

**Request for Proposal for:**

# **Discover Halifax**

**Consulting Services**

**Date Issued: June 7, 2023**

**Submission Deadline: June 21<sup>st</sup>, 3:00 pm AST**

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## Discover Halifax

1809 Barrington St #1004  
Halifax, NS B3J 3K8

### Introduction

This request for proposal is being issued by Discover Halifax for the purpose of securing consulting services to support the organization's role in event development services.

### Administrative Requirements

For tendering, legal, and billing purposes, the client is Discover Halifax. Submissions in response to this request for proposal assumes acceptance of all the following terms:

### Eligibility

Prospective proponents may not be eligible to submit a proposal if current or past interests may, in the opinion of the Board of Directors or Executive of Discover Halifax, give rise to a conflict of interest in connection with this project. While not considered mandatory, preference may be given to Halifax based proponents.

### Enquiries

All enquiries related to this RFP are to be directed to Angela Petry, Executive Administrator at the contact information below. Information obtained from any other source is not official and may be inaccurate. Enquiries and responses may be recorded and may be distributed to all proponents at the option of Discover Halifax.

**Angela Petry**  
**Executive Administrator**  
**Discover Halifax**  
**1809 Barrington St #1004**  
**Halifax, NS B3J 3K8**  
**Ph: (902)334-1191**  
**Em: [apetry@discoverhalifaxns.com](mailto:apetry@discoverhalifaxns.com)**

### About

Discover Halifax is an incorporated company created in partnership between the Halifax Regional Municipality, the Hotel Association of Nova Scotia, and participating industry members. Its mandate is to increase visitation and visitor yield to Halifax on a year round basis. The organization is responsible for promoting both group business and leisure travel from external markets.

Currently, Discover Halifax employees a staff of 23 individuals with expertise in marketing, sales, and general administration. The company is divided into five divisions with Group Sales and Events reporting to the Vice President of Sales, and both the Marketing and Visitor Experience Programs reporting to the Vice President of Marketing, and Destination Development and Administration reporting to the CEO. The Executive Management Team includes the Vice President of Marketing, Vice President of Sales, and the President and CEO.

## Scope of Work

Discover Halifax is seeking proposals from qualified consultants to provide research and analysis on hosting events in HRM which outlines expectations for organizers hosting events in HRM, as well as what organizers can expect from the municipality and local community.

## Background

On September 29, 2022, HRM Council approved the following motion:

*“THAT Halifax Regional Council request a staff report outlining the benefits and challenges of developing a framework to establish and enforce standards, policies, and procedures for major events that define expectations for organizers hosting events in HRM, as well as what organizers can expect from the municipality and local community.”*

## Proposed Scope of Report

Consultation and research to support analysis of the design and implementation of a framework of standards, policies, and/or procedures for hosting major events consistent with the motion made and passed by council as listed above.

Types of events in scope for the research include:

1. Major events that are directly hosted by HRM through the MLSER and SEAC
2. Major events that are held in or on HRM-owned facilities
3. Non-major events that are held in or on HRM-owned facilities
4. Non-major events that are supported by HRM event grants

Events not in scope:

1. Recreation programming, minor sports, and facility rentals
2. Events not funded by HRM or held in a non-HRM owned venue

Phase 1 Deliverables must include a written report outlining the following as a minimum:

1. Executive Summary: General rationale and objectives for considering a policy or set of standards and summary of the research and analysis.
2. List of specific Key Considerations and decisions which must be made in the development of a policy or set of standards. Including but not limited to:
  - a. A review of definitions of major events including how major events are defined through *Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants* and or how major events are defined by other jurisdictions through a jurisdictional scan.
  - b. Review of types of existing contractual and non-contractual relationships between HRM and event organizations hosting major events. This should include both direct and indirect relationships that HRM has with rights holders including but not limited to partner organizations, subsidiaries, or major events hosted in the destination. This would include:
    - i. HRM permits, Administrative Orders, By-laws, license agreements, alcohol permits, street closures, fireworks, occupancy, etc.
    - ii. HRM funding agreements;
    - iii. HRM rental facility contracts and terms;

