



GWICH'IN TRIBAL COUNCIL

REQUEST FOR PROPOSAL (RFP)

FEASIBILITY STUDY FOR DEVELOPMENT OF A GWICH'IN CULTURAL EXPERIENTIAL RETREAT

1.0 Introduction

The current Gwich'in Camp is a multi-purpose facility, originally focused around wellness and healing. Located 15 km from Inuvik along the Mackenzie River, it is accessible by boat June-October and by ice road December-April. The Camp features 14 fully furnished bedrooms accommodating 28 people.

2.0 Purpose & Objectives

The GTC wishes to explore the feasibility of transitioning this facility into a Gwich'in Cultural Experience Retreat. There are opportunities to capitalize upon the significant increase in tourism numbers due to the opening of the Inuvik to Tuktoyaktuk highway in November 2017.

3.0 Background

There remains a gap in marketable tourism experiences in the Inuvik region. The Canadian Tourism Commission (CTC) notes that "Aboriginal tourism and Canada's tourism brand is a perfect match."

GTC requires a feasibility study and product development strategies. Further investments over time will be required for additional facility upgrades, marketing with NWT Tourism, and hospitality training.

4.0 Planning & Implementation Horizon

It is expected that the consultant/s will be selected in early February 2018. A visit to Inuvik and visit/s (as required) to the facility site will take place in February or early March 2019. A draft feasibility study must be available for discussion by March 20, 2019. A final feasibility study document must be submitted before March 31, 2019.

It is expected that the study's recommendations will be implemented over the following 12-18 month period, subject to funding approvals.

5.0 Scope of the Plan

The Strategic Plan's final product shall include, but need not necessarily be limited to, the following:

1. Assessment of current facility and recommended upgrades
2. Industry niche analysis & growth potential
3. Product development strategies
4. Break-even analysis
5. Marketing & communications recommendations

6.0 Consultant Guidelines

1. Decision making process: The Gwich'in Tribal Council intends to augment local traditional knowledge and expertise with broader tourism experience development expertise.

2. Proposal requirements:

a. Costs: Include a breakdown of the cost of fees (including per diem figure) and disbursements for the various components of the Plan as described in their proposal.

b. Qualifications: Include resume/s of consultant/s and identify the respective portions to be undertaken by each member. Given the nature of this project, an individual consultancy may suffice.

Preferred qualifications include:

- Postsecondary degree, preferably in a tourism or related field
- Prior experience developing strategic plans and/or feasibility studies in the tourism sector
- Demonstrated familiarity with experiential tourism and/or Indigenous tourism
- Experience working with northern, remote or Indigenous communities

c. Methodology: an outline of the proposed methodology that the Consultant proposes to utilize in undertaking the Study.

d. Proposal deadline: the consultant shall submit by email in PDF format to:

joy.oneill@gwichin.nt.ca on or before February 4, 2018

3. Evaluation of proposals: the Gwich'in Tribal Council reserves the right to select the consultancy of its choice and will not necessarily award the contract to the lowest bidder.

The consultant will be selected based on the following criteria:

- quality and experience of the consultancy – 30%
- meeting the terms of the RFP – 20%
- cost efficiency – 20%
- experience with similar studies – 20%
- proposed methodology – 10%

Gwich'in land, culture & economy for a better future