

Regional Tourism Organization 7

Amended

Request for Quotation (RFQ)

for a

Marine Workforce Recruitment Program

For

Boating Ontario

Release Date:

October 16, 2015

Deadline for Quotations:

November 3, 2015

1.0 Background

1.1 Situational overview

One of RTO7's four mandates/pillars is Workforce Development. Recruitment, development and retention of the regional tourism workforce is consistent and aligned with RTO7's strategy and business plan, as well as Partnership Funding objectives. The BruceGreySimcoe Tourism Workforce Study identifies several objectives that are met by this proposed project, including working in partnership with operators to identify barriers and develop strategies, creating links with our high schools, hosting co-op and work experience programs, and raising the appeal of tourism jobs in efforts to create a sustainable, well-trained workforce to service the industry. More specifically, this project will assist to raise awareness of both employers and potential employees of career opportunities within the marine industry, resulting in greater numbers enrolled in marine and small engines techniques program at Georgian College, and address a shortage of employable, qualified marine mechanics in the area. It will also serve to revitalize this aspect of the recreational boating industry in the region by providing service that will keep existing boaters in the area, as well as draw new boaters (and their spending) to the area. Finally, it represents a unique partnership between RTO7, Boating Ontario, Georgian College and the education system, and local marine businesses. In a recent survey completed by Boating Ontario, all members surveyed agreed they were willing to actively contribute to a volunteer effort in their communities to retain and expand the industry's workforce.

The Boating Ontario Association is the largest marine trade association in Canada, representing approximately 600 members including marina operators, dealers, yacht clubs, municipal marinas and trade members. Region 7 is a region rich in waterways and development of our waterways has been identified as a priority by RTO7. Boating Ontario has 70 marinas located in RTO7 (BruceGreySimcoe), collectively housing 9,915 slips, and as an industry contributes significantly to the economic health of the region. It is estimated that these marinas could each employ an average of 10 individuals, for a total of 700 positions in the region. The current inability to adequately fill these positions and service these boats is having a negative impact on Georgian Bay's perception as a marine haven offering the best recreational boating experience possible.

The recreational boating sector offers a variety of different jobs related to the tourism industry. In 2006, Boating Ontario partnered with Georgian College to create the Robert Hartog Boating Centre of Excellence in Midland. This facility is 'state of the art' and offers the best learning opportunities for young individuals interested in skilled trades in recreational boating. This program has typically been the starting point for many young entrepreneurs seeking a career in the marine industry. Over the years, many graduates of this program have started their career specifically as a marine mechanic and then moved on to a wide variety of other related career opportunities, including media personalities, Administration Managers, Marina Managers and Regional Marina Managers.

This initiative is a joint Partnership Funding program undertaking between RTO7 and Boating Ontario and will be overseen by a joint steering committee.

Note that this is a pilot project for Boating Ontario. It is anticipated that the 'Make Waves' program will be in a turnkey state by March 31, 2016 and that it will be sustainable into a second year (through a nominal operator pay to play fee). Upon successful completion, the organization will consider rolling the approach out to other regions of the province. Note that subsequent contracts may be approved based on the successful completion of this project.

For further information about:

- Boating Ontario www.boatingontario.ca
- RTO7 www.rto7.ca
- BruceGreySimcoe www.brucegreysimcoe.com

2.0 Scope of work

2.1 Requirements

Boating Ontario, in collaboration with Georgian College is seeking assistance from an organization or individual to develop and implement a 'Make Waves' recruitment program for the marine industry and more specifically, for the Marine Mechanic & Small Engines program at Georgian College's Robert Hartog Boating Centre of Excellence in Midland, Ontario. This contract is expected to last approximately 20 weeks, starting in mid-November and ending March 31, 2016.

Specifically, the 'Make Waves' program will:

- Create an awareness of recreational boating employment opportunities
- Create pathways for interested individuals to seek opportunities in the boating industry
- Provide the industry with the skilled workforce they need to prepare/maintain the vast numbers of marine craft in the region
- Increase the numbers of employable skilled workers within the industry in the region
- Educate employers regarding opportunities for full-time, year round employment, such as winter-works projects and employee incentives
- Result in faster turnaround for marine repairs
- Result in spin-off effects (visitation and spending) for other businesses and industries serving the tourism and boating industry locally (e.g. waterfront restaurants and real estate, boat sales, retail, gas stations, etc.)
- Promote Region 7 (BruceGreySimcoe) as a sought-after destination in which to learn and work, with easy access to world-class recreational freshwater boating

Note that both volunteers and students/recruits may be from within or outside Region 7, recognizing that Region 7 is too limited a geography from which to draw upon to ensure success of this program. That said, RTO7's primary interest is to involve Region 7 operators, to enroll students in the Georgian College program in Midland and to see graduates ultimately working within Region 7.

