

**Request for Proposal for:**

# **Discover Halifax**

**Consultant Services - Inventory and Analysis of Performance, Festival, Cultural, and Sporting Venues in Halifax**

**Date Issued: Friday, April 12**

**Submission Deadline: Tuesday, April 30**

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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.

### 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 employs a staff of 26 individuals with expertise in marketing, sales, events, destination development, and general administration. The company is divided into six divisions with Group Sales and Meetings & Conventions reporting to the Vice President of Sales, both the Marketing and Visitor Experience Programs reporting to the Vice President of Marketing, Destination Development reporting to the Vice President Destination Development, Festivals and Major Events reporting to the Vice President Festivals and Events, and Administration reporting to the CEO. The Executive Management Team includes the Vice President of Marketing, Vice President of Sales, Vice President of Destination Development, Vice President of Festivals and Events, and the President and CEO.

## Scope of Work

Discover Halifax is seeking proposals from qualified consultants to provide an event venue inventory, readiness assessment, gap analysis, and competitive benchmarking, focusing on sport, cultural, and entertainment venues. This initiative is in response to the growing demand for such venues in Halifax and aims to enhance the city's capabilities and attractiveness for hosting national and international events.

### Background

Halifax is a vibrant city known for its rich cultural heritage and robust sporting community.

In recent years, Halifax has emerged as a premier destination for national and international events, showcasing its ability to host large-scale, diverse gatherings that draw participants and spectators from around the globe. Notably, the city's successful hosting of Canoe 22, the 2023 North American Indigenous Games (NAIG), and the 2024 Juno Awards has underscored Halifax's readiness and capability to manage events of significant scope and scale. Additionally, the upcoming Canada SailGP event is poised to cement further Halifax's reputation as a vibrant, welcoming city capable of delivering world-class event experiences. These achievements reflect Halifax's commitment to enhancing its infrastructure and services to support a wide range of cultural and sporting events, demonstrating the city's potential as a dynamic hub for event tourism and international recognition.

As part of our initiative to further develop Halifax as a prime destination for cultural and sporting events, there is a need to conduct a comprehensive inventory and analysis of existing venues. This project will assess venues' readiness to host events based on national and international technical requirements and benchmark against other destinations of similar size and demographics.

Discover Halifax is undertaking this project in partnership with the Halifax Regional Municipality, Events Nova Scotia, and Events East, emphasizing a collaborative approach to enhancing the city's event-hosting capabilities.

### Proposed Scope of Report

The selected consultant will be tasked with the following comprehensive activities to meet the objectives of Discover Halifax and its partners:

1. *Event Venue Inventory Creation:*
  - Develop a detailed inventory of performance, festival, cultural, and sporting venues in Halifax. This should include location, capacity, accessibility features, and an assessment of technical capabilities. Where possible, information as to primary usage/tenants should be included.
  - Include an assessment of the venues' availability and suitability for non-community use, highlighting the potential for increased utilization for regional, national and international events and festivals and commercial purposes.
2. *Readiness Assessment:*
  - Evaluate the current state of readiness of each relevant venue to host events based on a set of national and international technical standards and hosting criteria for up to 10 identified sports or cultural events.
  - Identify, in general terms, necessary upgrades or modifications to meet these standards, including technology, infrastructure, and services.
3. *Gap Analysis:*
  - Conduct a gap analysis to determine mismatches between current venue offerings and the demand for various types of events, considering factors such as size, location, and facilities.

- Assess the potential for new venue development or existing venue enhancement to fill identified gaps.
4. *Competitive Benchmarking:*
    - Benchmark Halifax against other national and international destinations of similar size, positioning, and demographics, as well as destinations with a population between 1 million and 1.25 million. Focus on venue offerings, event hosting capabilities, and success in attracting major cultural and sporting events.
    - Highlight best practices and strategies that could be adopted or adapted by Halifax.
  5. *Strategic Recommendations:*
    - Provide strategic recommendations for enhancing Halifax's appeal and capabilities as a prime destination for cultural and sporting events. This should include both short-term improvements and long-term development strategies.
  6. *Stakeholder Engagement:*
    - Engage with key stakeholders, including local community groups, event organizers, promoters, and sport governing bodies, to gather input on venue needs and opportunities for improvement.
    - Incorporate stakeholder feedback into the final report to ensure they are aligned with community and industry expectations.
  7. *Interim Reports:*
    - Deliver interim reports at key project milestones to the project partners, to be agreed upon at the project kickoff. These reports should detail progress, preliminary findings, any identified challenges, and next steps.
  8. *Final Report and Presentation:*
    - Compile findings, analyses, and recommendations into a comprehensive final report, complete with executive summary, methodology, data analysis, and appendices as necessary.
    - Present the final report to Discover Halifax and its partners, providing an opportunity for questions and discussion to ensure clear understanding and alignment on the next steps.

