

# Canadian Sport Tourism Alliance



## **REQUEST FOR PROPOSAL: STEP 1**

### **2018 & 2020 Sport Events Congress**

(updated May 2016)

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#### **The RFP Bid Process | An Overview**

The Canadian Sport Tourism Alliance (CSTA) is now accepting bids for Sport Events Congress (SEC) 2018 and 2020, using a two-step bidding process. The requirements for Step 1 are outlined in this document. A second document outlines the requirements for the 2<sup>nd</sup> step of the bidding process. If you are interested in bidding to host SEC 2018 and/or 2020, please ensure you review the requirements for each step of the two-step process before proceeding with your bid.

The purpose of this RFP process is to offer a fair evaluation process for all cities who are interested in hosting Sport Events Congress and to provide bidders with a standardized template for which CSTA will use to evaluate each proposal. It is understood that the CSTA reserves the right to accept all or parts of the bid information submitted in Step 1 and Step 2 and encourages creativity from bidding cities in presenting a unique and memorable Congress experience for delegates.

Bidders should use the first step of the bidding process to showcase their ability to meet or exceed the most crucial mandatory elements required by host partners of Sport Events Congress.

#### **Sport Events Congress | The Background**

CSTA's Sport Events Congress (SEC), has grown from 48 delegates in its first year (2001) to over 400 delegates. This event, managed by the Canadian Sport Tourism Alliance (CSTA), is Canada's largest annual gathering of sport, tourism professionals, event management firms and suppliers to the sport tourism industry.

The conference brings together sport organizations who own the rights to events open for bid, tourism representatives who are seeking event opportunities and suppliers who offer goods and services to support event bidding and hosting throughout Canada. This group of approximately 400 gathers at Sport Events Congress for three days where attendees are treated to social and hospitality events, professional development (training on sport tourism tools, best practices, etc.) and visits to local facilities and support services in the community where the Congress is held. The economic impact of the Congress in the community where it is held is substantial, but more importantly, sport tourism stakeholders walk away from the Congress learning how to impact economic growth in their own communities through sport tourism initiatives.

Past events have been held at the following locations\*:

- River Rock Casino & Resort in Richmond, BC
- Doubletree by Hilton Hotel and Sheraton Centre Toronto in Toronto, Ontario
- Westin Hotel, Crowne Plaza Hotel and Delta Hotel in Ottawa, Ontario
- Hilton Lac-Leamy in Gatineau, Quebec
- Shaw Conference Centre in Edmonton, Alberta

Sport Events Congress 2017 and 2019 are confirmed to take place in Ottawa at the Westin Ottawa Hotel.

\*Please note: CSTA does not have a formal policy related to geographic rotation of the Congress.

CSTA's objectives with respect to its flagship event are as follows:

1. To promote sport tourism in regions across Canada.
2. To offer business development opportunities to CSTA's members.
3. To offer professional development to CSTA's members.
4. To ensure the Congress remains a revenue positive venture for the organization.
5. To offer occasions for social interaction and hospitality between all segments of the sport tourism industry to attend Sport Events Congress.

### The Economic Impact of Hosting Sport Events Congress

As these statistics from the last three years indicate, hosting Sport Events Congress offers a significant economic impact for the host community.

	Average Length of Stay	Average Spending	Provincial GDP Impact	Total Economic Activity
Edmonton   SEC 2014	3.3 nights	\$991 per person	\$673,000 (Alberta)	\$1.35 million
Toronto   SEC 2015	3.3 nights	\$304 per person	\$774,000 (Ontario)	\$1.63 million
Ottawa   SEC 2016	3.1 nights	\$312 per person	\$565,000 (Ontario)	\$1.07 million

### Eligible Bidders

Effective bidding is one of the most important skills that can be developed in the sports event industry, therefore CSTA requests that interested cities carefully follow the requirements set forth in both steps of the two-step bidding process. Incomplete bids and/or late bids or bids that do not meet all of the **mandatory** requirements will not be considered.

