



VANCOUVER MOVIE TOURS INC.

***2010 WINTER OLYMPIC'S ULTIMATE
CORPORATE HOSPITALITY EXPERIENCE***

R E Q U E S T F O R P R O P O S A L



Prepared: June 18th, 2009 – Amended 17 July, 2009

Table of Contents

PURPOSE OF THE REQUEST FOR PROPOSAL	3
CONTRACTUAL CONTACT	6
DUE DATES	6
SCHEDULE OF EVENTS.....	6
PROPOSAL SUBMISSION GUIDELINES	6
EXECUTIVE SUMMARY	7
SCOPE, APPROACH, AND METHODOLOGY	7
DELIVERABLES	8
PROJECT MANAGEMENT APPROACH	8
DETAILED AND ITEMIZED PRICING	8
APPENDIX: REFERENCES.....	8
APPENDIX: PROJECT TEAM STAFFING	8
APPENDIX: COMPANY OVERVIEW	8
CRITERIA	9

INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

Background of Vancouver Movie Tours and Pendrell Suites

Vancouver Movie Tours Inc. ("VMT") provides tours of Hollywood movie and TV locations in and around Vancouver, B.C., known as a big part of "Hollywood North."

Downtown Vancouver Backlot Tour

Tour types include sightseeing film and TV locations in and around downtown Vancouver using vehicles with drop-down DVD screens on which actual clips of Hollywood films or TV shows are displayed as passengers tour the different locations—VMT holds a license enabling it to show clips on a vehicle and at its hotel.

Uniqueness and Barrier to entry

A principal barrier to entry to a market of what is a universal attraction--"Hollywood stars"--is the ownership, through a related company, of Pendrell Suites, an eight suite boutique hotel located in the heart of downtown Vancouver on a quiet residential street.

The hotel has been the location of scenes of over 60 Hollywood productions, including being Agent Dana Scully's Washington, D.C. "home" on episodes of the hit TV series *X-Files*. Too, kung fu action star Jet Li performed his trademark fighting action at the building in the feature film *Romeo Must Die*. But, not only has Hollywood filmed at Pendrell Suites, but also TV commercials, such as an iconic Bud light Super bowl one.

Indeed, Chinese "Hollywood" also filmed at Pendrell Suites. Beijing TV filmed many scenes of a TV series starring Sun Li (aka "Betty Sun") at the hotel, also appearing in the same suite where Jet Li met the late Aaliyah. Too, three years after that Sun Li co-starred in a movie with Jet Li; they both were at Pendrell Suites!

Star-Stays

Indeed, while Pendrell Suites is a great filming location, it is also "home away from home" for Hollywood stars that shoot in Vancouver, having tended to the needs of Daryl Hannah, Alyssa Milano, Billy Zane, Ron Moore [well, he is an executive director of the remake of *Battle Star Galactica*, but that's Hollywood, too] and more.

Hotel Set Tour

Along with the Backlot tour—and custom ones of *Smallville*, *Twilight*, *X-Files*, and *Stargate* locations --VMT provides its Hotel Set Tour at Pendrell Suites. This takes place in the two 1,660 sq. ft. [155 M²] main floor suites—with access to the meditation garden.

This tour involves tourists moving through six TV stations in Suite 1, which also acts as a display suite, giving visitors a chance to glimpse at the splendor of how a "star stays" at Pendrell Suites. Then, the tourist visits three more TV stations in Suite two, which also houses pictures, memorabilia and props from the many productions. Each TV station displays five to seven minutes of clips of what has been shot in close proximity to each station's location in the building. The last TV exhibit has narration of the stories behind the pictures on the walls, memorabilia and props, including many instances of so-called "Hollywood Magic." This, of course, explains how, for example, Agent Scully's main floor Washington, D.C. apartment on *X-Files* became Anne Heche's 4th floor Manhattan apartment in *Men In Trees*.

Aliens at "Alien House"

VMT also created four alien characters who inhabit Pendrell Suites and who may or may not manifest themselves for visitors to the hotel and/or tour. They are sometimes known to escape from Pendrell Suites and have been seen in downtown Vancouver and surrounding areas.

Rumor has it that the aliens are really in control of Pendrell Suites—as it is sometimes referred to as "Alien House." In fact, there is another rumor that the reason all the Hollywood is filmed at the building is that each production contains subliminal messages which reach out to the lost aliens around the world to come together to Vancouver to Alien House—but that is another story.

VMT and Pendrell Suites have the usual souvenirs for sale and their respective trademarks are registered.

(Readers are encouraged to view the related websites at www.vanmovietours.com and www.pendrellsuites.com for more pictures and video.)

2010 Winter Olympics Opportunity

Corporate Hospitality venues play an important role in any Olympics or large event. The uniqueness of VMT and Pendrell Suites tied into Hollywood North makes for a one-of-a-kind venue for hospitality in a once-in-a-lifetime opportunity in Vancouver.

Any corporation hosting VVIPs at first class experiences at Pendrell Suites will form an indelible memory of those fortunate enough to be there.

