

# Pillar Attraction Identification Request for Proposals

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Issue Date: January 15, 2026  
Closing Date: March 13, 2026



[GPTOURISM.CA](http://GPTOURISM.CA)

## 1. Introduction & Background

The Grande Prairie Regional Tourism Association (GPRTA) is the designated Destination Marketing and Management Organization for a large geographic region in Northwestern Alberta. The region encompasses the City of Grande Prairie, the County of Grande Prairie, the MD of Greenview, Saddle Hills County and multiple surrounding towns.

Through ongoing engagement with GPRTA's member communities, it has become evident that each community possesses unique attractions that can be compelling motivators for visitor stops, extended stays, or cross-regional exploration. However, with limited exceptions (e.g., the Phillip J. Currie Dinosaur Museum in Wembley), most communities have not yet identified a definitive "pillar attraction" around which tourism marketing can be anchored, nor have these potential attractors been fully developed, monetized, or strategically positioned.

Across Alberta, many small communities share the belief that visitors "should" stop in their town, yet the tourism marketplace requires a clear, differentiated, and superlative-based reason to do so (e.g., "biggest," "oldest," "most delicious," "most authentic," etc.). Moreover, there exists a regional opportunity to connect such pillar attractions into compelling visitor itineraries and narratives capable of inducing multi-community day trips or multi-day travel within the GPRTA region.

To support this strategic shift, GPRTA seeks to retain a qualified firm to facilitate community sessions, identify candidate pillar attractions, evaluate viability and market positioning, and produce a synthesized set of recommendations on which GPRTA may build regional brand cohesion, product development strategies, and marketing programs.

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## 2. Project Objectives

This procurement aims to engage a consultant/firm ("Proponent") to:

1. Facilitate structured engagements across participating communities to identify or validate potential pillar attractions.
2. Assess and articulate superlatives, differentiators, and narrative elements tied to tourism motivations and market expectations.
3. Evaluate feasibility and monetization pathways (direct or indirect) for identified attractors.
4. Identify shared thematic linkages enabling cross-community itineraries, touring routes, or narrative clusters.
5. Recommend a regional framework for positioning, product development, and marketing activation led by GPRTA.

6. Produce actionable recommendations capable of informing GPRTA's future branding and strategic marketing investments.

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### 3. Scope of Work

The Proponent will be expected to perform the following tasks:

#### 3.1 Pre-Engagement Research

- Review available tourism data, visitation insights, brand materials, and municipal inputs.
- Conduct preliminary discovery interviews with GPRTA leadership.
- Participate in GPRTA-led community tours.

#### 3.2 Community Facilitations

- Design and deliver structured workshops (in-person, preferred) across participating communities within the region.
- Extract insights including potential pillar attractions, heritage narratives, culinary assets, agricultural assets, outdoor recreation assets, and future development concepts.
- Document barriers, opportunities, and perceived community priorities.

#### 3.3 Synthesis & Evaluation

- Assess identified attraction concepts using criteria such as:
  - Uniqueness & differentiation
  - Tourism demand/opportunity alignment
  - Monetization potential
  - Market positioning and superlative alignment
  - Development feasibility
  - Fit within regional touring framework

#### 3.4 Recommendations & Deliverables

Recommendations must include:

- Identified pillar attractions per community (existing or concept-stage)
- Assessment of community readiness and development pathways
- Potential thematic clusters or touring itineraries linking communities
- Opportunities for narrative amplification or superlative branding
- Suggestions for monetization or revenue capture (direct/indirect)
- Implications for GPRTA brand and future marketing initiatives

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### 4. Deliverables

Minimum deliverables include:

1. Project Work Plan & Timeline
2. Facilitation Materials & Workshop Summaries

3. Community Pillar Attraction Profiles
4. Regional Synthesis Report
5. Recommendations Framework
6. Presentation to GPRTA Board/Stakeholders

A final report must be provided in both editable and PDF formats. GPRTA may request up to two revision cycles.

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## 5. Project Timeline

- RFP Issue Date: January 15, 2026
- Deadline for Questions: February 27, 2026
- Submission Deadline: March 13, 2026
- Evaluation Period: March 16 – 20, 2026
- Award Notification: April 1, 2026
- Project Commencement: April 20, 2026
- Final Deliverables Due: December 31, 2026

Dates may be adjusted at GPRTA's discretion.

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## 6. Proposal Submission Requirements

Proposals must include:

1. Executive Summary
2. Proponent Profile & Qualifications
3. Relevant Experience (community tourism, placemaking, rural tourism, facilitation, product development, strategic branding, etc.)
4. Methodology & Facilitation Approach
5. Work Plan & Schedule
6. Team Composition
7. Fees & Cost Breakdown (including all project-related costs)
8. References (minimum 2, preferably tourism or municipal sector)
9. Disclosure of Subcontractors (if applicable)

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## 7. Budget

A not-to-exceed budget may be provided to shortlisted proponents or negotiated following evaluation. Proponents should submit their own estimated cost structure.

All pricing must be in Canadian dollars and inclusive of GST.

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## 8. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of Scope & Objectives – 20%
- Relevant Experience & Expertise – 25%
- Methodology & Facilitation Approach – 25%
- Cost & Value Proposition – 20%
- References & Past Performance – 10%

GPRTA is not obligated to accept the lowest-priced proposal.

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## 9. Legal & Contractual Considerations

This RFP is not a tender and does not create contractual obligations between GPRTA and any Proponent. GPRTA reserves the right to:

- Reject any or all proposals;
- Negotiate any proposal;
- Cancel or amend this RFP at any time;
- Select a Proponent based on factors beyond price.

The successful Proponent will be required to enter into a written agreement governed by the laws of the Province of Alberta. Insurance, WCB coverage, and compliance with applicable provincial and federal laws will be required. Intellectual property arising from the project shall be owned by GPRTA.

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## 10. Submission Instructions

Proposals must be submitted electronically in PDF format to:

Email: [director@gptourism.ca](mailto:director@gptourism.ca)

Subject Line: *RFP – Pillar Attraction Project*

Late submissions will not be accepted.

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## 11. Questions & Clarifications

All inquiries must be submitted in writing prior to the deadline for questions. Responses may be shared with all proponents at GPRTA's discretion.

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## 12. Confidentiality

Information provided by GPRTA or its member communities shall be treated as confidential and used solely for the purposes of preparing the proposal and performing any resulting contract.

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**End of RFP**