

Request for Quote/Proposal: CMS/CRM Development Services

About the Tourism Industry Association of Canada (TIAC)

The Tourism Industry Association of Canada (TIAC) is an incorporated not-for-profit membership organization and the leading voice for the Canadian tourism industry, dedicated to promoting and supporting a competitive and sustainable tourism sector. TIAC advocates for policies and programs that benefit its members, ensuring the continued growth and prosperity of Canada's \$130-billion tourism industry.

Founded in 1930 to encourage the development of tourism in Canada, TIAC serves today as the national private-sector advocate for the sector. Based in Ottawa, TIAC represents tourism interests at the national level by promoting and supporting policies, programs, and activities that foster the industry's growth and development.

TIAC's membership reflects partnerships among all sectors of the industry, and provincial, territorial, and regional tourism associations, enabling the association to address the full range of issues facing Canadian tourism.

 Phone

 Website

 Email

 Address



Scope of Work

TIAC is requesting a proposal for a provider of a Content Management System (CMS) and a Customer Relationship Management (CRM) tool with which to build our website and manage our membership database (including but not limited to the migration of content from our current system). The provider must also be able to host the CMS & CRM and satisfy any design requirements (e.g. page mocks) that TIAC cannot sufficiently perform. As TIAC is a national organization, the site must be able to exist in both English and French languages. Though not necessary, the inclusion of a mobile app of the TIAC site (a responsive version of the web-based site will suffice) and an appointment-booking feature for the nationwide events we host each year would benefit your proposal. TIAC currently has 603 regular members and 242 associate members.

Project Timelines

The chosen provider must be prepared to commence work immediately. Ideally, the new CMS/CRM would be in place before the end of 2025, with updates and the regular addition of features to follow. The details of which would be identified in the contract between the two parties.

Minimum Requirements of Bidder

The bidder must demonstrate that they:

1. Have direct experience with web design, CRM, and CMS for non-profit and/or membership-based organizations.
2. Offer a clearly defined cost structure.
3. Are able to meet the requirements of the project as described in this RFP.
4. Can regularly meet (virtually is sufficient) to provide updates, demonstrations, and answer any questions TIAC may have.

Project Costing

We ask bidders to provide multiple options for each of the deliverables with the



estimated costs associated with each option. The final budget will be based on the proposed plan, estimated activity costs and consultation with TIAC.

Pricing must include all costs, including third-party expenses and all labour and fees.

Proposal Submission Guideline

Submissions must include, but are not limited to, the following components:

1. Scope: Include a statement summarizing your understanding of the scope of the project.
2. Proposed Work Plan: Using the tasks described in the Key Project / Deliverables section of the RFP as your reference point, describe in narrative form, your plan for accomplishing the work for your main recommendation and the additional recommendations. Modifications to the Key Project / Deliverables as presented are permitted; however, reasons for changes should be fully explained and justified. Include proposed timeframes and explanations of how the RFP requirements will be achieved.
3. Deliverables: Provide a description of your understanding of the final deliverables expected by the Tourism Industry Association of Canada.
4. Project Costing: Supply a comprehensive breakdown of the cost estimates associated with each of the project deliverables.
5. Special Considerations: Identify any unique challenge(s) that you perceive in executing the project, and how you might approach the challenge(s).
6. Project Staff: Identify a dedicated Account Manager assigned for the period of contact.
7. Prior Experience: Provide previous examples of similar work on which TIAC can evaluate your suitability. Include three (3) references (one for each project). Include client name, contact person, email address, and phone number, along with a brief description of each project). Do not include any Tourism Industry Association of Canada personnel in your references.

Proposal Evaluation

Proposals will be evaluated by a selection committee to determine responsiveness to the RFP; TIAC may reject any non-responsive proposal. A CMS/CRM provider will be chosen based on a bidder's response to the requirements and evaluated according to the criteria listed below:

Contractor Evaluation (30%)

- Company's overall capabilities based on understanding of project scope and activities
- Qualifications and experience in delivering similar high-impact events



- Demonstrated experience/past performance
- Team member qualifications

Proposed Work Plan (20%)

- Understanding of the project, including clarity and relevance of the proposal
- Quality of the work plan, including approach to deliverables
- Proposal preparation, thoroughness, and responsiveness to the requirements of RFP
- Outline of deliverables and how they will be met
- Identification, explanation, and justification of modified tasks and/or unique challenges expected
- Creative and innovative approach to the project

Estimation of Project Costs (50%)

- Itemized and detailed budget estimates and allocations
- Competitiveness compared to other bidders

Proposals must be submitted in English in PDF and/or PPT format (including appendices, where applicable) to email: rfp@tiac-aitc.ca no later than April 30, 2025, at 5 p.m. ET. No other submission format will be accepted.

All proposals must be marked with the bidder's name and reference the title of this project.

The Tourism Industry Association of Canada will notify all bidders upon receipt of their proposal via email. The Tourism Industry Association of Canada is not responsible for bids that fail to reach its office by the submission deadline.

Critical Timelines

This request for proposal was broadcast in April 2025.

Email or phone inquiries are welcome until 10 a.m. Eastern Time on April 30, 2025.

