

## **ECONOMIC AND TOURISM IMPACT STUDY FOR THE THUNDER BAY WATERFRONT TRAIL EXPANSION**

### **1.0 INTRODUCTION**

Destination Northern Ontario is currently providing an opportunity to qualified candidates to consult, manage and create an Economic and Tourism Impact Study of the Proposed City of Thunder Bay Waterfront Trail Expansion, as per the June 2021 City Administration report to Thunder Bay Council.

#### 1.1 Background and Context

Destination Northern Ontario (DNO) is one of 13 Regional Tourism Organizations (RTOs) established throughout Ontario to assist in implementing the recommendations of the 2009 Ontario Tourism Competitiveness Study (commonly known as the Sorbara report). The overarching goal of the study was for Ontario to become one of the world's preferred places to visit.

To accomplish this, it stated, Ontario must:

1. Change how government and industry work together to develop tourism and foster economic growth.
2. Set new standards for success to become more internationally competitive.
3. Maximize the impact of private and public tourism investments on new and revitalized product across Ontario.
4. Reach out to consumers before they arrive so we can welcome more tourists to Ontario destinations and experiences.

A key recommendation of the report was to set up the RTOs as structures to strengthen the tourism industry as a whole. Each RTO was to develop a plan for improvement in its particular region.

Destination Northern Ontario is comprised of three sub-regions (13a, 13b and 13c), reflecting the unique marketing and travel corridors that link the province's north from Manitoba to Quebec borders, and south to the U.S. border. A map of Destination Northern Ontario including its three sub-regions, along with additional background information and reports, can be found at [www.destinationnorthernontario.ca](http://www.destinationnorthernontario.ca).

Waterfront Trail Rotary Action Team is a not-for-profit organization that was created in early 2021 under the umbrella of the Port Arthur Rotary Club, with its primary objective to be a community-backed Active Living-focused voice, advocating to see key pieces of the City of Thunder Bay's Waterfront Multi-Use Trail develop. In its simplest form, the boundaries of the Trail extend from Fisherman's Park in the North to Chippewa Park in the South or "Park-to-Park". We recognize that the current focus of the City of Thunder Bay is on the approximate 12-kilometer section of Waterfront Trail from Fisherman's Park in the North to the west side of the Jackknife Bridge in the south.

Currently the Thunder Bay Waterfront, beyond Prince Arthur's Landing is an unrealized asset. Canada's Great Lakes communities are undergoing a major transformation in land use as industrial uses change and shrink and major public utilities are decommissioned.

Thunder Bay's Waterfront, with its dramatic views of Lake Superior and Sleeping Giant and its industrial heritage is a great example of a city poised to begin a similar transformation, especially with its historic grain elevators and forest products operations! Who in Thunder Bay isn't proud of or connected to Lake Superior?

We believe the next step in Thunder Bay's ongoing shoreline regeneration should be the creation of a Waterfront trail to enhance existing or create public access that allows people to participate in, witness and celebrate the ongoing transformational work that could be part of Waterfront Trail plan (milestone projects build momentum).

The City of Thunder Bay's Waterfront Trail Plan sets the stage for the transformation and now we need to begin its implementation to help build momentum and maintain community support for its vision. Thunder Bay's Waterfront Trail expansion would serve many provincial objectives related to the environment, transportation, tourism, and health.

The Waterfront trail will become a beloved fitness and recreation amenity for residents. It will allow people to participate in, witness and celebrate the City of Thunder Bay's milestone achievements. It deepens community, and fosters more, integrated, active, and holistic lifestyles. Thunder Bay, already, has a great active community!

### 1.2 Objectives

To anticipate the economic and tourism benefits both direct and indirect, that are accrued by enhancing the environment for all users of the proposed Waterfront multi-use Trail in Thunder Bay. This includes all people-powered transportation modes. This means people walking, jogging, cycling (including E-Bikes [a bicycle that can be run on electric power as well as by pedaling]), roller blading, roller skiing, skateboarding, and those who use wheeled mobility devices (wheelchair, power-chair, etc.).

### 1.3 Scope of Work

- Estimate the impacts of the construction of the trail based on the costing information outlined in project
- Estimate the tourism impacts derived scientifically, to account for how many people might use the trail in years one, two, etc. and what might be the financial impact.
- Connect the construction of the trail to objectives of the City of Thunder Bay corporate strategic plan, Economic development strategy, City of Thunder Bay Official Plan, City of Thunder Bay Earth Care Sustainability Plan, City of Thunder Bay Recreation & Facilities "Fit Together Master Plan, City of Thunder Bay 2008-2028 Active Transportation Plan and finally the City of Thunder Bay Climate Forward City – Net Zero Strategy Draft Document April 2021.

