



# REQUEST FOR PROPOSALS (RFP)

## Town of Bonavista

## Visitor Map

For:

**Town of Bonavista  
95 Church Street  
P.O. Box 279  
Bonavista, NL A0C 1B0**

Closing Submission Date:

**February 20, 2023 @ 3:00 pm NST**

## 1. BACKGROUND & PROJECT SUMMARY

The Town of Bonavista is an urban municipality located on the tip of the Bonavista Peninsula. The town has a population of approximately 3,500 individuals, and services approximately 14,000 people from the peninsula. Bonavista is one of the primary tourist attractions outside of St. John's and on average attracts 70,000 visitors during the peak tourist season.

Bonavista is well-known for its distinctive downtown core and heritage revitalization. The Town has a rich and colourful history, celebrated in its museums, designated heritage buildings/districts, and sites of historical interest. Bonavista's natural setting provides recreation and leisure choices including hiking trails that offer breathtaking views.

### GOALS

- To design and print a Town of Bonavista map that will allow visitors easy wayfinding throughout the community.
- Increase the economic impact in the Town by increasing awareness and promote visits to our attractions and assets.
- Promote the Town's unique and diverse visitor experiences, providing an accessible tool and resources to plan a trip and easily explore the town upon arrival.
- Increase visitation, length of stay and visitor spending by showcasing many things to do and see in the community.
- Showcase the area's unique tourism offerings through three themes:
  - Arts, Culture & Heritage,
  - Health & Wellness, and
  - Nature & Recreation.

## 2. INSTRUCTIONS TO PROPONENTS

### 2.1 INVITATION

The Town of Bonavista is seeking the development and printing of a Municipal Map that aids in the development of the goals set out in Section 1.

### 2.2 SUBMISSION

The Proponent will provide digital copies of proposals via email, clearly identified in the subject line, and sent to:

#### **Town of Bonavista Visitor Map**

Crystal Fudge, ECHO

[echo@townofbonavista.com](mailto:echo@townofbonavista.com)

**Proposals must be received NO LATER THAN February 20, 2023, @ 3:00 pm NST.** Proposals shall be deemed to be successfully received via a response from Mrs. Fudge, stating "Received". The Town will not be responsible for any delay or for any Proposals not received for any reason, including technological delays or issues, by either party's network or email program. The Town will not be liable for any damages associated with Proposals not received.

The Town reserves the right to accept Proposals that are received after the closing date and time but is under no obligation to evaluate them.

### **2.3 ENQUIRIES**

Enquiries can be directed to:

Crystal Fudge, Economic, Culture and Heritage Officer

[echo@townofbonavista.com](mailto:echo@townofbonavista.com).

1-877-571-9185 ext.231

## **3. SCOPE OF WORK**

The Town of Bonavista requires a digital and printed map to be created to assist with visitor wayfinding as well as the promotion of the Town's attractions and assets. The map design is encouraged to contribute to our community's unique sense of place and history.

### **3.1 DELIVERABLES**

The successful Proponent will design and facilitate the printing of a town map that addresses the needs of visitors and residents who use all modes of transportation.

Proposals should, at the minimum, address the following:

- Produce a map that creates and reinforces a unique and recognizable sense of place, identity and interconnectedness of the Town and its features;
- Produce a clear and easy-to-use map that will improve communication on how to get to key features and amenities and improve navigability within the town.
- Produce a map that informs and directs visitors and residents towards cultural, historic, and recreational amenities as well as select local services.
- Produce a map without private business listings or private business ads. This will allow the map to have accurate information for multiple tourist seasons.
- Identification of at least the following key sites. A complete list of map sites will be identified and listed during the development and design of map:
  - Downtown
  - Municipal, Provincial and Federal Historic Sites and Museums
  - Cape Bonavista
  - UNESCO Discovery Global Geopark Sites
  - Town Hall
  - Hiking Trails and Lookout Areas
  - Tourist Information
  - Recreation – Stadium, Playground, Dog Park, Splash Pad
  - EV Charging Station
  - Possible other public spaces and buildings.