The successful supplier will:

- Develop and administer the 'Make Waves' program, working with Boating Ontario and Georgian College representatives
- Understand (or develop an understanding of) the Boating Ontario Association and the marine industry as a whole, the career opportunities within the industry, and more specifically the Georgian College Marine Engine Technician Program and how it relates to the marine industry
- Identify volunteer requirements and develop an operator volunteer position description
- Develop and administer forms to document volunteer activities
- Recruit Boating Ontario members (marina operators and dealers) into a volunteer program to work with community partners (e.g. schools, learning centres, trade shows, community events, etc.) to assist in:
 - o presentations at local high schools
 - o hosting open houses at their (marina) facilities
 - o hosting of a one-day career event at Georgian College for those interested in the industry to participate in a hands-on, interactive session relating to career opportunities within the recreational boating sector

- Assist volunteers recruited as needed to effectively deliver above presentations and outreach, and to assist volunteers in recruiting students interested in pursuing a career in the recreational boating industry (criteria for choosing volunteers will include their comfort level in presenting to students, flexibility, independence, etc.)
- Develop materials for volunteers to use for above outreach, which might include (but not be limited to) video (to promote the recreational boating lifestyle in the region), program outlines, PowerPoint presentations, giveaways, etc.
- Develop marketing materials appropriate to promoting the 'Make Waves' program, educating around workforce issues and encouraging participation within Region 7 and beyond
- Promote the recruitment program to gain industry and community support (Note: this includes costs of media purchased)
- Create a resource contact list of career centres, high schools, etc.
- Liaise with career centres, high schools etc. to arrange presentation dates
- Participate at career fairs, trade shows, skills competitions etc. to raise the profile and awareness of the 'Make Waves' program (and will pay expenses associated with doing so)

2.2 Required Services/Experience

The successful supplier will possess:

- Project management skills
- Organizational/administrative/computer skills
- Training and education skills/experience
- Experience recruiting and managing volunteers
- Relationship and team building skills; partnership fostering skills
- Superior customer service skills
- Creativity and innovative thinking
- A results-driven attitude
- Experience within the marine industry/marina operations AND/OR consulting experience

2.3 Submission Requirements

- Ability to meet the proposed project dates and timelines
- Contact information including email address
- Demonstration that you understand the project objectives and required deliverables
- Information relevant to assessment of your capability in carrying out such an assignment, including identification of personnel, qualifications/expertise of each member and roles and responsibilities of each
- Briefly outline your proposed approach to delivery, referencing the deliverables in 2.4 below. Specify any assumptions.
- Provide two references from organizations that can speak directly to your expertise with respect to the required services and experience
- Provide quotation to meet project deliverables outlined in 2.4 below (please use template provided and be sure to specify your assumptions to assist in our evaluations)
- Your quotation should be accompanied by a cover letter / e-mail certifying the accuracy of all information contained in your submission and acknowledging your offer of services according to the requirements

- In those instances where suppliers will deliver services in partnership with others, please identify the lead proponent (who is in charge of oversight and who will sign the contract)

2.4 Project Deliverables

- Project kick-off meeting with steering committee
- At-a-glance business and marketing recommendations for the 'Make Waves' recruitment program
- Participation in Boating Ontario announcement December 1, 2015
- All presentation materials related to the program
- All promotional materials related to the program
- Volunteer training
- Resource contact lists
- Participation in relevant career fairs, trade shows/boat shows, skills competitions, etc.
- Turn-key program/operation to deliver to Boating Ontario as of March 31, 2016
- Proposed structure for future sustainability (operator pay to play program)
- Brief report summarizing program development (business and marketing process/recommendations), outcomes/results, lessons learned and next steps
- Short (1-page) bi-weekly progress reports to the Project & Administration Manager