- Engagement with key stakeholders (10-15) that can address the impact on quality of life/quality of place that the trail would support in the city
- Statistically valid community telephone survey (150 completes) or alternatively, an online version, that gauges the interest and impact of the trail on residents/visitors
- Prepare a report/PP for presentation to stakeholders and council
- Include interpretive values given the proposed Waterfront Trail passes through Waterfront industrial lands that may have potential for conversion to other value-added uses. Examples include derelict grain terminals and forest products operations adjacent to the proposed Trail. Trail connectivity to Fort William First Nation is also a added bonus that dovetails into the City's partnerships being undertaken with Indigenous Tourism Ontario as does work being done by the Waterfront Regeneration Trust in improving Cycling connectivity in their new area of expansion, namely, the north shore of Lake Superior between Sault Ste. Marie and Thunder Bay and even on to the Ontario-Minnesota border via Provincial Highway 61. Proximity to Fort William Historical Park, the CPR First Spike location and Mile Zero of the St. Lawrence Seaway are all additional proximate sites that could tie into the proposed twelve kilometers of City Waterfront Trail.

## **2.0 RESOURCES**

The project will be supported by a small sub-committee. The sub-committee will serve as a resource; however, decision making will rest with Destination Northern Ontario and its partners. A primary project contact for the successful consultant(s) to be identified in the response to this Request for Quotation. All coordination related to this project will be the responsibility of the primary project contact.

Destination Northern Ontario's Senior Coordinator of Marketing, Communications and Product Development will be the primary contact. The Destination Northern Ontario's teleconference line and/or virtual meeting platform will be provided for meetings, based on availability.

## **3.0 BIDDING INFORMATION**

Quotations must provide the following information for evaluation purposes:

Understanding of Scope and Objectives: Demonstrate a clear understanding of the project's objectives and scope and describe any envisioned challenges.

Approach to the Project: Describe the approach to addressing the objectives and deliverables including innovative ideas.

Work Plan: Show the timelines for the project, with a proposed schedule for deliverables.



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WATERFRONT TRAIL EXPANSION  
111 Elgin Street, Suite 304, Sault Ste. Marie, Ontario P6A 6L6  
(705) 575-9779 telephone | info@destinationnorthernontario.ca**

**Budget:** Include a total project cost, a detailed price breakdown for the components of the project including concept development, design, and printing, itemized professional fees for all members of the project team (including person days and per diem rates) and all direct costs and disbursements as well as taxes. The budget will be considered all-inclusive and will represent the total budget associated with the successful conduct of the project.

**Project Consulting Team:** Proposals are to include the relevant firm experience, the proposed team members and their qualifications and the identification of the lead consultant and the roles of all other team members as they relate to the deliverables. The team's experience in working in tourism in Northern Ontario should be covered.

**References:** Provide contacts for which the consultant(s) have completed projects of a similar nature, including the name, telephone number and email address of the contact

**Completion Date:** The project is to be completed on or before **December 31<sup>st</sup>, 2022.**

**Evaluation of Quotations:**

Evaluation will be based on the written submitted RFQ proposal according to the following

*Criteria:*

Understanding of the project scope and objectives

Recognition of the key challenges and problems as well as suggested mitigation measures (as those mitigation measures demonstrate knowledge of the industry/region)

Approach and/or methodology that should demonstrate a practical approach and effective use of resources as well as innovation

Knowledge of the subject matter as it relates to the objectives of this project

Knowledge of tourism in Northern Ontario

Previous experience in conducting this type of project (as it relates to the objectives)

Price/Value

References

*Proposal Costs*

No payment shall be made for costs incurred in the preparation and/or submission of a quotation or for a possible teleconference interview in response to this RFQ.

*Awarding of Contract*

Only one contract will be awarded. It will be offered to the Bidder whose proposal is deemed by the evaluation team to have the highest rating based on the evaluation criteria. Multiple firms are welcome



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to apply; however, one firm/consultant must be designated as the lead and will be responsible for all project outcomes.

*Conflict of Interest*

Destination Northern Ontario reserves the right to disqualify any submission due to a conflict of interest.

Each applicant must disclose any actual or potential conflict that may be occurring at the time of the bid or may occur during the time of the project. If a vendor fails to disclose actual or potential conflict of interest or where such a conflict cannot be resolved, Destination Northern Ontario has the right to terminate the contract.

