

# Request for Proposal

## Festival Event Mobile APP | Artistic Festivals

### RFP 86 - 1006

### Niagara 2022 Canada Summer Games

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The 2021 Canada Games Host Society Inc., a non-profit organization, requests proposals for developing and **building a consumer facing festival app for our 13 For 13 Cultural Festival**.

Between August 7 and 20, 2022, Niagara residents, Games' athletes, coaches and spectators, and all visitors to Niagara will have the opportunity to travel across Canada without leaving the Niagara Region! Each Niagara municipality is paired with a Province or Territory for one evening of celebration that will showcase entertainment, culinary, artistic and other cultural elements featured with their pairing. Please see **Appendix A** for a list of the Municipality, Province/Territory pairings.

**Email Intent to submit by Friday February 26, 2021 - No later than 4:00 pm**

**Proposals to be completed and submitted by Friday, April 9th, 2021 - No later than 4:00 pm**

*Intent, submissions and questions are to be sent to the contact listed at the end of this RFP.*

*Any communications to the reference contact should have a subject line of "Name of RFP (RFP ###) for quick reference.*

## **SECTION ONE | INTRODUCTION**

### **About the Niagara 2022 Canada Summer Games [Niagara 2022 CSG]**

At the peak of Niagara's boldest summer yet, more than 5,000 young athletes and their coaches will gather to compete for the podium in Canada's largest multi-sport event. On its road to glory, this shining generation of hopefuls will leave its mark on our community and on the country – transforming, inspiring, and unifying us all through the power of sport.

As ambassadors of Niagara's unrivaled warmth and compassion, thousands of volunteers will play host to the nation. The Niagara 2022 Canada Summer Games will celebrate the wonder of sport alongside arts and culture. The Games will honour our indigenous communities, and showcase a remarkable heritage of hard work and innovation in one of the world's most awe-inspiring destinations.

With world-renowned hospitality, the people of Niagara will welcome visitors from across the country. Spirited events, spectacular entertainment, and the theatre of elite competition will spark new energy in the region as our streets, skies, and waterways shimmer with ceremony and celebration that is befitting of Canada's best young athletes.

From August 6th to 21st, 2022, Niagara will surge stronger than ever on the national stage. The Games will give rise to a new legacy of ambition, confidence, and compassion that will inspire generations to come.

### **About the 2022 Canada Games Host Society**

In preparation for the games, a Host Society has been established and led by a Board of Directors that is composed of passionate, experienced and accomplished sport and community leaders.

The goals of the Host Society are to:

- Provide a phenomenal experience for the athletes and other participants at the Niagara 2022 CSG. An experience that will propel their development, allow them to perform their best and inspire them to dream big
- Provide a legacy of sport infrastructure and programs that are vital for Niagara, Ontario, and Canadian sport development
- Provide a legacy of infrastructure, community programs and unify a spirit that will be transformative for Niagara
- Provide an unmatched podium and partnership for the Canada Games Council to build upon the success of previous Canada Games and strengthen the Canada Games property

## SECTION TWO | SCOPE OF WORK

The Niagara 2022 Canada Summer Games Host Society is seeking to partner with a developer to create a '**13 For 13 Festival' mobile app**. The intent of the App would be to allow the thousands of visitors to enhance their festival experience during the Games with interactive schedules, event notifications and other options unique to the app.

### Scope of Work Details

The Niagara 2022 Canada Summer Games Host Society is seeking a proposal to incorporate into the app, the following targets:

- Develop a intuitive method for visitors to plan their 13 For 13 experiences encompassing the full festival schedule
- Implement a visitors "check-in" at each festival event they attend
- Create options allowing visitors to be entered to win destination prizes relevant to the pairing as well as a Grand Prize
- Show opportunities for the Host Society to monetize the application with sponsorship advertisements, etc.
- A system for data captured through user profiles to be shared with sponsors
- Allow for live and instant updates to address last minute changes to events
- Make available for use on Android, iOS and Windows driven devices
- Make available in both official languages (English and French)
- Provide easy links to Niagara 2022 Canada Summer Games website for merchandising opportunities and/or sponsorship sites for merchandising opportunities
- Populate push notifications at each event, for example "Go to Stage X. Performer A is on in 15 minutes!"
- Develop a plan for users to rate the event they attended
- Create a user friendly 'back end' to allow key CSG staff to control content

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**Accessibility**

Submissions are encouraged to include accessibility considerations and features where applicable and appropriate.

**Sustainability**

Submissions are encouraged to incorporate measures to ensure their goods and/or services are designed/produced in a sustainable and environmentally friendly manner.

The Niagara 2022 CSG Host Society is looking forward to working with an experienced App Developer and a collaborative organization whose values align with ours and who are excited about being a part of these historic games - Once, and for All.