Thus, the management of VMT and Pendrell Suites seek to capitalize on the 2010 Winter Olympics by:

1. Turning the building into a corporate hospitality venue on the main floor suites and garden—with tenting for the winter—with the use of the top two floors' four suites as ultra VVIP sites, more hospitality or using them as "prizes" in contests for unique experiences. Content of the "experience" would be: movie tour, Olympic TV, interviews as below, Swag bags, Stars, food and beverage but not dinners;
2. Selling hospitality tickets to Sponsors, National Olympic Committees and the public for experiencing Pendrell Suites' hospitality during the period prior to, during and after the 2010 Winter Games;
3. Selling Sponsorships, including selling naming rights for the building: MasterCard's or Sony's Pendrell Suites, for example;
4. Selling product placement in the hotel through visible electronics and consumer goods that visitors can see while there and that viewers of the webcasts and other footage shot there can also see;
5. Internet broadcast of interviewing people experiencing our hospitality-- incremental revenue from ads on the website streaming this content during the 2010 Winter Olympic period to the globe;
6. Fantastic exposure from the 10,000 media members expected to be in downtown Vancouver looking for stories;

7. Contests to win a trip to "Alien House" during and before the Olympics. For instance, packaging hotel stays and movie tours that an airline or airline consortium can sell chance to win to its customers in order to foster loyalty, the proceeds of which are split with VMT and the airline/consortium/travel card, or what have you;
8. Souvenir and other merchandise sales related to the event at Pendrell Suites, to ticket purchasers and off the website;
9. Taking the aliens on promotional tours of cities where members of a club—say, "Alien-House Club"-- will have a chance to "Be Alien" by wearing the costumes: Asian go nuts over them! These "performances" would be blogged and videoed, then posted on the website(s) to be voted on by cell phone text messaging, which generates revenue and publicity--perhaps winners can come to Vancouver; and
10. Producing a reality TV show based on doing all the above and what flows from it and garner revenues there from.

Mission Statement

To let the world know how much Hollywood is filmed in Vancouver, what a great place it is and to have fun!

Corporate Objectives

- To let local Vancouver residents know what a special heritage the city has with Hollywood North and Pendrell Suites;
- To let the world know the Pendrell Suites and alien story with the leverage of the 2010 Winter Olympics;
- Following the Olympics, having the building and tour as a "must-see" attraction in downtown Vancouver;
- Use proceeds of the funds it generates to encourage entrepreneurship and realizing individual's moxie to reach their dreams; and
- To have everyone involved have fun.

RFP Goal

VMT is seeking to identify and select an outside independent organization to perform the activities listed above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by VMT.

ADMINISTRATIVE

CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Boyd McConnell
Address	2-1419 Pendrell Street, Vancouver, BC V6G 1S3
Phone	(604) 609-2770
FAX	(604) 685-8675
Email	boyd@vanmovietours.com

DUE DATES

All proposals are due by 6:00pm on 18th August 2009 at the Contractual Contact's address above. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution to Vendors	18 th June 2009
2. Proposal Due Date	18 th August 2009
3. Target Date for Review of Proposals	20 th August 2009
4. Anticipated decision and selection of Vendor(s)	28 th August 2009
5. Anticipated commencement date of work	1 st September 2009

PROPOSAL SUBMISSION GUIDELINES

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to VMT in terms of cost, benefits, and other factors as specified elsewhere in this RFP.

VMT reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor;
- Accept other than the lowest priced offer;

- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers; and
- Award more than one contract.

Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for VMT's evaluation of the Vendor's proposal.

In order to address the needs of this procurement, VMT encourages Vendors to work cooperatively in presenting integrated solutions. Vendor team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery of the services being provided under this RFP. VMT will recognize the integrity and validity of Vendor team arrangements provided that:

- The arrangements are identified and relationships are fully disclosed, **and**
- A prime Vendor is designated that will be fully responsible for all contract performance.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between VMT and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach and Methodology
3. Project Deliverables
4. Project Management Approach
5. Projected Cash Flow, including itemized sources of revenue and application of funds from August 1st, 2009 through April 30, 2010;
6. Detailed and Itemized sources of revenue and expenses;
7. Appendix: References
8. Appendix: Project Team Staffing
9. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.

DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

SCOPE, APPROACH, AND METHODOLOGY

This section should include a description of each major type of work being requested of the vendor. All information that is provided will be held in strict confidence. The proposal should reflect each of the sections listed below

- Venue production
- Event promotion
- Sponsorship sales, target and strategy
- Rights to be licensed

- Ticket sales
- Merchandise sales
- Talent content and cost

DELIVERABLES

Include descriptions of the types of reports used to summarize and provide detailed information. Include sample reports as attachments to the proposal to provide an example of the types of reports that will be provided for this engagement. [VMT uses Eventbrite (www.eventbrite.com) for its event/tour ticket sales and www.freecrm.com (the paid version) for its Customer Relationship Management. Packages of Pendrell Suites accommodation plus tours can utilize Eventbrite systems, too.]

PROJECT MANAGEMENT APPROACH

Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

DETAILED AND ITEMIZED PRICING

Include a fee breakdown by project phase and estimates of travel expenses.

APPENDIX: REFERENCES

Provide three current corporate references for which you have performed similar work.

APPENDIX: PROJECT TEAM STAFFING

Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project by providing biographies for those staff members. Describe bonding process and coverage levels of employees. Affirm that no employees working on the engagement have ever been convicted of a felony.

APPENDIX: COMPANY OVERVIEW

Provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers.
- Key contact name, title, address (if different from above address), direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including year established and number of years your company has been offering project management for events such as the one being considered herein.

EVALUATION FACTORS FOR AWARD

CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required responses in the correct format.
2. The extent to which Vendor's proposed solution fulfills VMT's stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal.

VMT may, at its discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.