

## REQUEST FOR QUALIFICATIONS (RFQ)

### SOCIAL MEDIA – CONTENT CREATOR SERVICES

Request for  
Qualifications  
No. RFQ26DBC62

Issue date:  
November 18, 2025

## 1. Overview of the Requirement

Destination BC is a Provincially funded, industry-led, Crown corporation that supports an authentic and sustainable future for the tourism industry in BC through a combination of global marketing, destination development, industry learning, cooperative community-based programs, and visitor servicing. These investments help to improve the visitor experience, support businesses and communities, and grow BC's worldwide reputation as a destination of choice. For more information about Destination BC's programs and services, please visit: <http://www.DestinationBC.ca/>.

Destination BC wishes to create a list of Qualified Suppliers with expertise in the area of **social media content creation**. This posting is to provide an opportunity for aspiring independent social media content creators to become Qualified Suppliers for Destination BC.

Respondents should have an established social media presence under their own personal brand (versus working in a social media role for another brand), be active on their platforms, and have a track record of posting content that is optimized for mobile viewing and designed for driving engagement.

The selected Respondents will provide photo and video content from one or more geographic areas in BC which will primarily be used on Destination BC's, and/or its tourism partners', social media channels. The selected Respondents may also be asked to publish content to their audiences.

The selected Respondents should be willing to work within an ecosystem of collaboration with other Destination BC ("DBC") marketing agency partners and suppliers, as well as work with Destination BC's tourism partners (i.e. Regional Destination Management Organizations, Community Destination Management

Organizations, Sector Management Organizations, tourism businesses). The selected Respondents will support Destination BC's goal of becoming the most highly recommended destination in North America through brand storytelling excellence.

Based on the review of the RFQ Responses, Destination BC intends to establish a List of Qualified Suppliers who, on an "**as, if, and when requested**" basis, may be contacted directly to gauge interest and availability, or asked to compete in accordance with the selection method set out in paragraph 7.1.5, to enter into Contract(s) for provision of writing services described in section 3. This List may also be shared with, and used by, our tourism partners across the province.

## **2. Introduction**

### **Request for Qualifications Number: RFQ26DBC62**

**Issue date:** November 18, 2025

**Initial Intake Closing Date and Time:** Proposal must be received before 2:00 PM Pacific Time on: January 8, 2026.

**RFQ Termination Date:** November 30, 2027

Responses must be in English and must be submitted either via the online application, email, or by mail to the Destination BC Corp. ("Destination BC") address set out below, and in accordance with one (1) of the following requirements:

#### *Online Application:*

Respondents may submit one (1) complete electronic Response via the Online Application Portal, which can be accessed below, following the review, and acceptance, of the Terms and Conditions; or

#### *Email Submission:*

Respondents may submit one (1) complete electronic Response via email to [EconSubmissions@gov.bc.ca](mailto:EconSubmissions@gov.bc.ca). Include the opportunity description and **RFQ26DBC62** in the subject line of the email. Respondents choosing to submit via email must use the Social Media – Content Creator Services Request for Qualifications PDF document on this page;

#### *Mail in:*

Respondents may submit one (1) complete hard copy Response via mail to Destination BC, 12th Floor, 510 Burrard Street, Vancouver, BC V6C 3A8. Respondents may use the Social Media – Content Creator Services Request for Qualifications fillable PDF

document on this page, or may prepare a hard copy Response following the instructions in Section 9, Response Details.

Submissions made in this manner should be contained within an envelope clearly marked with the Respondent's name and address, the opportunity description and **RFQ26DBC62**.

Responses must not be sent by facsimile.

In order to be considered for the Initial Intake, a Response must be received before the Initial Intake Closing Date and Time. Destination BC may receive Responses after the Initial Intake Closing Date and Time and those Responses will be reviewed by Destination BC a minimum of twice per year, as described in Section 7.1.11 of the Use of List section of the Terms and Conditions.

Respondents must complete and submit one Part A – Respondent Information and one Part B – Qualification Summary for each writer that would perform work.

**CONTACT:** All enquiries related to this Request for Qualifications (RFQ), including any requests for information and clarification, can be directed, in writing, to the following person (the "Contact Person"):

Procurement Specialist

Destination British Columbia

[EconSubmissions@gov.bc.ca](mailto:EconSubmissions@gov.bc.ca)

Information obtained from any source other than the Contact Person is not official and should not be relied upon. Enquiries and answers providing new information may be recorded and posted to Section 10 below or otherwise may be distributed to all Respondents. All questions should be submitted, via e-mail, at least five (5) business days prior to the Initial Intake Closing Time and Date. Questions received after the Initial Intake Closing Time and Date will be reviewed for the next intake.

### **3. Services**

#### **3.1 Background**

Destination BC's Global Marketing team is responsible for creating content that brings to life the people, places, and stories from all corners of British Columbia. Through writing and storytelling, we strive to create an emotional connection with travellers and both inspire and enable future visitation to BC.

Destination BC is seeking aspiring, independent social media content creators who can share their passion for the landscapes, wilderness, wildlife, culture, and city spaces that reflect the essence of the Super, Natural British Columbia® brand and family of brands, through the creation of photo and video content that is optimized for various social media channels. Destination BC is looking to form and foster ongoing relationships directly with aspiring creators who are interested in contributing content to Destination BC and its partners.

### **3.2 Requirements**

Destination BC has ongoing requirements for social media content creators to capture photo and video content in all regions of British Columbia. The content will primarily be used by Destination BC and/or its tourism partners on social media and other digital channels, and should be optimized for mobile and for the social media channel for which it is intended. Content creators will need to be comfortable working with tourism partners throughout the province, and within their specific guidelines and audiences.