You are eligible to bid to host SEC 2018 or 2020 if:

- 1.) Your organization is a CSTA member in the "active" membership category (i.e. convention & visitors bureaus, sport tourism commissions, economic development agencies, destination marketing organizations) and your membership status is in good standing at the time of the bid submission (to be determined by CSTA). Bids will not be accepted from hoteliers or venues.
- 2.) You agree to maintain your membership status with CSTA through to the end of 2020 as a condition of the bid.
- 3.) You pay the bid fee to CSTA and can meet all of the financial requirements.
- 4.) You meet all the guidelines and requirements outlined in Step 1 and Step 2 of the RFP Bidding Process including providing the information requested in a clear and concise format.

If you have any questions about eligibility to bid to host Sport Events Congress, please contact the CSTA before completing the steps outlined in Step 1 of the two-step bidding process.

### Proposal Requirements | The RFP Bid Process – Step 1

To submit a bid to host Sport Events Congress, bidders must first complete Step 1 of the two-step RFP bidding process. Step 1 consists of these mandatory elements:

- Completion of the form contained in Appendix A of this document (Application Form | Intent to Bid)
- Completion of the Go Congress! form and budget contained in Appendix B of this document (Go Congress! Program – Form & Budget)
- Submission of the non-refundable Bid Fee of \$1500 (see details in Appendix A)
- Submission of the two letters of support (see details on page 3)
- Submission of supporting documentation (see details on pages 3-4)

**It is highly recommended that prospective bidders review the requirements outlined in both Step 1 and Step 2 of the RFP Bid documents before initiating Step 1 of the process. This will ensure that prospective hosts have a full and complete understanding of all of the requirements.**

### How to Submit Step 1 of Your Bid

Bids must be submitted electronically via email to Krista Benoit, CSTA's Executive Director, Marketing & Events at [kbenoit@canadiansporttourism.com](mailto:kbenoit@canadiansporttourism.com). All documents submitted must be provided in PDF format and may not exceed 5 MB in file size. No more than eight (8) pages may be submitted per bid city in Step 1. If your Step 1 proposal exceeds the maximum file size or page limit CSTA reserves the right to automatically disregard your proposal at the first step of the two-step process.

Once CSTA is in receipt of Step 1 of your bid proposal, no changes or modifications to your submission will be permitted. Please ensure your submission is final before you submit your bid. Receipt of all bids will be acknowledged. Submitted proposals will be binding for sixty (60) days after the submission deadline.

Bid cities may not submit any other documents or any information until CSTA provides confirmation that your city is eligible to proceed to Step 2 of the bidding process.

### Deadlines and Key Dates

May 13, 2016	CSTA issues a call for bids to host Sport Events Congress
May 13 to August 2, 2016	CSTA accepts questions and/or clarifications (in writing only) related to requirements as outlined in either the Step 1 or Step 2 RFP Bid Documents. CSTA will post a Q and A document to its website for all prospective bidders to view. Bidders are encouraged to refer to this section of the website on an ongoing basis as needed.
<b>August 15, 2016 at 8 pm EST</b>	<b>Step 1 Bid documents due to CSTA – 1<sup>st</sup> deadline</b>
August 16 to August 31, 2016	CSTA Reviews All Step 1 Bid Documents received
September 1, 2016	CSTA informs bidding cities of their eligibility to continue to Step 2 in the Bid Process and communicates with those cities who have not been selected to advance to Step 2.
September 1 to September 15, 2016	CSTA accepts questions and/or clarifications (in writing only) related to requirements as outlined in Step 2. CSTA will post a Q and A document to its website for all prospective bidders to view. Bidders are encouraged to refer to this section of the website on an ongoing basis as needed.
<b>September 30, 2016</b>	<b>Step 2 Bid documents due to CSTA – final deadline</b>
October 1 to December 1, 2016	CSTA reviews all Step 2 Bid Documents received, conducts follow-ups with bid cities and does site visits.
<b>December 15, 2016</b>	<b>CSTA Announces Host City/Cities for SEC 2018 and/or SEC 2020</b>

### Non-Acceptance in Step 1

CSTA reserves the right to not select a host through this process if it is deemed that the project will not continue or if it is perceived that none of the proposals received in Step 1 meet the needs of the organization. CSTA also has the right to cancel this RFP at any time and shall not be obliged to provide reasons for the cancellation.

Common reasons for non-acceptance of bids in Step 1 may include the following:

- the proposal was not submitted according to the submission guidelines
- the proposal was not submitted according to the stated deadlines
- the proposal did not demonstrate the host city's ability to meet all the financial requirements, including execution of the Go Congress! program
- the bidder failed to pay the bid fee
- the letters of support and supporting documentation did not demonstrate a solid understanding of the target audience for this event or did not adequately convey support for this event provincially or locally or did not provide any level of uniqueness or creativity.

### Government Letter of Support & Support from Provincial Sport Organizations

As part of the Step 1 RFP Bid Process, prospective hosts must include two letters of support submitted electronically along with the rest of the bid documents required in Step 1. Letters must be submitted as a PDF max one-page each and must be submitted at the same time as the rest of the submission required for Step 1.

The first letter required is a letter of support from the provincial government or regional economic development agency confirming that they are aware of your destination's intent to bid on Sport Events Congress and that there is support for hosting Sport Events Congress in the region.

The second letter of support is a letter from a provincial sport umbrella agency (i.e. ViaSport in the province of British Columbia, Sports-Québec in Québec, Sport Nova Scotia in Nova Scotia, etc.) with a commitment for provincial sport organizations (PSOs) to take part in Sport Events Congress as event rights holders in Sport Events Exchange, a business-to-business marketplace that serves to match events open for bid with host communities.

A financial investment is required by the provincial government or the provincial sport organization governing body to support the participation of PSOs who are unlikely to be able to participate in SEC without some financial support. Committed funds will be used to off-set registration fees for PSOs or offer partial or full subsidies for their travel or accommodations expenses.

One or both of the letters of support from either the provincial government or provincial sport body must include a commitment to assist PSOs with some or all of these expenses. This is an important and mandatory requirement.

### Supporting Documentation

Bidders may submit supporting documentation outlining why your city should be considered as a host of Sport Events Congress. The supporting documentation may not exceed three pages of content and/or photos/graphics and must include the following information within the three-page submission:

- The host organization chosen to host SEC 2018 must ensure that at least two (2) representatives attend SEC 2017 (Ottawa) as conference delegates at its cost to ensure that host city reps have a complete hands-on understanding of the Congress requirements. Similarly, selected host cities for SEC 2020, must ensure that at least two (2) representatives attend SEC 2017 (Ottawa), 2018 (TBD) and 2019 (Ottawa). This commitment must be outlined in the supporting documentation.
- The successful host will be required to pay a Hosting Fee in the amount of \$25,000 per event (minimum\*) payable to CSTA in two instalments (to be negotiated between the host and CSTA). In return, CSTA will provide the host community with visibility as a partner/sponsor of the Congress and will incorporate local community/destination branding into marketing materials. This commitment to pay the hosting fee must be clearly outlined in the supporting documentation.

*\*The minimum hosting fee payable is \$25,000 per event; however, hosts may offer a fee over and above at their discretion.*

- Hosting Sport Events Congress allows you to host Congress delegates in your backyard and showcase facilities and services in your city encouraging events rights holders to consider your city for future events. You may choose to create your own event or tie into an existing event taking place in your city in conjunction with the proposed Congress dates. In Step 1 of the RFP Bid Process you are required to outline ideas only (i.e. preliminary suggestions for off-site hospitality events in your city that would be staged during Sport Events Congress at your cost). In Step 2, you will be required to provide a higher level of detail concerning this important element, including a budget, confirmation of any community partners and confirmation of your commitment to cover all expenses associated with an off-site hospitality event.

