



REQUEST FOR PROPOSALS

SPORT TOURISM EVENT PARTNERSHIP (STEP ST. JOHN'S)

EVENT BID PROCESS

TERMS OF REFERENCE

APRIL 19, 2024

**Terms of Reference  
Sport Tourism Event Partnership  
Event Bid process**

**THE ORGANIZATION**

The Sport Tourism Event Partnership (STEP) was created to advance the destination as a premier sport tourism host and to achieve synergies amongst its stakeholders, which include Destination St. John's, Sport NL, City of St. John's, Government of NL, Celebrate NL, City of Mount Pearl, Town of Conception Bay South, and Town of Paradise. Since its inception, STEP has been successful at bidding on and securing sporting events that have had significant economic impacts on the region and province.

**OBJECTIVE**

Sport Tourism is a competitive billion-dollar industry in Canada. To be as efficient and effective as possible at bidding on and securing sporting events in the region, the STEP Committee has agreed to develop a gating process (or funnel) to prioritize sport events to attract and bid on. The funnel process will need to identify the criteria for prioritizing events the committee will focus on. For maximum efficiency, a defined bidding process with roles and responsibilities is also required.

The end goal of this exercise is for STEP to have an agreed upon list of short-term and long-term sport event prospects from which to pursue, within a defined bid process framework. The bid framework should outline STEP stakeholders' roles and responsibilities.

Timeline: Create a summary of the event cycle (list) to enable decisions on the events by September 30, 2024.

**SCOPE OF WORK**

**A. Establish the Criteria for Determining Priority Events for STEP**

**1. Prioritize Sports by their Capacity to Host Events**

- (a) Recommend a sport ranking criteria by their capacity to host events.
- Review the sport hosting ranking criteria previously proposed to STEP determining what is still relevant from the previous criteria;
  - Conduct a jurisdictional review that will include initial contact with tiered PSOs and development of a leads list for LSOs in consultation with PSOs;
  - Assess the infrastructure capacity within STEP catchment area, with special consideration given to infrastructure/facility capacity (Including planned facility upgrades for Canada Games in 2025; and
  - Assess pertinent PSOs' (with infrastructure capacity) local organizing capacity. Local organizing capacity would include the desire and ability for a PSO to provide staff and or volunteers for committees pursuant to an event's bid guidelines and/or to provide financial support to an event.

- Update/propose new sport event hosting ranking criteria with emphasis on capacity.
- (b) Based on findings in (a), allocate sports into priority tiers or similar visual model.
- (c) Consider and recommend the integration and prioritization of new and emerging trends such as E-Sports and other event trends that may not necessarily fall under a PSO or NSO with respect to local organizing capacity. These could be events that engage mature sporting participants and professional and amateur occupational based sporting events such as events targeting firefighters, police officers and/or retired amateur athletes.

## **2. Recommend Criteria to Prioritize Events that Fall under the Priority Sports (Scorecard)**

- (a) Review the event evaluation scorecard previously proposed to STEP.
- (b) Update or develop a new event evaluation scorecard with a weighted point matrix considering but not limited to the following items:
- a. Economic Impacts
  - b. Social and Cultural Impacts
  - c. Inclusive Events
  - d. Indigenous Events
  - e. Success of Previous Event
  - f. International Events
  - g. National Events
  - h. Atlantic/Regional Events
  - i. New and emerging or mature/adult amateur based sport events
  - j. Legacy Impacts
  - k. Environmental Impacts
  - l. Tourism Shoulder Season.

## **3. Prioritize Events**

- (a) Based on 1 & 2, recommend a collaborative process with corresponding roles and responsibilities to develop an initial “lead sheet” followed by a focused evaluation of the events based on the evaluation scorecard to generate a final list for approval.
- (b) The process should include:
- a. STEP members and priority PSOs identifying current known events with noted preferences;
  - b. Leads will also be generated via:
    - i. National Sport Organization/ Event rights holders opportunities;
    - ii. Sport Tourism Canada “Up for Bids” section;
    - iii. Sport Event Congress networking/speed dating; and
    - iv. SPO Ho Experience networking/speed dating.

- (c) Other Special Considerations:
- a. Threshold of points for inclusion or exclusion;
  - b. Extenuating circumstances;
    - o List cycle; and
    - o Stakeholder autonomy.
- (d) With a proposed final list developed and an intent to maximize efficiencies, recommend an agreement framework for STEP Committee and the individual stakeholders and PSOs. What does the agreement process look like – signed list by all parties/ with roles and responsibilities outlined?

