

Tourism PEI

Request for Expression of Interest (EOI)

Signature Event - 2019

POSTED June 22, 2018 – CLOSES July 13, 2018

For a “Signature Event” to be held in the Spring of 2019 and on an annual basis thereafter.

The Government of Prince Edward Island (through Tourism PEI) is seeking expressions of interest from qualified companies who have the demonstrated experience and can own and manage a large scale major activity(s) and or event(s).

A “Signature Event” is defined, but not limited to, its ability to generate substantial direct impacts on the provincial economy, attract a high ratio of off-island visitation, create wide market exposure, have significant tourism, cultural or social benefits or have significant benefits for rural development in Prince Edward Island.

General information pertaining to this Request for Expression of Interest may be obtained at www.princeedwardisland.ca/en/tenders and identified as **Tourism PEI: Request for Expression of Interest (EOI) Signature Event - 2019**

All submissions must be hand delivered to:

Procurement Services
Province of Prince Edward Island
95 Rochford Street
2nd Floor South, Shaw Building
Charlottetown, PE C1A7N8

General inquiries can be emailed to: tourismEOI@gov.pe.ca

The deadline for submissions is July 13, 2018.

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1. Overview

Tourism PEI will undertake a competitive process open to companies who have the demonstrated experience and can own and manage a large scale major activity(s) and or event(s).

- Step 1 of the process, will include a call for an Expression of Interest (EOI) - to determine applicants who may be interested and qualified to undertake such activity.
- Step 2 will involve a short list of perspective applicants who qualify under the EOI process and are deemed eligible to compete using a detailed Request for Proposals (RFP).

It is expected that the large scale major activity(s) and or event(s) will be held in the Spring of 2019.

2. Background

Large scale major activity(s) and or event(s) can be an effective way to generate economic activity and/or enhance the social and cultural fabric of Prince Edward Island.

In the past, Prince Edward Island has played host to a number of large scale major activities and or events, including:

- Sports - The Export “A” Skins Game, The Legends of Golf, Big Break Prince Edward Island and the World Junior A Challenge;
- Music and Dance - Cavendish Beach Music Festival, Aerosmith, The Black Eyed Peas, Rock the Boat, Riverdance, East Coast Music Awards and Small Halls;
- Culinary – Fall Flavours and the Shellfish Festival;
- Entertainment - Charlottetown Festival of Lights and Jack Frost Winter Festival.

Research supports that a properly planned and executed large scale major activity(s) and or event(s) can drive tourism demand and generate significant economic activity for the province.

3. Goal

The recently released strategy for the tourism industry - Vision 2021, identifies the opportunity to “kick-start” the tourism season earlier than is currently the case by establishing a “Spring initiative”.

The goal of “Signature Event - 2019” - is to create an authentic made in Prince Edward Island initiative(s) designed to drive demand in the early shoulder months.

To this end, Tourism PEI is interested in stimulating tourism activity in the Spring shoulder season. We anticipate that such large scale major activity(s) and or event(s) could include tourism, sport, culture, culinary, etc or a combination of all.

It is important to note that Tourism PEI is not interested in investing additional resources in infrastructure or bricks and mortar, but sees the opportunity to utilize facilities and spaces that exist throughout the province.

4. Signature Event - Defined

While Tourism PEI has not defined the specific large scale major activity(s) and or event(s), we believe that the “Spring initiative” should capitalize on the unique attributes of Prince Edward Island including our people, products and place!

A Signature Event is defined, but not limited to, it’s ability to generate substantial direct impacts on the provincial economy, attract a high ratio of off-island visitation, create wide market exposure, have significant tourism, cultural or social benefits or have significant benefits for rural development in Prince Edward Island.

To qualify for provincial investment under the “Signature Event – 2019”, initiatives must satisfy one or more of the following:

- Generate visitation in excess of 10,000 person days (allowing for single or multi-day events) with 40% allocated to off-island sales by the third year of operation;
- Generate gate receipts in excess of \$1M;
- Having an economic impact of greater than \$2M;
- Having significant tourism, cultural and or social benefits;
- Having significant benefits for rural development.

5. The Process

Tourism PEI will carry out a two step process to assess the level of private sector interest in carrying out this initiative, including:

- a call for Expression of Interest (EOI) to create a short list of qualified proponents, and
- a Request for Proposals (RFP).

Step 1 - Expression of Interest (EOI)

For due diligence purposes and to assess the suitability of interested applicants to be included in a short-list for further consideration, the following information is required:

- Key contact person;
- Company name;
- Corporate address;
- Head office location;
- Identify corporate ownership, shareholders and proof of incorporation;
- Evidence of commercial and financial viability of the interested company including, but not necessarily limited to, two (2) years prior Notice to Reader or Review Engagement financial statements prepared by a firm of professional accountants in accordance with Generally Accepted Accounting Principles or International Financial Reporting Standards;
- Demonstration of proven ability to underwrite the associated “risk” pertaining to owning large scale major activity(s) and or event(s);
- Demonstration of proven experience and ability to own, produce and manage large scale major activity(s) and or event(s);

Tourism PEI reserves the right to request further information for clarification purposes.

Brochures and other printed materials may be used by an interested party as support information only and NOT in lieu of a detailed response.

Only qualified applicants who satisfy the requirements under the above noted Expression of Interest (EOI) will be given further consideration to proceed to the Request for Proposals (RFP) process.

Step 2 - Request for Proposals (RFP)

Only applicants who qualify through the Expression of Interest (EOI) process will be permitted to participate in the Request for Proposals.

6. Disclaimer

Tourism PEI will not invest in initiatives that conflict or compete with existing major events without consultation with event organizers.

Tourism PEI will not accept applications from federal or municipal administrations and or other government entities.

Tourism PEI reserves the right to invest in one (1) or a multiple number of large scale major activity(s) and or event(s) in a given period.

The successful applicant (s) will be required to enter into a legal written agreement with Tourism PEI.

Tourism PEI reserves the right to reject or accept any or all submissions.

Tourism PEI also reserves the right to cancel this process at any time.

All costs incurred in the preparation and presentation of this or any submission related to this matter is the sole responsibility of the applicant.

All submissions shall be unconditional, irrevocable and open to acceptance by Tourism PEI at any time within 90 days after the date on which submissions close.

7. Assistance

The amount of financial assistance offered to applicants will be determined on a project by project basis.

The total amount that Tourism PEI is prepared to invest is no more than \$200,000 per year.

8. Receipt of Submissions

All Expression of Interest (EOI) submissions shall be received by hand delivered ONLY on or before 1400 hours Atlantic Standard Time on July 13, 2018.

Any submission received after this time shall not be considered.

Proponents may withdraw a submission(s) at any time prior to the closing of this Call for Expression of Interest.

All submissions should be hand delivered to:

Procurement Services
Province of Prince Edward Island
95 Rochford Street
2nd Floor South, Shaw Building
Charlottetown, PE C1A7N8

The Applicant is responsible for obtaining any needed clarification of the EOI requirements, while the Expression of Interest (EOI) is open. Questions must be directed by email (ONLY) to the Expression of Interest (EOI) Contact at tourismEOI@gov.pe.ca

Verbal questions and responses that are not later confirmed in an email with the Expression of Interest (EOI) Contact will not be considered an official response.

Questions to this Expression of Interest (EOI) will be received up to July 6, 2018. Note – all questions and responses received through this process will be posted for viewing at www.princeedwardisland.ca/en/tenders as addendums to the page containing **Tourism PEI: Request for Expression of Interest (EOI) Signature Event – 2019.**