- Supply:
  - Design a Town of Bonavista Visitor Map.
  - 20,000 printed maps (Supplied in-house by the Proponent or subcontractor).
  - Digital file of the finished map design that can be shared on the town’s website.

### **3.3 EDITS AND UPDATES**

The Proponent should have the capability to provide future updates and or edits of the map if needed. The cost for possible updates can be outlined in the proposal or discussed in future.

### **3.4 MATERIALS RECOMMENDATIONS AND COST ESTIMATES**

The Proponent should indicate proposed map materials and costs. Material options and cost options are acceptable.

### **3.5 CONSULTATIONS AND PRESENTATIONS**

In addition to the work outlined in Sections 3.0 to 3.4 above, the Proponent will:

- Communicate regularly with the Town of Bonavista by providing email updates.
- Prepare a final design and forward it to the ECHO, Crystal Fudge for final review before printing.

## **4. PROJECT BUDGET AND TIMELINES**

### **BUDGET**

The Proponent shall provide an itemized cost breakdown of all associated costs to complete the work of this RFP. Proposal cost options or add-ons to the budget are acceptable.

### **PROPOSED PROJECT TIMELINE**

<b>ITEM</b>	<b>DATE</b>
Date of RFP Issue	January 30, 2023
Proposal Submission Deadline	February 20, 2023 @ 3:00 pm NST
Review Period	February 21 – February 28, 2023
Award	March 1, 2023
Project Commences	March 2, 2023
Projected Completed – Printed Maps Delivered to Town of Bonavista	June 30, 2023 or earlier

\*Although every attempt will be made to meet all dates, the Town reserves the right to modify any or all dates at its sole discretion.

## 5. SELECTION PROCESS

The evaluation team will review the proposals and rank them. The Town reserves the right to consider other criteria that may become evident during the evaluation process to obtain the best value.

The Town's criteria in selecting a Proponent will include but are not limited to:

- The firm's background and capabilities, including history and areas of specialization, or particular expertise.
- The background of the individuals who will complete the actual design work and who will work with the Town.
- The firm's expertise in providing accurate and timely cost estimates.
- The firm's ability to provide a design that meets the Town's defined needs.
- The firm's ability to update the map in future
- Overall cost of the project.

## 6. GENERAL TERMS AND CONDITIONS

### **CONFLICT OF INTEREST**

The proponents should disclose in their Proposal any potential conflicts of interest and existing business relationships they may have with the Town.

### **SOLICITATION OF COUNCIL MEMBERS AND STAFF**

The proponent will not contact any member of the Town Council or staff with respect to this RFP at any time prior to the award of a contract or the termination of this RFP other than as permitted as an enquiry identified in this RFP. The Town may reject the proposal of any Proponent that makes any such contact.

### **NOT A TENDER**

This RFP is not intended to create a contractual relationship between the Town and the Proponent. By issue of this RFP document, the Town intends to reserve itself to absolute and unfettered discretion to invite, consider and analyze Proposals, select preferred Proponent (s) and negotiate with or issue a Request for Proposals to the preferred Proponent (s) or cancel this RFP process as the Town considers desirable.

### **RESPONSIBILITY**

Under no circumstances may the Services or any part thereof be subcontracted, transferred, or assigned to another firm, person, or company without the prior written authorization of the Town.

### **NO CLAIM**

No Proponent shall have any claim for any compensation of any kind whatsoever, as a result of submitting a response to this RFP, including accepting a non-compliant bid, and by submitting their company's information, each Proponent agrees that it has no claim.

### **PROPONENT EXPENSES**

The Town will not be responsible for any costs incurred by the Proponent s in the preparation of a Proposal and for any time expended in any subsequent negotiations and demonstrations.