Proponents should make use of inventory work already completed by the HRM Performance & Visual Art Venues Study in 2024. This should be taken into account in your project proposal.

### **Project Timeline**

The project outlined in this RFP is of significant importance to Discover Halifax and its partners. In alignment with our strategy development timeline, it is imperative that the selected consultant completes all aspects of the work by **31 October 2024**.

This timeline includes the completion of the event venue inventory, readiness assessments, gap analyses, competitive benchmarking, stakeholder engagement, and the delivery of strategic recommendations. Interim reports should be scheduled at key milestones throughout the project, with final findings and recommendations presented in a comprehensive report by the October 2024 deadline.

The consultant is expected to provide a draft schedule as part of their proposal, detailing how they intend to meet this completion date, taking into consideration the necessary time for in-depth analysis, stakeholder consultations, and the integration of feedback into the final report. Discover Halifax and its partners are committed to supporting the selected consultant throughout the project duration to ensure successful and timely completion.

### **Potential Additional Scope:**

Proponents may be asked to provide pricing for a potential contract extension expanding on the original scope. This work may include feasibility studies on specific venue types, and/or the creation of a 15-year investment priority list, including capital investment valuation, demonstrated commercial and event demand, potential legacy impacts, and opportunity.

Discover Halifax reserves the right to issue a new RFP for the indicated scope of work.



## RFP Timing

RFP Issuance	Friday, April 12
Closing Date	Tuesday, April 30

Closing Date: Submissions must be received by 3:00 pm, local time, on Tuesday, April 30 to be considered.

Electronic Submissions: Submissions via email will be accepted up to the deadline. Submissions must be made in a single PDF file attached to an email sent to [apetry@discoverhalifaxns.com](mailto:apetry@discoverhalifaxns.com) with “RE: Venue Inventory and Assessment RFP Submission” in the subject matter. Any content contained within the body of the email will not be considered for evaluation.

Hard Copy Submissions: Hard copy submissions will be accepted up to the deadline. Four (4) complete copies of each proposal must be sent to Attention: Angela Petry. Proposals and their envelopes should be clearly marked with the name and address of the proponent and the project title – “Inventory and Analysis of Performance, Festival, Cultural, and Sporting Venues in Halifax.”

Late proposals will not be accepted.

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

## Evaluation

Evaluation of proposals will be undertaken by a committee comprised of a representative of each of the partner organizations. The Evaluation team will check proposals against the submission criteria, and proposals meeting all the criteria will then be assessed and scored against the criteria. References of the proponent(s) scoring highest may be checked prior to contract award.

Discover Halifax may seek clarification or additional information during the evaluation process at its own discretion.

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 Discover Halifax. Discover Halifax is free to use these materials without restriction.

## Proposal Process

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

1. 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.

2. The body of the proposal should include:

- *Detailed Approach and Methodology*: Outline your firm’s approach and methodology for conducting the event venue inventory, readiness assessment, gap analysis, and competitive benchmarking.
- *Proposed Timeline*: Provide a timeline for all phases of the project, from initial data collection to final report submission.

- *Team Qualifications and Experience*: Detail the qualifications and experience of the team members who will be involved in this project. Highlight relevant expertise and roles within the project.
- *Case Studies/Examples*: Include case studies or examples of similar projects your firm has completed, emphasizing those that involved venue assessments, gap analyses, or benchmarking studies.
- *Detailed Budget Breakdown*: Offer a detailed budget breakdown that outlines the estimated costs associated with each phase of the project. This should include any expected expenses for travel, materials, and additional consultancy services as necessary.

3. Additional Information: Feel free to include any additional information that you believe would make your proposal more compelling or that highlights your firm's unique qualifications for undertaking this project.

#### Evaluation Criteria

The proposal will be evaluated on the following criteria:

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

Up to a 5% bonus will be given to any proponent located within a reasonable driving distance of Halifax.

Thank you for considering this RFP. Discover Halifax endeavours 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.