



## REQUEST FOR WRITTEN QUOTATION (RFQ): CULINARY TOURISM CONSULTANCY SERVICES

Visit The County, Prince Edward County’s official Destination Marketing and Management Organization [DMMO] requires the professional services of a **CULINARY TOURISM CONSULTANCY SERVICE to support in planning to revitalize the Taste Trail**. We invite interested vendors to submit a written quote based on the following project details and specifications tabled below.

### KEY DATES

- RFQ Date of Issue: Monday, September 18, 2023
- Submissions accepted until **Tuesday, October 10, 2023, at 4 p.m.**
- Details of written quotes received, including pricing will be held confidentially and will not be shared with other respondents.
- Responses to questions and/or addendums will be sent to all identified respondents.

### QUESTIONS AND SUBMISSION

- RFQ questions should be directed via email to: Eleanor Cook, Executive Director [eleanor@visitthecounty.com](mailto:eleanor@visitthecounty.com) before Tuesday, October 3, 2023, at 4 p.m.
- Submissions to be sent via email to: Attn: Eleanor Cook [opportunities@visitthecounty.com](mailto:opportunities@visitthecounty.com) Email attachment must be limited to a maximum of 10 MB (each transmission) and virus free. Confirmation of receipt will be provided.

About The DMMO	Visit The County is a not-for-profit organization governed by a volunteer board of directors and funded by a portion of the Municipal Accommodation Tax (MAT) implemented by the Corporation of the County of Prince Edward on February 1, 2021 (By-Law NO. 53-2020) and regulated by the Province of
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	<p>Ontario (Regulation 435/17) Transient Accommodation Tax to promote tourism. As a municipal services corporation, Visit The County, is the DMMO for the municipal region of Prince Edward County, also known in the consumer marketplace as The County™ <a href="http://www.visitthecounty.com">www.visitthecounty.com</a></p>
<p>About the Project</p>	<p>The former PEC Taste Trail was a self-guided trail featuring some of The County’s best restaurants, wineries, breweries, food shops, farm stands and more. With the pause of Taste Trail at the end of 2018, Visit The County sees an opportunity to revitalize the Taste Trail and explore revitalized options for expansion and/or customization of PEC geography, mobile-first user experience, and cross-promotion with other PEC culinary offerings and tourism products/experiences. As the DMMO, Visit The County will lead efforts to engage stakeholders and revitalize the trail concept, culinary products, and marketing plans.</p> <p>This revitalization project consists of four components:</p> <ol style="list-style-type: none"> <li>1. Research and Analysis</li> <li>2. Asset Inventory and Community Engagement</li> <li>3. Concept and Strategy Development</li> <li>4. Implementation</li> </ol> <p><b>PROJECT BUDGET:</b></p> <p><b>The estimated budget range is \$25,000 to \$40,000 (HST inclusive)</b></p> <p><b>PROJECT TIMELINE:</b></p> <p>The services contract will run from October 23, 2023, to March 15, 2024.</p>
<p>Scope of Work</p>	<p>The consultancy will work with Visit The County staff and stakeholders to:</p>

	<ul style="list-style-type: none"> <li>○ create a framework and action plan for our destination’s food &amp; beverage offering that will translate into a marketable brand pillar,</li> <li>○ outline gaps in product, itineraries, and experiences during our winter, shoulder/low tourism seasons and,</li> <li>○ conceptualize and develop an evergreen Taste Trail that will attract the greatest volume of domestic and international travelers.</li> </ul> <p>Work will include competitive landscape analysis, background research, asset inventory, and community stakeholder engagement, and industry forums. The consultancy will also make recommendations for a finalized workplan to outline target markets, the ongoing support for and investment in the revitalized Taste Trail, including a launch in 2024</p>										
<p>Proposed Schedule</p>	<p>All activities will be carried out in consultation and alignment with the project objectives set out by the stakeholders involved.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;">OCTOBER 2023</td> <td style="width: 50%; padding: 5px;">PROJECT KICKOFF</td> </tr> <tr> <td style="width: 50%; padding: 5px;">NOVEMBER -DECEMBER 2023</td> <td style="width: 50%; padding: 5px;">RESEARCH, PLANNING AND COMMUNITY ENGAGEMENT</td> </tr> <tr> <td style="width: 50%; padding: 5px;">JANUARY 2024</td> <td style="width: 50%; padding: 5px;">PREPARATION OF DELIVERABLES</td> </tr> <tr> <td style="width: 50%; padding: 5px;">FEBRUARY 2024</td> <td style="width: 50%; padding: 5px;">INDUSTRY FORUMS</td> </tr> <tr> <td style="width: 50%; padding: 5px;">MARCH 2024</td> <td style="width: 50%; padding: 5px;">LAUNCH</td> </tr> </table>	OCTOBER 2023	PROJECT KICKOFF	NOVEMBER -DECEMBER 2023	RESEARCH, PLANNING AND COMMUNITY ENGAGEMENT	JANUARY 2024	PREPARATION OF DELIVERABLES	FEBRUARY 2024	INDUSTRY FORUMS	MARCH 2024	LAUNCH
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<p>Submissions</p>	<p>In addition to your, The successful candidate consultancy will:</p> <ul style="list-style-type: none"> <li>○ Have demonstrated familiarity with the food tourism-related assets and products of Prince Edward County, or a destination with similar culinary asset characteristics.</li> </ul>										

	<ul style="list-style-type: none"> <li>○ Have extensive experience in food tourism products, industry best-practice/accreditation, and program development in Ontario.</li> <li>○ Have extensive experience writing for corporate publications.</li> <li>○ Have extensive experience in culinary tourism media and marketing.</li> <li>○ Provide an overview of your consultancy business.</li> <li>○ Demonstrate examples of similar projects you've completed in the past</li> </ul>
<p>CRITERIA</p>	<p>The evaluation of a quote submission is based on the following criteria (though not necessarily listed in priority order)</p> <ul style="list-style-type: none"> <li>○ Price</li> <li>○ Timeline</li> <li>○ Quality of Work</li> </ul> <p>Visit The County reserves the right to select any or none of the submissions.</p>

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[eleanor@visitthecounty.com](mailto:eleanor@visitthecounty.com)