

REQUEST FOR PROPOSAL

SUNRISE CORNER

STRATEGIC PLAN

Date of Issue: July 31st, 2018

Date of Close: August 21st, 2018

Request for Proposal

Sunrise Corner

Issue Date: July 31st, 2018

Closing Date: August 21st, 2018

Closing Time: 1:00pm CST

Introduction

The Rural Municipalities of Stuartburn and Piney formed a tourism committee called Sunrise Corner. Sunrise Corner consists of the far southeast region of Manitoba which covers 3,600 square kilometers of land. Over the last few years the municipalities of Piney and Stuartburn have been working on projects identified in the original tourism strategy which capitalized on its great economic tourism potential, branding, promotional material and signage.

Nine recommendations came forth under that Tourism Strategy, which to some extent or another have all been implemented.

Under this phase, the project will include developing a new strategic plan for Sunrise Corner focusing on further marketing of the region as well as new goals to strive for.

Outline

Sunrise Corner is looking to better market our area by reviewing our existing marketing formats and improving upon them to increase tourism to the area. The objective of this RFP is to secure the delivery of a Strategic Plan focused on Marketing of Sunrise Corner.

The goals of the Strategic Plan are as follow:

- Review existing format of marketing and analyze social media platforms being used
- Identify 10 methods to market Sunrise Corner
- Identify best practices to achieve the marketing plan by aligning goals with limited budgets
- Identify what tourists want to see
- Look at what draws tourists into the area

The Strategic Plan will review our existing social media platforms along with identifying the top 10 marketing methods to market Sunrise Corner and the best practices to achieve the marketing plans by aligning goals and creating a marketing budget with limited budgets. The end result of this project will lead Sunrise Corner to facilitate new goals focused on marketing the area. The Strategic Plan will help focus on areas for improvement and create new recommendations altogether.

Scope

The scope of work required of the Proponent will include but not limited to the following:

1. Consultation(s) with the municipalities of Piney and Stuartburn Steering Committee
2. Review and evaluate the current marketing formats used by Sunrise Corner
3. Facilitate and Attend a Stakeholder meeting with the Sunrise Corner Committee to hear the needs of the local tourism based businesses
4. Compile stakeholder meeting info with survey results to identify 10 methods to market Sunrise Corner
5. Identify best practices to achieve the methods of marketing by creating a marketing budget and aligning goals with limited funding.
6. Presentation of a draft Strategic Plan to the municipalities of Piney and Stuartburn Steering Committee.
7. Consultation with the Piney and Stuartburn Steering Committee with regards to changes or additions to the draft Strategic Plan
8. Provide a public report with 50 copies for circulation. Provide an electronic copy of the report presented to the Council of Piney and Stuartburn.
9. Public presentation of the final approved Tourism Strategy.
10. Prepare an implementation strategy with limited funding.
11. Final date for completion is no later than November 30th, 2018.

Close

Sealed Proposals will be received by the Chief Administrative Officer of the Rural Municipality of Stuartburn.

Completed Proposals must be submitted by August 21st, 2018 at 1:00pm to:

Rural Municipality of Stuartburn
Attention: Lucie Maynard, C.A.O.
PO Box 59
Vita, MB ROA 2K0
204-425-3218

The outside of each Proposal must be clearly labeled:

"Proposal for Strategic Plan", submitted by__ .