### **Final Checklist & Questions**

Before submitting your proposal as per Step 1 of the RFP Bidding Process, please ensure that you have successfully completed all forms correctly and that your submission meets all of the requirements:

- File size of your PDF submission does not exceed 5 MB.
- Your PDF documents do not exceed eight (8) pages in total.
- You have submitted your PDF proposal on or before the stated deadline.
- You have completed all sections of the form called: Application Form | Intent to Bid
- You have completed all sections of the form called: Go Congress! Program – Form & Budget
- You have sent a cheque by mail or provided credit card payment for the non-refundable Bid Fee of \$1500
- Your eight-page submission includes two letters of support (max one-page each).
- You have submitted supporting documentation that does not exceed three pages in length and covers off all three mandatory pieces of information as outlined and any additional information you choose to include.

If you have any questions related to Step 1 of the RFP Bidding Process as outlined in this document, please direct them in writing to Krista Benoit, CSTA's Executive Director, Marketing & Events at [kbenoit@canadiansporttourism.com](mailto:kbenoit@canadiansporttourism.com). Please respect the deadlines and the formal process as stated on page 3 of this document.

**Appendix A | Application Form – Intent to Bid**

<b>Name of City, Municipality or DMO Bidding<sup>1</sup>:</b>					
<b>Name &amp; Title of 1<sup>st</sup> Contact Person<sup>2</sup></b>		Name:		Email:	
		Title:			
		Telephone #:			
<b>Name of 2<sup>nd</sup> Contact Person<sup>2</sup></b>		Name:		Email:	
		Title:			
		Telephone #:			
<b>Membership: Is your membership with CSTA in the “active/municipal” category (as per CSTA’s membership categories) and is it up-to-date and in good standing?</b>				<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure	
<b>Bid Fee (\$1500)<sup>3</sup> – the bid fee is being forwarded by cheque to the CSTA or will be paid by credit card directly to the CSTA prior to July 15, 2016. If you answer ‘no’ to this question, please explain:</b>				<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>My organization is bidding to host<sup>4</sup> :</b>		<input type="checkbox"/> SEC 2018 only	<input type="checkbox"/> SEC 2020 only	<input type="checkbox"/> SEC 2018 <u>and</u> SEC 2020	<input type="checkbox"/> SEC 2018 <u>or</u> SEC 2020*
*If you are bidding to host either SEC 2018 or SEC 2020 do you have a preference to host one event or the other? Please explain (max 50 words).					
<b>Proposed Dates – please indicate two sets of proposed dates for the Congress<sup>5</sup>:</b>		<b>SEC 2018 (if applicable)</b>		<b>SEC 2020 (if applicable)</b>	
		1 <sup>st</sup> set of date options:	2 <sup>nd</sup> set of date options:	1 <sup>st</sup> set of date options:	2 <sup>nd</sup> set of date options:
<b>Venue Partners - Who are the potential hotel partners who are interested in being the host hotel for guest rooms for this event and what is the expected room rate?<sup>6</sup></b>		<b>Name of Host Hotel</b>			<b>Guest Room Rate (s)</b>
		Option #1:			
		Option #2 (if applicable):			
		Overflow Hotel (if applicable):			
<b>Are you proposing use of <u>hotel</u> ballroom &amp; meeting space for this event or use of <u>local</u> convention centre meeting space or both?<sup>6</sup></b>		Please explain your suggestion or the recommended options available (max 50 words).			
<b>Distance (in kms) between the proposed venue (s) and the closest airport:</b>					kms
<b>Site Visit   Fall 2016 – please indicate if your organization is committed to covering all expenses for two (2) CSTA representatives to visit your city and the proposed venues for Congress.<sup>7</sup> If ‘no’ or ‘unsure’ please explain here:</b>					<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure

