

RFP 2020-RFP05
City of Brockville - Tourism Marketing and Promotion Services
Inquiries and Responses

Inquiry 1

We are interested in submitting a proposal for your Tourism Marketing and Promotion Services RFP. However, we see that you are interested in a non-profit entity as doing the work for you. We would just like some clarification and confirmation that an agency, such as ourselves, would not be eligible to apply under these circumstances?

Response

This contract will be funded through the City of Brockville's Municipal Accommodation Tax receipts. The Provincial legislation (O. Reg. 435/17 – Transient Accommodation Tax) that established the ability for municipalities to collect this tax, restricts the type of organization that can receive these funds to an eligible tourism entity. The legislation defines an eligible tourism entity as "a non-profit entity whose mandate includes the promotion of tourism in Ontario or in a municipality".

Inquiry 2

How will the digital assets and rights transfer to the winning bidder? E.g, Social media accounts, creative assets, URL(s), Domain names, contact list, email addresses, digital access credentials, point of sale system etc. Do they belong to the City and does the City have the authority to transfer them to the winning bidder?

Response

The digital assets of the tourism office are owned by the current tourism services provider. The City has not discussed any transfer of these assets with the current contract holder.

Inquiry 3

Please confirm what the winning bidder's legal responsibility for current employees of Brockville Tourism will be, if any.

Response

The current employees of Brockville Tourism are employees of the Brockville and District Chamber of Commerce and are their legal responsibility.

Inquiry 4

If they are different parties, how will the City of Brockville facilitate data sharing, including shared use of social media assets, between the winning bidders of RFP 04 & 05, specifically sharing of individual tourist information e.g., email address, Facebook Pixel etc?

Response

The successful proponents of both tourism RFPs will be expected to work closely together to ensure consistent messaging, promotion, and service delivery, this will include sharing of information. The City will establish a governance structure which will include both proponents to ensure that collaboration and consistency of messaging.

Inquiry 5

Given the current health crisis and potential negative impact on the Municipal Accommodation Tax, have alternate sources of funding been contemplated for fiscal 2021 to ensure continuity in tourism attraction? Does the City of Brockville have financial projections for the Municipal Accommodation Tax available for fiscal 2021? If so please provide a non-binding estimate.

Response

The City has continued to collect the Municipal Accommodation Tax. The City does not currently have any projections or estimates for the MAT that will be collected this year. Decisions on the use of the collected Municipal Accommodation Tax and any funding requirements for tourism marketing and promotion will be addressed in the City's 2021 budget process. Proponents are encouraged to present a flexible service and cost model to account for variability in MAT funding.

Inquiry 6

Notwithstanding the intent of this RFP would the City of Brockville consider taking the 50% of the Municipal Accommodation Tax collected annually under Ontario Regulation 435/17 which the municipality can directly spend, and use it to begin funding a marketing initiative sooner rather than later, something that will be essential in response to the travel climate created by the COVID-19 pandemic.

Response

The Municipal Accommodation Tax funds collected in 2019 (for use in 2020) that the City can directly spend have already allocated through the Council approved budget process.

Inquiry 7

If the answer to question one is yes, would the City of Brockville consider hiring an agency of record to begin working on a marketing campaign promoting Brockville in the new reality of COVID-19 travel?

Response

The City does not intend to begin funding any additional tourism marketing initiatives in 2020. It would be a Council decision in 2021 if any additional funds over the MAT funds are allocated.

Inquiry 8

Can interested parties submit proposal electronically, as a PDF, rather than sending hard copies?

Response

The City will only accept hard copy responses to the RFP

Inquiry 9

Considering the disruption to tourism caused by COVID 19, is the City of Brockville establishing a set budget for this project, or will accommodation tax revenues be the sole source of funding for 2021 and beyond?

Response

The Municipal Accommodation Tax is intended to be the sole source of funding for the Marketing and Promotion Services contract and proponents are encouraged to present a flexible service and cost model to account for variability in MAT funding.

Decisions on the funding requirements for tourism marketing and promotion in 2021 and beyond will be addressed in future the City's budget process and will be a decision of Council.

Updated: July 10, 2020

Inquiry Period Closed