**SECTION THREE | RFP SCHEDULE OVERVIEW**

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|---|----------------------------------|
| ● RFP issued                            | <b>February 10th, 2021</b>       |
| ● Notice of Intent to Submit Due        | <b>February 26th, 2021</b>       |
| ● Proposal and Supporting Documents Due | <b>April 9th, 2021</b>           |
| ● Decision Date                         | <b>April 23rd, 2021</b>          |
| ● Anticipated Beta Site Date            | <b>Early to Mid January 2022</b> |
| ● Anticipated App Live Date             | <b>Early to Mid June 2022</b>    |
| ● Anticipated Service Conclusion Date   | <b>August 30th, 2022</b>         |

**SECTION FOUR | RFP SCORING**

Submitted RFPs will be scored as follows:

- |   |     |
|---|-----|
| ● Responsiveness to Scope of Work   | 20% |
| ● Demonstrated experience and expertise in similar projects                         | 20% |
| ● Cost effectiveness  | 20% |
| ● Value-In-Kind opportunities<br>(either budget relief and/or project enhancements) | 30% |
| ● Comprehensiveness   | 5%  |
| ● Company Profile   | 5%  |

**Total                    100%**

## SECTION FIVE | RESPONSE SUBMITTAL REQUIREMENTS

### **Responsiveness to Scope of Work**

We are seeking comprehensive and informative proposals that clearly outline your ability to fulfill our requirements. Information to include in your proposal include and are not limited to the following:

- Key Dates / Critical Path
- Breakdown of all cost and fees for each element of the project, including a rate card for your services. Please show your costing for those sections listed under 'Details' in which your company can provide services.
- Identification of any phases of the project that will be subcontracted out and to whom
- Résumé of staff member who would be identified as the Liaison for the Niagara 2022 Organization
- Others

### **Demonstrated Experience and Expertise in Similar Projects**

Please outline a detailed summary of at least one (1) comparable projects which the proposer has completed in the last three to five years. For each referenced project, please make certain to include all relevant details such as:

- Description of scope of project
- Time to execute each phase of the project
- Cost and associated fees
- Lessons Learned
- Others

### **Cost Effectiveness**

Our decision process will be to secure a partner who's services best delivers the goals of the Niagara 2022 CSG , while also being cost effective.

### **Sponsorship / VIK**

The Niagara 2021 CSG Host Society is not merely looking for a vendor with a fee for service approach. Instead, it is our belief that all vendors associated with the Niagara 2022 CSG become strategic event partners offering both fee for service; as well as, Value In-Kind (VIK) opportunities.

We encourage vendors to include budget relieving VIK (a reduction in cost to the requirements outlined in the Scope of Work), as well as enhanced VIK (additional services or features, not specifically outlined in the Scope of Work).

In addition, as a host society we are continually seeking cash sponsorship opportunities as well. Any interest in cash sponsorship can be submitted in conjunction with or separate from submitted proposals.

### **Comprehensiveness**

Your comprehensiveness score will be based upon whether or not your intent to respond matches your submitted proposal.

### **Company Profile**

Please provide a brief history of your organization, and if you intend to subcontract some of the work to another firm, include their information in this RFP as well.

If one person will have the primary responsibility for this project, provide us with their information and relevant resume.

## **SECTION SIX | RFP GENERAL INFORMATION**

### **References**

Please provide the name, address, and phone number of three (3) current clients, who would be capable of explaining and confirming your firm's capacity to successfully complete the scope of the work outlined herein.

### **Contract Terms**

All material produced, data collected, and reports generated by the contractor or subcontractor on behalf of Niagara 2022 CSG are confidential and become exclusive property of Niagara 2022 CSG. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by Niagara 2022 CSG to do so.

This RFP does not commit to pay any costs incurred in the preparation of a proposal or to procure or contract for services. Niagara 2022 CSG reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders and to cancel the RFP, in part or in its entirety at its sole discretion.

Niagara 2022 CSG reserves the right to refuse to work with any partners, vendors or sponsors that may reflect negatively on the organization, Niagara Place and/or any Games stakeholder.

**Additional Information or Clarification**

All questions and requests for clarification should be submitted with the contact listed below. Questions and answers will be documented and distributed to all bidders. If necessary, an addendum will be issued.

Please be certain to include the name and contact details of the persons to be approached for clarification of the proposal if needed.

Niagara 2022 CSG requires one (1) electronic copy of your proposal.

Submissions are to be sent to:

**Dan Kennedy**  
**Manager, Procurement and Contract Administration**  
**[dkennedy@2022canadagames.ca](mailto:dkennedy@2022canadagames.ca)**

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**APPENDIX A**

The below chart identifies the Municipality and Province/Territory pairings and the date of each 13 For 13 Cultural Festival event.

<b>Week One: August 7 to 13, 2022</b>		<b>Week Two: August 14 to 20, 2022</b>	
<b>Date</b>	<b>Pairing</b>	<b>Date</b>	<b>Pairing</b>
Sunday, August 7th	Lincoln & Newfoundland	Sunday, August 14th	Niagara Region & Ontario
Monday, August 8th	West Lincoln & Saskatchewan	Monday, August 15th	Port Colborne & New Brunswick
Tuesday, August 9th	Thorold & Manitoba	Tuesday, August 16th	Wainfleet & Nunavut
Wednesday, August 10th	NOTL & British Columbia	Wednesday, August 17th	Open
Thursday, August 11th	St. Catharines & Yukon	Thursday, August 18th	Pelham & Alberta
Friday, August 12th	Fort Erie & Nova Scotia	Friday, August 19th	Welland & Québec
Saturday, August 13th	Niagara Falls & Northwest Territories	Saturday, August 20th	Grimsby and Prince Edward Island