## **B. Specify Roles and Responsibilities of STEP Members during operational/bid cycle process**

In consultation with STEP members, and based on a review of recent STEP bids, the proponent should recommend a process with associated roles and responsibilities inclusive of but not limited to the following:

- o Annual Operational Cycle – (tracking bids and timelines based on the list, list management and event evaluation (scorecard), work back schedules/planning, PSO engagement (check-ins during the year);
- o Pre-bid requirements – (expressing interest to bid, point person to engage with Event Rights Holders);
- o Bid package development (securing financing, information gathering, PSO engagement, PSO responsibilities such as committee development pursuant to bid guidelines; and
- o Post-bid requirements such as award (bid win) announcements and press releases, convening to review a bid outcome etc.

## **PROJECT MANAGEMENT**

The successful consultant shall:

- Hold a kickoff meeting with STEP committee;
- Set project status and planning meetings
- Engage with STEP committee members and relevant PSOs as required during the process to inform their recommendations;
- prepare and present a draft of their recommendations to the STEP Committee seeking feedback approximately 1 month prior to submitting a draft final report for approval by STEP Committee.

## **BUDGET**

The budget for this contract is \$10,000.

## **CONTRACT**

The contract must be completed by September 30, 2024

The selected proponent will be required to enter negotiations to develop a written contract embodying terms satisfactory to STEP St. John's and based on these Terms of Reference.

## **PROPOSAL SUBMISSION CONTENT REQUIREMENTS**

Respondents are requested to base their proposal on the following components, while taking into consideration the items outlined in the Scope of Work.

### a) Consultant/Consulting Firm

- A brief introduction to your Agency, outlining relevant information pertaining to its history, agency philosophy and growth trends. This should include any previous experience in the event/tourism industry.
- Agencies/consultant must be in Newfoundland and preference given to those within the greater St. John's area.
- The Agency contact for all questions and clarifications arising from the Proposal. The contact information should include the person's title, address including email and telephone number.

### b) Agency Clientele and References

- The proponent must supply at minimum two (2) client references that could be contacted about their working relationship with your agency. (Please note: STEP St. John's reserves the right to use prior knowledge and experience as a client reference in the evaluation of a proponent's proposal.)

### c) Agency Remuneration

- Proponents are asked to detail all fees, expenses and incidental charges for which they expect to be reimbursed including professional service and personnel costs by hourly rates.

### d) Agency Resources and Expertise.

- Proposals shall identify the strengths and capabilities of your agency to deliver on the scope of work.
- The proposal should describe your approach to the review, validation and/or adjustment to the strategic plan. Please summarize any other agency information that is relevant.

## **GENERAL INFORMATION**

All proposals submissions will be considered strictly confidential. Copies of proposals not chosen can be picked up or destroyed at the proponent's request.

Proponents are solely responsible for their own expenses in preparing the proposal and subsequent negotiations with STEP St. John's. STEP St. John's shall reserve the right to accept, or reject, any or all proposals and reserves the right to cancel the proposal call.

## **HOW TO RESPOND**

Each respondent shall address all components outlined in Section 6 - Proposal Submission Content Requirements. In preparing responses, please supply all the information requested, respond to the items in the order presented, and reference the item to which you are responding.

Respondents must email their proposals by May 3, 2024. They will receive an email confirming receipt and if desired one original copy of the proposal can be mailed or dropped off.

Proposals must be submitted by to:

Jason Collins  
Chair  
STEP St. John's  
at jcollins@mountpearl.ca

## **EVALUATION OF RESPONSES**

The proposals meeting the mandatory requirements set out above will then be evaluated based on the completeness and suitability of the response.

15% - Team knowledge, skills and abilities. Do you display the ability to deliver on the scope of work? How well do you understand the needs of the client? Include a description of business/organization, partners/staff, history/experience, and the main contact person who will be the signatory to a Contract for this project.

30% - Methodology - a work plan including the proposed method to accomplish the tasks identified in the Request for Proposal.

30% - Deliverables. - Outline/summarize format and content of final report.

15% - Cost and Ability to Meet Deadlines - Project quote, broken down into project phases with associated timelines and a detailed explanation of the deliverables and services you will provide to STEP St. John's by the requested deliverable date. Earlier execution date may be viewed favourably.

5% References - Provide references [at least two] from previous clients including specific contacts and phone numbers.

5% Bonus points. Did we miss anything that could help us achieve our goals?

### **AWARD OF CONTRACT**

The selection of the successful Contractor will be made on or before May 31, 2024. STEP St. John's reserves the right to accept or reject any or all proposals or any part of any proposal received and to waive any informalities or technicalities in any proposal received. Further, STEP reserves the right to negotiate the final details of the Contract with the successful bidder. The successful Contractor must be able to meet all of STEP's requirements and financial expectations. Should additional information requests received by proponents after the release of this RFP be deemed important to the development of proponent proposals, the information will be forwarded to all potential proponents. Contact for further information is Jason Collins at [icollins@mountpearl.com](mailto:icollins@mountpearl.com)