development
- Review the local tourism economy and its current tourism businesses
- Conduct appropriate public consultation processes and community analysis, ensuring that a broad and diverse range of opinions and ideas are captured and explored to assist in obtaining broad community support for eventual recommendations and actions
- Identify specific opportunities for tourism development which are most likely to show successes based on community input and best practices
- Utilize case studies of other communities that have been successful; and where possible, provide examples and strategies
- Identify resources, business assistance, partnerships and policy changes required to implement identified opportunities including liaison with Regional and Provincial Destination Marketing Organizations Tourism Vancouver Island and Destination BC

- Develop and articulate goals, objectives and competitive strategies aimed at enhancing the viability of existing business, expanding existing operations, attracting new tourism businesses based on the public consultation process
- Prepare a two year tourism strategy
- Organizing an Open House to present the tourism strategy to the broader community

Qualifications:

- Ability to work in a team setting
- Ability to conduct economic and tourism market research
- Ability to effectively manage tourism development and other related planning processes
- Proven ability to build relationships with Community Stakeholders
- Ability to create annual business plans that identify short and long-term goals, define work objectives, key performance indicators, and performance metrics
- Strong project management and facilitation skills
- Ability to deal courteously, tactfully and diplomatically with members of the general public, community and special interest groups
- Strong written and verbal communication skills

All work, reports and submissions must be completed by October 15, 2018. Remuneration for this Project is \$10,000 inclusive of travel and expenses. Due to the short time period of the available funding, proponents must be available to start immediately and submissions will be received from Proponents until April 6, 2018 at 4:00 pm at the Village Office or by email to grlplourde@cablerocket.com.