Proposal submissions must be received by the Tourism Industry Association of Canada office no later than April 30, 2025, at 5 p.m. ET

The selection committee will review submissions and convene in May to decide on the winning bidder. Bidders may be required to present their product/solution to the selection committee during the decision-making process; they will be given sufficient notice to prepare such presentations. All bidders will be notified of outcomes by May 31, 2025.

The chosen provider must be prepared to commence work immediately.



Key Terms of Engagement

Although not exhaustive, this list of key terms of engagement will become an integral part of the Agreement between the Tourism Industry Association of Canada on behalf and the successful bidder.

- **Acceptance of the Proposal:** Tourism Industry Association of Canada reserves the right not to accept the lowest price or any proposal. The RFP should not be construed as a contract to purchase services. The Tourism Industry Association of Canada shall not be obligated to any bidder in any manner until a written agreement relating to an approved proposal has been duly executed.
- **Proposal Revisions:** Proposal revisions must be received prior to the RFP submission/closing date and time.
- **Financing of Proposals:** The cost associated with preparing and submitting proposals will not be paid by the Tourism Industry Association of Canada
- **Acceptance of RFP Conditions:** Receipt of the proposal offer will be considered acceptance of the RFP terms and conditions by the bidder.
- **Subcontracting:** Subcontracting may be allowed as a condition of the anticipated contract for service. When allowed, proposed subcontractors must be listed and TIAC reserves the right to approve of any proposed subcontractors. Joint proposal submissions must indicate which bidder has overall responsibility for project management.
- **Project Contact:** The Tourism Industry Association of Canada will assign a project contact at the time the contemplated contract is awarded. The successful bidder will also assign a project contact at that time.
- **Negotiation Delay:** If a written contract cannot be concluded within five days of notification to the designated bidder, the Tourism Industry Association of Canada may, in its sole discretion, terminate negotiations with that bidder and either negotiate a contract with another bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the bidders.
- **Funding:** The implementation of the selected proposal is dependent upon funding being approved by the Tourism Industry Association of Canada.
- **Proposals as Part of Contract:** Proposals may be negotiated with bidders. Once a bidder is chosen, the proposal as negotiated will form part of any contract awarded.
- **Disclaimers/Limitations of Liability:** Neither acceptance of a proposal nor execution of an agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit, or license pursuant to any federal, provincial, regional district or municipal statute, regulation, or by-law. It is the responsibility of the contractor to obtain such approvals prior to the commencement of the services under the proposed



contract.

- Copyright: During the project period, the successful bidder shall not sell, transfer, mortgage, lease, or otherwise dispose of any tangible or intangible assets including any intellectual property purchased for the Tourism Industry Association of Canada under the contracted agreement without prior written consent of the owners. The copyrights, trademarks, and any other intangible or tangible rights relating to the underlying works belong to TIAC and shall be delivered forthwith to TIAC upon completion of the particular project, or as otherwise requested by TIAC. TIAC reserves all rights in its own intellectual property.

Tourism Industry Association of Canada reserves the right to modify the conditions of the RFP at any time up to the closing date and time.

Confidentiality and Security

- Other Purpose: This document or any portion thereof, may not be used for any purpose other than the submission of proposals.
- Security and Privacy of Information: The successful bidder must agree to maintain security standards consistent with the security policies of the Government of Canada. The successful bidder must also agree to comply with the Tourism Industry Association of Canada Privacy Policy regarding information received from participants in industry consultation activities, which is available [on the TIAC website](#). This includes strict control of access to data and maintaining confidentiality of information gained while carrying out their duties under the terms of any contract.
- Disclosure: All documents submitted by bidders shall become the property of Tourism Industry Association of Canada, and as such will be subject to the disclosure provisions of the Freedom of Information and Protection of Privacy Act. Information pertaining to Tourism Industry Association of Canada obtained by the bidder because of their participation in this project is confidential and must not be disclosed. Samples of work provided as part of submission requirements remain property of the bidder and will not be shared with other bidders.

TOURISM INDUSTRY ASSOCIATION OF CANADA, ITS EMPLOYEES, AGENTS, AND CONSULTANTS EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR REPRESENTATIONS, WARRANTIES EXPRESSED OR IMPLIED OR CONTAINED IN, OR FOR OMISSIONS FROM THIS RFP PACKAGE OR ANY WRITTEN OR ORAL INFORMATION TRANSMITTED OR MADE AVAILABLE AT ANY TIME TO A BIDDER BY OR ON BEHALF OF TOURISM INDUSTRY ASSOCIATION OF CANADA. NOTHING IN THIS RFP IS INTENDED TO RELIEVE BIDDERS FROM FORMING THEIR OWN OPINIONS AND CONCLUSIONS IN RESPECT TO THIS RFP.





RFP Schedule

Deadline for questions: April 30, 2025 (email: rfp@tiac-aitc.ca)

Deadline for Intent to Submit: April 18, 2025 (email: rfp@tiac-aitc.ca)

Deadline for submitting Proposal: April 30, 2025 (email: rfp@tiac-aitc.ca)

Contract Awarded: May 31, 2025

TIAC Contact:

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Digital Content Specialist

Tourism Industry Association of Canada