- iv. HRM facility-management agreements with major hosting venues (Scotiabank, Wanderers)
3. Relevant Federal or Provincial legislation that impacts Major Event Hosting i.e., alcohol, gaming.
4. Relevant policies, protocols, and practices in place through other governing organizations that major events may be captured by:
  - c. Implications for liability via lens of HRM Risk and Insurance;
  - d. Review of alternative models and specific approaches for implementation of a frameworks to define expectations or standards including administration and applicability;
  - e. issues and alternatives for enforcement.
5. List of existing supports and alternatives on what Responsibilities or Contributions the Municipality is currently doing or could make as the host community in supporting safe successful events held in the region, including the role of the Special Events Task Force.
6. Jurisdictional Scan of what other communities may be doing and documentation of any best practices in this area. This review is to include which types of events these may be applied to and how it is administered or applied.
7. Jurisdictional scan to provide examples of existing standards, protocols, and policies to support safe events that are free from discrimination, harassment, racism, and violence.
8. Jurisdictional scan and identification of organizations that support safe spaces.
9. Considerations related exclusions from a framework.
  - f. Artistic presentation that includes nudity, offensive language, non-traditional subject matter
  - g. misconduct of event participants that occurs outside an event.
  - h. Resolve who is captured by such a framework i.e., event volunteers, participants, attendees
10. Based on Key Considerations and Responsibilities and Contributions of the Municipality identified previously, provide a review of and analysis of the Alternatives and list all Key Elements or Fundamentals that would be recommended for the basis of a framework, policy, or contract. A Preliminary or Draft version of these should be provided.
11. Consultants must provide analysis and advice on the implications, costs and benefits of a potential framework, including on the competitiveness of the destination from an event attraction perspective. All additional benefits or constraints created by such an approach should be detailed. Ideally, the consultants will use a preliminary or draft version of the policy, framework, or contract in their consultations with rights holders.
12. Recommendations from identified Alternatives.

#### **Minimum Parties Required to be Consulted**

Past recipients of funding or grants received by HRM through MLSER funding include a minimum of two events from each of the funding categories identified in the granting process. Other event hosting stakeholders:

- Sport Nova Scotia
- Sport Center Atlantic
- HRM Parks and Recreation Department
- Mayor's Office
- Discover Halifax
- Events East
- Communities, Culture, Tourism and Heritage
- HRM Special Events Advisory Committee
- HRM Special Events Task Force
- HRM Parks & Recreation (Events Section)

- HRM Office of Diversity & Inclusion
- HRM Legal Services, Risk & Insurance
- Canadian Sport Tourism Alliance
- Canada Council for the Arts
- Music NS
- Creative City Network of Canada

Suggested Engagement Partners:

- Canadian Center for Ethics in Sport
- The Sport Information Resource Centre

Preliminary Research Undertaken on Resources:

- Canadian Center for Ethics in Sport: <https://cces.ca/>
- Guide to developing a code of conduct <https://cces.ca/sites/default/files/content/docs/pdf/cces-developingcodes-e.pdf>
- The Sport Information Resource Centre <https://sirc.ca/>
- The Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) (Version 5.1) <https://sirc.ca/wp-content/uploads/2020/01/UCCMS-v5.1-FINAL-Eng.pdf>

**Potential Additional Scope:**

Proponents are being asked to provide pricing for a potential contract extension expanding on the original scope for the development of the Standards, Policy, and/or supporting documents. This is to include a list of Guiding Principles, Defined Community Values, and/or agreements to be used and applied to the subject events hosted in the Halifax Regional Community as defined in the initial work scope.

**Timing**

<b>RFP Issuance</b>	<b>June 7<sup>th</sup>, 2023</b>
<b>Closing Date</b>	<b>June 21<sup>st</sup>, 2023</b>

Closing Date: Two (2) complete copies of each proposal must be received by 3:00 pm, local time, on June 21<sup>st</sup>, 2023 to Attention: Angela Petry. Proposals and their envelopes should be clearly marked with the name and address of the proponent and the project title – Consulting Services - Events.

Late proposals will not be accepted and will be returned to the proponent unopened.

This RFP contains mandatory requirements. Proposals not meeting all mandatory requirements will be rejected without further consideration.

**Evaluation**

Evaluation of proposals will be undertaken by a committee of Senior Management. The Evaluation team will check proposals against the mandatory criteria and proposals meeting all the mandatory criteria will then be assessed and scored against the additional criteria. References of the proponent(s) scoring highest may be checked prior to contract award.

Subject to successful negotiation and execution of a contract this proponent will provide the required goods or services.

All material created by the proponent for this project shall be considered the property of the client. The client is free to use these materials without restriction.



### Proposal Process

Evaluation of proposals is made easier when proponents respond in a similar manner. The following format and sequence should be followed in order to provide consistency in proponent response and to ensure each proposal receives full consideration. All pages should be consecutively numbered.

- a) One page letter of introduction identifying the proponent and signed by the person or persons authorized to sign on behalf of, and bind the proponent to, statements made in the proposal
- b) The body of the proposal outlining experience in providing services
- c) The process, schedule, and methodology for competing the work
- d) Pricing Details
- e) Any additional information

### Evaluation Criteria

The proposal will be evaluated on the following criteria:

<b>CRITERIA</b>	<b>WEIGHTING</b>
Fees	30%
Alignment of proposal and methodology against requested scope of work	40%
Depth of Experience in Service Areas	30%

Thank you for considering this RFP. Discover Halifax endeavors to be a haven for high performers and in doing so, we seek to live our values daily. We are seeking a partner who is equally excited and engaged with this vision.