2.5 Critical path and timing

Date	Milestone
October 16, 2015	Release of this RFQ
October 27 noon, 2015	Intent to bid and deadline for submission of questions
October 28, 2015	Question responses published
November 3, noon, 2015	Deadline for quotations
w/o Nov 9, 2015	Review of quotations and finalist interviews if required
w/o Nov 16, 2015	Selection process completed, project/engagement terms finalized, contract signed
w/o Nov 16, 2015	Project kick-off and work commences
w/o Nov 30, 2015	Announcement of 'Make Waves' program and program outline at Boating Ontario Conference

December	Conference and volunteer recruitment
January	Volunteer training and arranging presentations, etc.
Feb/Mar	School presentations, etc.
March 31	Final deliverables submitted
March 31 2016	Final reporting by Boating Ontario to RT07

2.5 Quotation

Task	# Hours	Hourly Rate	Total/Task	Assumptions/Notes
Fees associated with development and delivery of 'Make Waves' program				
Project management (administration and reporting -meetings, progress reports, etc.)				
			Subtotal	
Expenses				
Design and production of all marketing materials				
Media costs				
Design and production of all presentation materials				
Exhibit/registration fees for Toronto, London & Ottawa boat shows will be covered; please account for participation in some miscellaneous career fairs				
Mileage associated with delivering the contract (e.g. mileage to above boat shows, career fairs, etc.)	<i>Km estimate</i>	<i>Km rate</i>		
Other				
			Total	
			HST (13%)	
			Grand Total	
Availability on an as-needed basis post-March 31/16	n/a		n/a	

Note: This project is not to exceed \$30,000, inclusive of taxes.

Terms and conditions

General terms and conditions

RTO7 reserves the right, at its sole option, and for its convenience, to accept and/or reject any quote, in whole or in part, for any or no reason. By making this request for quote (RFQ) RTO7 does not imply or give any assurance whatsoever that any quote will be accepted. No agreement or other legal obligations arise on the part of RTO7 to any proponent by this RFQ until such time as a final, written agreement, if any, is subsequently entered into with a proponent.

RTO7 may or may not award the business that is the subject of this RFQ to any proponent or proponents at RTO7's sole discretion. RTO7 reserves the right to negotiate with proponents, seek clarification from proponents regarding their quote responses and invite modifications to the quote responses submitted.

RTO7 retains the right to withdraw or modify this RFQ at any time without notice and without obligation to proponents. RTO7 may waive compliance with the requirements of this RFQ and consider a quote response that does not meet all of the requirements of this RFQ.

Your quote is submitted at your own risk. If, prior to the deadline for submission of quote you fail to notify RTO7 of an error and your quote is selected, you shall not be entitled to any compensation or time by reason of the error or its later correction.

No part of this RFQ will become part of any final agreement between RTO7 and the provider unless specifically incorporated into a final, written agreement. Any or all contents of your quote may become part of the final agreement.

Your quote response, including fees, shall constitute a binding offer capable of acceptance in whole or in part by RTO7, and if selected will remain valid until such time as a final agreement is negotiated and executed.

RTO7 shall not be in any way responsible for or liable for any costs associated with your quote and you shall not make claim to RTO7 for any such cost or expenses. By submitting a quote response, you agree to waive any right to claim damages against RTO7 for any reason, cause, or thing arising out of the RFQ process. If you are selected you may be required to provide satisfactory proof of maintenance of relevant insurance coverage (including commercial, professional, general liability and automobile insurance).

Potential for conflicts of interest

Each proponent, in their quote submission, shall declare all conflicts of interest or any situation that may be reasonably perceived as a conflict of interest that exist now or may exist in the future. Failure to comply with this requirement will render the quote non-compliant and will cause the proposal to be rejected. RTO7 reserves the right to disqualify from further consideration quote that in RTO7's opinion demonstrate a conflict of interest.

Any agreement awarded as a result of this RFQ will be non-exclusive. RTO7 may, at its sole discretion, purchase the same or similar services from other sources during the term of the agreement.

Termination

In the event that the successful proponent, in the opinion of RTO7, fails to satisfactorily perform the services in accordance with the terms and conditions of the agreement including the instructions to proponents, terms of reference and any other documented terms and conditions, RTO7 reserves the right to terminate services. RTO7 further reserves the right to terminate the agreement without showing cause, prior to its conclusion, upon giving at least ten (10) days written notice to the successful proponent.