### **NEGOTIATION**

The Town reserves the right, prior to contract award, to negotiate changes to the scope of the services (including pricing to meet the budget) with the Proponent or any one or more Proponent s, proposing the "best value" without having any duty to advise any other Proponent or to allow them to vary their proposal as a result of changes to the scope of the services or to the contract documents; and the Town may enter into a changed or different contract with the Proponent (s) proposing the "best value", without liability to Proponent s who are not awarded the contract.

### **PROPONENT CONTRACT INFORMATION**

The contract will be awarded only to a responsible Proponent. To qualify, a prospective Proponent must meet the following standards, as they pertain to this RFP. The Proponent must have adequate technical and financial resources and equipment for performance or have the ability to obtain and to manage such resources and equipment as required during the performance period of the proposed contract. The Proponent must also:

- have the necessary experience, organization, technical qualifications, skills and facilities or have the ability to obtain and manage them (including any sub-consultant requirements).
- be able to comply with the proposed or required performance schedule.
- have a satisfactory record of contractual performance.
- maintain the auditable records, documents, and papers for inspection by authorized Town representatives.

### **ERRORS AND OMISSIONS**

The Proponent has the responsibility to notify the Town of Bonavista, in writing, of any ambiguity, divergence, error, omission, oversight, or contradiction contained in the RFP as it is discovered. The Proponent may request any instructions, decisions or discretion which may be required in preparing the Submission, prior to the closing of this RFP.

### **REJECTION RIGHTS**

The Town of Bonavista reserves the right to reject any or all Submissions. Any Submissions not containing sufficient information, in the view of the Town of Bonavista, or its designated agent(s), to permit a thorough analysis may be rejected. The lowest cost proposal will not necessarily be accepted. The Town reserves the right to retain all proposals submitted and to use any ideas contained in a proposal regardless of whether that proposal is selected.

The Town of Bonavista reserves the right to verify the validity of the information supplied, and to reject any Submission where the contents appear to be incorrect or inaccurate, in the estimation of the Town of Bonavista, or its designated agent(s).

Submissions not conforming to the requirements of the RFP may not be considered. Responses which are unsupported by the information requested in the RFP document, or not complying therewith, may not be considered. Revisions received orally, by telephone, facsimile or by other means, after the specified closing time and date may not be accepted or considered.

### **NOTIFICATION OF OUTCOME**

Following the award of this contract, the Proponents will be notified in writing/email.

### **AGREEMENT**

The successful Proponent must fulfill all obligations of the contents of their Submission and this RFP Document. The Town of Bonavista reserves the right to negotiate the details of the Agreement and to make the necessary changes or substitutions within the general scope of the contract.

### **CONFIDENTIALITY**

The Proponent shall not at any time before, during, or after the completion of the contract divulge to any third parties confidential Town information, which they obtain during the course of the contract.

All requirements and information obtained by a Proponent in connection with the RFP are the property of the Town of Bonavista and must be treated as confidential and not used for any purpose other than for replying to this RFP and for the fulfillment of any contract.

All documentation that a Proponent delivers to the Town of Bonavista or its designated agent(s) for the purposes of this RFP, becomes the property of the Town of Bonavista and is subject to the terms of the Protection of Privacy Act.

### **COMPLIANCE WITH LAWS**

The Proponent shall comply with all applicable laws relating to the RFP, the Submission and any contract resulting therefrom.

**7. APPENDIX A**  
**AUTHORIZATION**

We hereby submit our response for the supply and services described in this RFP and agree to the terms stated herein.

We confirm that rates and other information contained in our Proposal are accurate. The signature is an authorized person of the organization and declares the statements made in their submission are true and accurate.

COMPANY NAME

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ADDRESS

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PHONE

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PROJECT CONTACT

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CONTACT EMAIL

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NAME & TITLE OF AUTHORIZED SIGNATORY: (PLEASE PRINT)

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SIGNATURE:

DATE: