



Report to: Development Service Committee

Meeting Date: September 12, 2022

SUBJECT: 160-R-22 Destination Markham Corporation Tourism Strategic Master Plan

PREPARED BY: Darius Chung, Senior Buyer, Ext. 2025
Eric Lariviere, Destination Markham Corporation Lead, Ext. 7546

RECOMMENDATION:

1. That the report entitled “160-R-22 Destination Markham Corporation Tourism Strategic Master Plan” be received; and,
2. That the contract for 160-R-22 Destination Markham Corporation Tourism Strategic Master Plan Services be awarded to the highest ranked, lowest priced bidder, CBRE Limited in the total amount of \$139,103 inclusive of HST; and,
3. That the contract awarded in the amount \$139,103 be funded from the “Tourism Relief Grant” account 960-960-5630 with available budget of \$200,000; and,
4. The amount of \$60,897 (\$200,000 - \$139,1013) will remain in the project for any additional costs that maybe incurred within the project; and,
5. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to obtain approval to award the contract for consulting services to develop Destination Markham Corporation’s three year tourism strategic master plan. The vision for the three-year plan will be comprised of short, medium, and long term approaches.

BACKGROUND:

Destination Markham Corporation (DMC) is a municipal corporation launched in April 2020 as the destination management organization for the City of Markham. DMC’s purpose is to promote Markham as a remarkable destination for visitors, including tourists, sport and festival attendees, meeting and conference delegates, and business travelers. The key tourism primary goal is to research, develop, market and grow Markham’s tourism economy. DMC partners with the hotel industry, festival-event-conference-travel planners, attraction operators, cultural institutions, sports tourism promoters, entertainment and recreation providers, restaurants and related service businesses and the City of Markham.

The primary goal of the Markham Destination Strategic Master Plan is to guide industry and municipal investment in developing Markham as a destination over the next three years including visitor attraction infrastructure, physical assets, and services and programs related to the visitor experience.

The awarded consultant will lead in tandem with staff to conduct stakeholder consultation, interviews, analysis, and all necessary research to deliver and present recommendations that will successfully achieve DMC's vision and goals.

The final strategy will engage the community and stakeholders to conduct various analysis and deliver a three year tourism strategy by March 31, 2023.

BID INFORMATION:

Bid closed on	July 11, 2022
Number picking up bid document	13
Number responding to bid	3

PROPOSAL EVALUATION:

The Evaluation Team was comprised of DMC Chair, City Staff and the City's Procurement Department acting as the evaluation facilitator. The two-staged evaluation was based on pre-established evaluation criteria as outlined in the Request for Proposal: 10% experience and qualifications of the consultant, 20% approach and methodology, 20% detailed work plan, 10% for stakeholder engagement, and 10% for references, and 30% for price, totaling 100%.

Bidder	Total Score (100 points)
CBRE Limited	93

CBRE Limited's team will be led by Rebecca Godfrey, Senior Director of Tourism and Leisure, Valuation and Advisory Services along with Hildengard Snelgrove, Associate Director with Mellor Murray Consulting Inc. acting as a sub-consultant. The team cumulatively brings over 50 years of experience in the field in addition to local tourism strategy implementation projects for the City of Vaughan, Town of Halton Hills, amongst several others.

FINANCIAL CONSIDERATIONS:

In 2022, DMC was successful in obtaining up to \$200,000 as a grant from Canada's Tourism Relief Fund (TRF). The TRF administered by the Federal Economic Development Agency for Southern Ontario, is a \$500-million national program to support the tourism sector in Canada. The TRF will help position Canada as a destination of choice as domestic and international travel rebounds by:

- Empowering tourism businesses to create new or enhance existing tourism experiences and products to attract more local and domestic visitors;
- Helping the sector reposition itself to welcome international visitors, by providing the best Canadian tourism experiences we have to offer the world;
- Adapt their operations to meet public health requirements;
- Improve their products and services;
- Position themselves for post-pandemic economic recovery.

The contract award amount of \$139,103 will be funded from the "Tourism Relief Grant" and the remaining amount of \$60,897 (\$200,000 - \$139,103) will remain in the account to be utilized for additional costs incurred within the project.

OPERATING BUDGET AND LIFE CYCLE IMPACT

Not Applicable.

ENVIRONMENTAL CONSIDERATIONS

The Consultant shall conduct an environmental scan and analysis from the lens of tourism prior to and as result of COVID-19 to guide industry recovery, resiliency, and growth. Analysis will include focus on tourism assets, infrastructure, investments, transportation, and trends with the aim of balancing the needs of the community and tourism objectives.

HUMAN RESOURCES CONSIDERATIONS

Not Applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Goal	Examples – How the Solution can Help Achieve the Goal
Exceptional Services by Exceptional People	DMC will work with the consultant to ensure the tourism strategy aligns with stakeholder, community, and tourism objectives.
Engaged, Diverse & Thriving City	Supports tourism, sport, business travel, and City investments.
Safe & Sustainable Community	Tourism master plan will promote and attract tourism, benefit local communities.
Stewardship of Money & Resources	The contract is funded from Canada's Tourism Relief Fund grant approved for up to \$200,000.

BUSINESS UNITS CONSULTED AND AFFECTED:

Comments from Culture & Economic Development and Finance have been incorporated into this report.

RECOMMENDED BY:

Chris Rickett,
Director, Econ Growth,
Culture & Entrepreneurship,
Culture and Economic Development

Arvin Prasad,
Commissioner, Development Services

Trinela Cane,
Commissioner, Corporate Services