

The Municipality of the County of Colchester

REQUEST FOR PROPOSAL

Central Nova Scotia Tourism Marketing Contract

1. Introduction

The Municipality of Colchester and the Town of Truro are seeking proposals from qualified individuals, firms, or consultants to provide tourism marketing services for Central Nova Scotia from May to October 2025. The selected proponent will be responsible for executing marketing campaigns, managing influencer collaborations, working with tourism operators to develop marketable packages, and ensuring the region is well-represented across key promotional platforms, including Tourism Nova Scotia's marketing channels.

The successful candidate or firm must have experience in destination marketing, content creation, and digital marketing strategies to increase awareness and visitation to Central Nova Scotia through targeted initiatives.

As an outcome of COVID support funding, the region developed the “**Explore Central Nova Scotia**” platform, which includes a Facebook page, Instagram, YouTube channel, and website. This platform serves as a central hub for promoting the region's tourism offerings and will be a key resource for the successful proponent in implementing marketing efforts. The role will involve utilizing and expanding this platform to increase awareness and visitation to Central Nova Scotia through targeted initiatives.

This initiative is a continuation of the Regional Strategic Tourism Expansion Program (STEP) funded by Tourism Atlantic through the Atlantic Canada Opportunities Agency. The STEP Report can be found [here](#).

2. Proposal Requirements:

Proponents must submit a proposal that provides the following components:

- a. **Company Overview and Background**
- b. **Proposal Overview** – Provide an executive summary outlining the proponent's approach to delivering the services described in the Scope of Work.
- c. **Pricing and Fee Structure** – Proposals must include a detailed breakdown of pricing and fees associated with the services outlined in the scope of work.
- d. **References** – Provide references from existing or previous clients, preferably from municipalities or destination marketing organizations.



3. Scope of Work & Key Contract Responsibilities:

Marketing & Content Development:

- Develop and execute tourism marketing campaigns that drive visitation and increase awareness of Central Nova Scotia.
- Create compelling content, including blog posts, newsletters, and social media updates, to engage visitors and promote regional tourism.
- Work closely with Tourism Nova Scotia to ensure maximum visibility for Central Nova Scotia's tourism experiences on their platforms.
- Identify new opportunities for destination marketing based on trends, visitor data, and industry best practices.

Influencer & Media Campaigns:

- Identify, recruit, and manage relationships with influencers, bloggers, and travel media to showcase the region.
- Plan and coordinate itineraries, partnerships, and promotional campaigns with influencers and content creators.
- Track and analyze the success of influencer campaigns, making data-driven adjustments for maximum impact.

Industry Engagement & Product Development:

- Work directly with tourism operators to develop market-ready packages and experiences that attract visitors.
- Provide guidance to businesses on leveraging marketing opportunities and enhancing their promotional efforts.
- Engage with industry stakeholders to ensure alignment with regional tourism priorities.

Digital Marketing & Analytics:

- Manage social media accounts, content marketing, and online advertising to maximize engagement.
- Monitor and report on marketing campaign performance, using analytics tools to measure effectiveness and adjust strategies.
- Maintain and update tourism-related website content to ensure accuracy and appeal.

Event & Partnership Support:

- Collaborate with regional and provincial partners to amplify marketing reach and effectiveness.



4. Proposal Submission

Proposals must be submitted by email or mail with the subject heading marked “RFP for Central Nova Scotia Tourism Marketing Contract.” The package must clearly identify the proponent’s name and contact information.

Proposals must be submitted no later than **April 18th, by 12:00 pm** (Atlantic Time). It is the responsibility of the proponent to ensure that the proposal is received on time. Late submissions will not be considered.

All submissions must be signed by the proponent or an authorized representative of the proponent submitting the proposal. Unsigned submissions may be rejected at the discretion of the Municipality. Faxed proposals will not be accepted.

Proposals must be submitted to the following email address or mailing address:

Jenn Mantin

Economic Development Officer

Email: jmantin@colchester.ca

Municipality of Colchester

Economic Development

1 Church Street, Truro, NS, B2N 3Z5

Phone: (902) 890-6780

5. Proposal Acceptance

This request for proposal (“RFP”) implies no obligation on the Municipality to accept any proposal, or a portion of a proposal. The Municipality reserves the right to cancel or reschedule the RFP at any time.

6. Evaluation of the RFP

In submitting the proposal, the proponent recognizes the Municipality has the right to reject any or all proposals or to accept any proposal, or portion thereof, deemed in its best interest.

Submissions to this RFP will be reviewed by the Executive Committee of the Central Nova Scotia Tourism Society and other resource specialists as appropriate. All proposals must comply with all requirements outlined in this document and all submissions will be evaluated and ranked against the following criteria and associated weights.

Evaluation Components:

- 10% - Company Background & Team Information
- 45% - Marketing Plan & Strategy
- 25% - Pricing & Fees



- 15% - References
- 5% - Quality of Proposal

7. Inquiries

All inquiries regarding the RFP must be submitted in writing to the address listed below as early as possible within the bidding period. Inquiries must be received no less than three (3) business days before the closing date to allow sufficient time to provide a response. Inquiries received after that time may not be answered prior to the closing date. Information obtained from any other source will not bind the Municipality in any way.

For inquiries, please contact:

Jennifer Mantin

Economic Development Officer

Email: jmantin@colchester.ca

Phone: (902) 890-6780

8. No Contractual Relations

In submitting a proposal, a proponent acknowledges and agrees that they are not entering into a contract. The Municipality shall not pay any cost for the preparation of any RFP whether or not successful.

9. Irrevocable

All proposals submitted must be kept open and available for acceptance for a period of up to sixty (60) days from the closing date of April 18, 2025. There will **not** be a public opening of bids after the closing deadline.