*Ownership of Intellectual Property*

Any intellectual property arising from the performance of work under the contract will rest with Destination Northern Ontario.

*Preparing Responses*

In response to the RFQ, the bidder should demonstrate a clear understanding of the requirements as stipulated in the document as well as how the Bidder will meet those deliverables. The response should be clear and concise, not exceeding three pages (not including cover and attachments such as CVs and samples of work). The proposal will be evaluated on its content. Repeating wording from the RFQ will not be considered a response. Rather, the bidder should explain the steps that will be taken to achieve the goals of the RFQ.

*Proposal Submission*

Responses to this Request for Quotations should be provided electronically in PDF format with no single email being over 4 MB. The proposal formatting requirements have been designed to ensure that all selection committee members are able to receive a full package with minimal administration.

- All interested parties must register their interest by email by 4:00 p.m. EST, September 28<sup>th</sup> 2022, to [info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca) by completing the Intent to Bid form below.
- Questions are to be submitted to [info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca) by 4:00 p.m. EST September 28<sup>th</sup> 2022
- Questions and answers will be provided to registered firms by 4:00 p.m. EST October 3<sup>rd</sup> 2022.
- RFQ submissions must be received by email by 4:00 p.m. EST on October 5<sup>th</sup> 2022. Proposals received after that time will not be considered.

*Late Proposals*

It is the responsibility of each Bidder to ensure that his/her proposal is received at the Closing Location by the Closing Time and the Bidder assumes the entire risk of failure of DNO to receive its proposal at the Closing Location by the Closing Time. Proposals received at the Closing Location after the Closing Time will not be considered and may be returned to the Bidder.

*Negotiation Delay*

If a Contract cannot be negotiated with the highest-ranking Bidder within a period of time satisfactory to DNO, DNO may, at its sole discretion, terminate negotiations with that Bidder and either negotiate a Contract with another Bidder or choose to terminate this RFP process and not enter into a Contract with any of the Bidders. DNO may also at its sole discretion, send out a new RFP for this project should it be unable to negotiate a Contract with the successful Bidder or another Bidder.

*Irrevocability and Validity of Proposals*

By submission of a clear and detailed written notice, the Bidder may amend or withdraw his/her proposal prior to Closing Time. After Closing Time, all Proposals become irrevocable and will remain open for acceptance for a period of ninety days from Closing Time. By submission of a Proposal, the Bidder agrees that, should the Proposal be successful, the Bidder will enter into a contract with DNO.

*Liability for Errors*

While DNO has taken considerable care to ensure an accurate representation of information in the RFP, the information contained in the RFP is supplied solely as a guideline for Bidders. The information is not guaranteed or warranted accurate, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Bidders from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

*Firm Pricing*

Prices will be firm for the entire Contract period unless specifically stated otherwise.

*No Public Announcements*

Bidders will not make any public announcement or have any communication with the media in connection with this RFP without the prior written consent of DNO.

*No Promotion of Relationship*

Bidders will not disclose their relationship with DNO for promotional purposes, including by means of verbal declarations and announcements through any medium whatsoever.

*Proprietary Information Notice*

This RFP contains proprietary and confidential information which is provided for the sole purpose of permitting the Bidder to respond to this RFP. In consideration of the receipt of this RFP, the Bidder agrees to maintain such information in confidence and not to reproduce or otherwise distribute this information.



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All proposals should be directed to: [info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca)

DATE ISSUED: September 23<sup>rd</sup> 2022

NOTICE OF INTENT TO BID: September 28<sup>th</sup> at 4:00 p.m. EST

RFQ CLOSING DATE/TIME: October 5<sup>th</sup> at 4:00 p.m. EST

CONTACT PERSON: Stephanie Hopkin, Destination Northern Ontario  
[info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca) (all emails must refer to RFQ and title in subject)

BIDDER INFORMATION

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BUSINESS NAME

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MAILING ADDRESS

( ) \_\_\_\_\_ ( ) \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

( ) \_\_\_\_\_

EMAIL ADDRESS

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NAME AND TITLE OF AUTHORIZED PERSON

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SIGNATURE

HST REGISTRATION NUMBER: \_\_\_\_\_

Intention to Submit Proposal/Questions

To ensure the Bidder is apprised of any additional information as may be provided, please complete form above and **submit to [info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca) by September 28<sup>th</sup> at 4:00 pm est.** Written questions (only) may be submitted to the email address above. One consolidated response to all questions (without attribution) received prior to the deadline specified above will be published to all proponents who have declared their intent to submit a proposal.