**Sponsorship at SEC 2017, 2018, and 2019<sup>8</sup> – please describe how you would like to profile your destination as a sponsor at future Sport Events Congresses and confirm your commitment to pay the sponsorship fees required as a condition of being selected as a future SEC host city. For example, if you have a preference to be positioned as a breakfast or lunch sponsor, to have trade show space in Vendor Alley, to partner with CSTA on special activations such as gifting or to host hospitality events, etc. Please outline your ideas below (max 100 words).**

**Appendix A Notes:**

1. You are eligible to bid to host SEC if your organization is a CSTA member in the “active” membership category (i.e. convention & visitors bureaus, sport tourism commissions, economic development agencies, destination marketing organizations). Bids will not be accepted from hoteliers or venues. For information on CSTA’s membership categories and fees, visit [www.canadiansporttourism.com](http://www.canadiansporttourism.com)
2. You must designate one person from your organization as the principal contact for the bid. You may designate a second person as a back-up if you wish
3. The bid fee is \$1500 payable to CSTA and must be submitted on or before the bid deadline. Bids that do not include the bid fee will not be considered. The bid fee is non-refundable. If you are bidding for both SEC 2018 and 2020, there is only one bid fee payable (\$1500).
4. Please indicate which event (s) you would like to bid on.
5. The conference will last three full days and preferred days of the week are Tuesday-Wednesday-Thursday or Wednesday-Thursday-Friday. A pre-conference planning and set-up day also needs to be factored into the timing. Bids must include one or two different date options for consideration. Preferred timing for the Congress is March or April. It is most desirable to stay away from dates that overlap or are too close to Easter, school breaks or any other known or common holiday that could affect attendance at the conference.
6. CSTA requires both hotel accommodations for its conference delegates and meeting space. No more than two hotel options may be brought forward. In other words, you may list one host hotel + one overflow hotel or two possible options for host hotels. The host hotel must be a full-service and modern hotel that can provide the required guest rooms and also the required meeting space on-site. An exception will be made for hotels that are attached to a conference centre that will be providing some or all of the required meeting space.

The preferred room rate for the host hotel is less than \$169 CDN per night and should be commensurate with the property rating, region and property type/location (i.e. resort, downtown, suburb, etc.). If a secondary hotel (or overflow hotel) is offered, the room rate must be less than \$149 CDN per night.

The expected # of room nights required ranges from 400 to 650 and the block is typically spread out over four nights with peak nights coinciding with the evening of Day 1 and evening of Day 2 of the Congress. Complete details regarding meeting space requirements, guest room booking patterns, etc. are outlined in the RFP: Step 2 document. A higher level of detail regarding venue logistics and requirements will be requested in Step 2 of the bidding process.

7. A site visit to your city may need to take place in the Fall of 2016 in order to aid in the selection of the host city. If you are invited to proceed to Step 2 of the RFP Bid Process and a site visit is required you will be financially responsible for covering all travel and expenses for two (2) individuals from CSTA. Expenses may include air travel, food and beverage, ground transportation, etc. The proposed host hotel will also be required to provide one-two complimentary room nights for CSTA representatives if an overnight stay is required.
8. The successful host of SEC 2018 will be required to purchase a sponsorship package at SEC 2017 valued at a minimum of \$7000 with the intent of profiling the destination to Congress delegates and promoting participation of delegates at the Congress in 2018 in your city.

The successful host of SEC 2020 will be required to purchase a sponsorship package at SEC 2017, 2018 and 2019 valued at a minimum of \$5000 per year with the intent of profiling the destination to Congress delegates and promoting participation of delegates at the Congress in 2020 in your city.

