



Lac La Biche County

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Request for Proposal

Lac La Biche Visitor Information Centre Services Agreement
RFP EC-64-2020-01

Bids must be received by email no later than the closing date:

Note deadline has been extended

4:00 P.M. local time, Tuesday October 13, 2020.

ADDENDUM No. 1

This Addendum No. 1 is to be read in conjunction with the RFP for the Lac La Biche County Visitor Information Centre Services Agreement. The information provided forms part of the Invitation to Tender and is to be considered in the preparation of bids.

Social Media

Currently Lac La Biche Region is the social media handle for the Lac La Biche Visitor Information Centre. The three channels used are Twitter, Instagram, and Facebook. Lac La Biche County owns the social media channels and as per the Request for Proposal the successful Proponent would be required to work with Lac La Biche County Administration to curate social media content for Lac La Biche Region's social media platforms.

Setting up new channels or handles beyond Lac La Biche Region's and those that the County endorses would need to have a strong rationale why a new stream is needed or beneficial versus growing the existing.

References

Proponents may use the County as one reference (totally ok to mention multiple names) and then provide two others.

October 2, 2020

Visitor Information

Creating visitor information includes generating printed materials as well as for social media and other electronic/virtual platforms.

Planning and Hosting Events

Planning and hosting events that support the visitor experience can range in scale and scope. It is up to Proponents to present their approach to how they would achieve this, be it taking on an existing tourism related event, supporting tourism related events (how), or creating new events.

Tourism Marketing of Region

The Visitor Information Centre (VIC) is intended to carry out the responsibility of ensuring the region's tourism offerings are marketed to the visiting demographics. This may include Spring Showcase, online platforms, etc. It will be up to each individual Proponent to provide an outline of what they propose.

Lac La Biche County Administration currently attends relevant tradeshow and leads campaigns to encourage visitation to the Region. It is essential that the VIC keeps informed and educated about these efforts and supports them.

Costs

All costs associated with delivering the services must be calculated into the Proposal.

- END of Addendum No. 1 -