

Town of Cardston

Request for Proposals

Tourist Information Services



Submission deadline: January 31, 2023

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1. Objective/Purpose

The Town of Cardston is seeking proposals from qualified individuals, businesses or organizations to occupy the Tourist Information Centre building at 621 Main Street for the purpose of operating a value added service or retail business and to provide visitor information services in accordance with requirements contained in this document. The Town has determined that an appropriate public – private partnership can improve visitor experiences, stimulate economic growth and reduce costs of visitor information services for our region.

The purpose of this request for proposal is to solicit proposals from various businesses, organizations and individuals, conduct a fair and comprehensive evaluation based on the criteria listed herein, and select the best candidate who best represents the Town’s goals and objectives.

2. Background Information

About Cardston

The Town of Cardston is located at the junction of Highway 5 and Highway 2 and is only 30 minutes east of Waterton Lakes National Park and 15 minutes north of the US/Canada border. The Town has a population of 3,909 (2018 Census) with a population in the immediate trading area of approximately 10,000 people. Cardston’s economic base consists of agriculture, public services, tourism, and a small manufacturing sector.

Tourist Information Centre

Currently, the Town of Cardston offers visitor information services to aid travelers with their travel needs and promote the local and regional attractions, events and destinations. The Centre has been an Accredited Visitor Information Centre which requires minimum standards of performance and also provides added resources to aid in visitor information services. The Town is committed to continue providing the equivalent level of service out of our Centre and successful proposals must demonstrate how this will be maintained.

In 2022 there were approximately 2,628 visitors to the Centre.

3. Tourist Information Centre Venue Specifications

The Tourist Information Centre is located at 621 Main Street in the Town of Cardston. There is 1,800sq ft. of floor space on the main floor, with an additional 400 sq. ft. of space on the upper level and 150 sq. ft. of storage space and 108 sq. ft. of office space. There are large display windows on the east side of the building with large double doors on the west side of the building that can accommodate large items in and out of the building. The large parking lot can accommodate large vehicles and has ample parking. The facility is handicapped accessible.



4. Scope of Service

The minimum requirements and deliverables under this proposal include:

- Maintain hours of service from 9:00am to 5:00pm, Monday through Saturday, from the May long weekend to the September long weekend.
- Hire, train, and coordinate staff for the Tourist Information Centre.
- Be responsible for all employment obligations for said staff (i.e. WCB, EI, CPP, taxes, etc.)
- Maintain cleanliness of the building and the surrounding area including snow removal from the sidewalks in the winter.
- Keep the bathrooms clean, stocked and open for use by the general public throughout the year.
- Operate a value added business that compliments visitor information services.
- Be responsible for minor maintenance and repair items required on the building.
- Maintain at least two million dollars (\$2,000,000) insurance per incident for public liability with the Town named as an additional insured.
- Offer free Wi-Fi services to travelers and casual internet users.

Optional deliverables that will be considered under this proposal include:

- Extension of hours of visitor information services throughout the fall/winter/spring months.
- Value added marketing proposals that promote tourism in Cardston and the region.
- Maintain accreditation through AVIP and Alberta Tourism Parks and Recreation.

Under this proposal, the Town will:

- Be responsible for all major maintenance and repairs required to the building.

- Maintain the grounds around the building.
- Maintain liability insurance for the building and public liability for activities related to tourist information services.

5. Submission Requirements

The following items must be addressed to qualify in this proposal:

- Provide relevant experience and work history of principle owners and demonstrate ability to effectively engage visitors and assist travelers with obtaining visitor information on local and regional attractions, events and destinations.
- Specify the length of term for a proposed contract, including any renewal terms.
 - The longest term that the Town will entertain is a 3 year term with a one-time option for renewal.
- Submit a bid for the provision of services excluding GST.
- Provide details of proposed value added business operation and how it compliments visitor information services.

6. Bidders Questions

For questions regarding this request for proposal or to arrange a site visit to the Tourist Information Centre, please contact Jill Heninger at the Town of Cardston:

Email: jill@cardston.ca

Phone: 403-653-3366

All questions and responses will be documented and may be made available to all bid participants.

7. Evaluation Criteria

The Town of Cardston intends to award the contract to the most responsible and responsive candidate whose proposal offers the best value to the Town of Cardston.

Proposals will be evaluated based on the following criteria:

- Experience of principle owners or directors
- The nature of the proposed business or service and its fit with visitor information services.
- Cost of providing services.
- Meeting the minimum requirements as specified in this RFP.
- Perceived value of additional services offered under the agreement.

The Town of Cardston is under no obligation to award any contact in whole or in part and the Town of Cardston reserves the right in its sole discretion to cancel this RFP process any time before or after closing without providing reasons for such cancellation.

8. Terms and Conditions

- This request for proposal outlines the specifications and requirements but not all of the terms and conditions, which the Town of Cardston may incorporate into the contract with the successful bidder.
- The Town of Cardston reserves the right to consider suitable proposals received after the submission deadline until a suitable candidate is selected.
- If it is determined that the submitted proposals are not beneficial to the Town of Cardston due to pricing or for any other reason, the Town of Cardston may, at its sole discretion, reject all proposals, or further negotiate with bid participants.
- The Town of Cardston shall not have any legal obligation whatsoever to your company or any other bidder, unless and until a definitive Agreement has been fully executed and delivered.
- The Town of Cardston reserves the right to change the deadline and/or cancel this request for proposal process at any time, with or without notice and without providing reasons for such cancellation.
- All proposals received shall be considered confidential by the Town of Cardston.
- Any leasehold or building improvements or alterations will be subject to approval by the Town of Cardston.

9. Submission Deadline

Proposals will be accepted until noon, January 31, 2023. Please submit proposals in a sealed envelope addressed to Jill Heninger at 67 3rd Avenue West, or by email to jill@cardston.ca. Following the evaluation and selection process, candidates will be informed whether or not their proposal was accepted or if further negotiation is required.