## Appendix B | Go Congress! Program – Form & Budget

The successful host of SEC 2018 and 2020 must commit to participate as a partner with CSTA in the Go Congress! Program designed to help off-set or fully subsidize travel costs for members of the national sport community to attend the Congress in years where the Congress is held outside of the Ottawa-Gatineau area where most NSO offices are located. The host may partner with suppliers (i.e. for air travel, ground transportation, etc.) in order to fulfill this commitment. At minimum, the host must commit to fully subsidizing all travel costs and hotel accommodations for at least 75 people representing 50+ national sport organizations (NSOs) who are events rights holders with events open for bid.

Additional gifts or perks offered to the NSO representatives are at the discretion of the host. CSTA will provide the host community with a prioritized list of NSOs that meet the criteria and will conduct all promotional activities and engage in communication with the appropriate NSOs to advertise the offer and to help confirm their participation. Furthermore, CSTA will waive Congress registration fees for NSO attendees who are part of the Go Congress! program.

The host will be required to contribute \$5000 to help cover contract fees for a part-time CSTA contractor who will coordinate the logistical requirements for travel for delegates who are part of the Go Congress! Program. This person will ensure that all Go Congress! participants are fully registered for the Congress and all travel requirements are confirmed and organized and will work within the parameters and budgets set by the host city thus removing this time-intensive task from the responsibility of the host city.

Please complete the budget chart and form below (make the appropriate calculations or submit the info required in the cells highlighted in yellow) which confirms your acceptance of the Go Congress! requirements and your understanding of the financial commitment required for this element of the hosting agreement.

<b>Proposed Go Congress Budget submitted by:</b> <b>(Name of bidding city)</b>		
<b>Travel Expenses</b>	<b>Calculation</b>	<b>Notes</b>
Return air travel for 50 people between Ottawa, ON and your city	\$0000.00	Assumes the majority of the 75 reps will be travelling from Ottawa to the Congress host city.
Return air travel for 10 people between Calgary or Vancouver and your city	\$0000.00	Assumes some events rights holders are based in Western cities and will be travelling from Calgary or Vancouver to attend the Congress.
Return air travel for 15 people between Toronto and your city	\$0000.00	Assumes some events rights holders will be travelling from Toronto to the Congress host city.
<b>Total estimated travel expenses for 75 people:</b>	<b>\$0000.00</b>	
<b>Hotel &amp; Ground Transportation Expenses</b>	<b>Calculation</b>	<b>Notes</b>
Hotel accommodations for 75 people (based on double occupancy for most) for 2-3 nights	\$0000.00	Depending on the location of your city and the availability of flights or train schedules in and out of your city, you may be required to cover 2 (or possibly 3 nights for the 75 travellers).
Ground transportation for 75 ppl	\$0000.00	Estimate ground transportation costs (bus, car service or shuttle) between your local airport/train station and the host hotel upon arrival and upon departure.
<b>Misc. Expenses</b>	<b>Calculation</b>	<b>Notes</b>
Gifting	\$000.00	If you intend to provide a gifting program to the hosted events rights holders who are part of the Go Congress! Program, please include this expense. If not, please leave this blank.
Contract Fees – Go Congress! Logistical Support (payable to the CSTA)	\$5000.00	
<b>TOTAL ESTIMATED GO CONGRESS! PROGRAM EXPENSES (to be covered by the SEC host)</b>	<b>\$00,000.00</b>	Please sum all the figures in the column marked 'calculation' to obtain the estimated total of your financial commitment to the Go Congress! element of hosting Sport Events Congress.



**Partners:** If you intend to involve any supplier partners in the execution of the Go Congress! Program, please describe these partnerships here. Partnerships may include VIK arrangements with airlines, gifting suppliers, etc. If you do not intend to bring in any corporate partners to assist you with the Go Congress! Program costs, please explain how you intend to cover this financial element that is part of the SEC hosting agreement with CSTA. (max 100 words).

**Additional Information & Comments:** If you would like to provide any additional information or comments regarding your approach to execution and delivery of the Go Congress! program, please provide this information here (max 100 words):