



REQUEST FOR PROPOSAL (RFP)

Tourism Media Relations Services RFP#19-30-COM

Date of Issue: September 9, 2019

Bid Submission:

Proposal together with all other attachments as identified in the RFP “*Submission of Proposals*”, to be uploaded to the City of Vernon procurement portal (bonfire)

RFP Timetable:

Issue Date of RFP	Monday, September 9, 2019
Deadline for Questions	Monday, September 23, 2019, 2:00pm PT
Deadline for Issuing Addenda	Wednesday, September 25, 2019, 2:00pm PT
Submission Deadline	Monday, September 30, 2019, 2:00pm PT

The RFP timetable is tentative only, and may be changed by the City at any time.

Bids received after the Submission Deadline will not be accepted.

Contact:

Romona Marshall, Buyer, Procurement Services

rmarshall@vernon.ca

Questions regarding the RFP should be posted through Messages in the procurement portal (bonfire) and will be responded to as and Addenda. All Addenda’s will be posted on Bonfire.

Invitation:

This Request for Proposals (the “RFP”) is an invitation by The Corporation of the City of Vernon (the “City”) to prospective proponents to submit proposals for the provision of **Tourism Media Relations Services**, as further described in the RFP Particulars (Appendix D) (the “Deliverables”).

The City of Vernon’s Tourism department is seeking proposals from qualified proponents to undertake the necessary media relations work to help position Vernon as one of British Columbia’s emerging destinations for year-round travel and adventure on an as-needed basis.

The City may award to one or more proponents across designated markets if deemed to be in the best interest of promoting Vernon.

The Vernon area has three beautiful lakes, rolling hills and scenic vistas. It consists of the City of Vernon, SilverStar Mountain Resort, Sovereign Lake Nordic Centre, the District of Coldstream and the Village of Lumby. Tourism activities, experiences and partners stretch from Vernon to the North Okanagan. Surrounded by rolling grasslands, lush parks and more than 100-lakes and five Provincial Parks within a one-hour drive, Vernon is a destination ripe for adventure seekers, explorers and those seeking a refreshingly authentic getaway. An emerging culinary scene focused on fresh and local food artisans from orchards to cheese makers. As the Okanagan’s oldest city, Vernon offers small town charm with all the urban amenities one would need or want for four (4) season holidays.

The RFP documents have been posted and are available for download at:

URL: <https://vernon.bonfirehub.ca/portal>

Click the link above or type the address into your browser to go to the portal; register as Vendor and the documents will be accessible. It is recommended to download from a PC and ensure your firewall and virus security allows downloads.

The City of Vernon reserves the right to accept or reject all or part of any proposal, and to accept the Proposal in total or in part, or to accept the Proposal which it deems most favourable in the interest of the City of Vernon.