Only project-related, in-province travel expenses for a single content creator will be covered by Destination BC, as approved in the contract.

Respondents should:

- Be willing to work within an ecosystem of collaboration with other Destination BC agency partners and suppliers, as well as be willing to work with Destination BC's tourism partners (e.g. Regional Destination Management Organizations, Community Destination Management Organizations, Sector Management Organizations, tourism businesses).
- Have their own (or rented) equipment and/or supplies, as they will not be supplied by Destination BC.

Typical Process and Deliverables:

- Destination BC or partners issue "call-outs" to the pre-qualified list of social media content creators, outlining social media content gaps which they are looking to fill;
- Social media content creators review recently-shot images and videos to see if they can help fill the gap;
- In some instances, on a project by project basis, a social media content creator would capture image and/or video content on location in British Columbia as required;
- Social media content creators upload images and/or videos to a shareable link/drive for review;
- Destination BC, or its partners, reviews submissions, selects content they would like to purchase, confirms the pricing and issues a contract;
- If required, social media content creators edit images and videos;

- Social media content creators provide final images and videos to Destination BC and/or its partners for future use and issue an invoice for the agreed-upon cost of the content;
- Social media content creators may be asked to post images and/or videos to their social media account.

### 3.3 Pricing

Respondents should provide:

- Rate for a single image
- Rate for a single raw vertical video clip
- Rate for an edited 30-60 seconds video content for social media (i.e. vertical format)
- Rate per post for the social media content creator to post the licensed content to their own social media channels, as directed by Destination BC or partners.
- Rates should state which usage rights it is applicable to (a or b):
  - a) *a non-exclusive, perpetual, irrevocable, royalty-free, assignable, worldwide license to use, reproduce, modify and distribute the asset(s) and the right to sublicense to third-parties (at no cost) to our tourism partners' (DMOs, tourism businesses, travel media, etc.), for the sole purpose of sharing on online channels, including Instagram, Facebook, TikTok, Weibo, WeChat, Pinterest, YouTube, sponsored and/or promoted social media posts, consumer websites, email marketing and other digital channels, both present and future for the purpose of promoting tourism to and around BC;*
  - b) *for the sole purpose of sharing on social media channels only, including Instagram, Facebook, TikTok, Weibo, WeChat, Pinterest, YouTube, by Destination BC and featured tourism partner(s), both present and future for the purpose of promoting tourism to and around BC.*

Rates must be in Canadian dollars exclusive of taxes.

These rates will be used by Destination BC, and its tourism partners, for creating future potential contracts. Qualified Suppliers will be expected to hold their rates for at least the first year of the RFQ term. Any reasonable price increases during the term of the RFQ must be provided to Destination BC in writing for approval.

Pricing provided will not be evaluated as part of the Response submission but will be used by Destination BC and its partners as a guideline for potential contracts.

Destination BC will pay pre-approved expenses at government rates as confirmed in the Contract for mileage, accommodation, meals, and miscellaneous expenses should travel be requested for a project.

### **3.4 Security Clearance**

Destination BC may, in its sole discretion, require security clearances, in a form satisfactory to Destination BC, from the Qualified Supplier before entering into a Contract. Any costs associated with obtaining such security clearances will be borne by the Qualified Supplier under the Contract.

### **3.5 Location and Facilities**

Projects may require Qualified Suppliers to work at the Destination BC offices from time to time, but otherwise they can work at their own off-site work location and should be able to be contacted by telephone, and e-mail.

When required to work on-site by Destination BC, Qualified Suppliers will have access to a workspace that has a desk and Wi-Fi connectivity.

## **4. Representing the People of BC**

Destination BC is committed to diversity, equity, inclusion, and accessibility. We understand our responsibility to ensure that our marketing activities accurately and authentically represent the diversity of people in British Columbia. We take accountability for this in the stories we share, as well as who we work with and the way we work to share these stories. We consider this work an ongoing commitment and evolving journey.

## **5. Request for Qualifications Definitions**

- **“Addenda”** means all additional information regarding this RFQ including Amendments to the RFQ and Responses to Enquiries. The “Addenda” are located in Section 10 on this RFQ;
- **“Amendment”** means a change to the RFQ that results in posting an updated version of the RFQ. The amendment will indicate whether a Respondent is required to submit a new Response to the RFQ;
- **“Consultant”** means a person nominated by a Respondent to be qualified in one or more Service Area;
- **“Contact Person”** means the contact person in the Introduction section of this RFQ;
- **“Contract”** means a written contract entered into by Destination BC and a Qualified Supplier;
- **“Contractor”** means a Qualified Supplier that has entered into a Contract.
- **“Destination BC”** or **“DBC”** means Destination BC Corp. doing business as Destination British Columbia;

- **“Initial Intake”** means the date and time set out in the Introduction section 2 of the Terms and Conditions and the evaluation of Responses that are received before the Initial Intake Closing Date and Time. After the Initial Intake Closing Date and Time, Responses will be received on a continuous basis as further described in section 7.1.11;
- **“Initial Intake Closing Date and Time”** means the date and time set out on the Introduction section of the RFQ;
- **“Issue Date”** means the date the RFQ was posted to the Destination BC corporate website; and as initially set out in the Introduction section of the RFQ;
- **“List of Qualified Suppliers”** or **“List”** means a list of names of Qualified Suppliers who possess the qualifications described in this RFQ and that have satisfied any conditions set by Destination BC for being added to and staying on that list;
- **“must”** or **“mandatory”** means a requirement that must be met in order for a Response to receive consideration;
- **“Online Application”** means the electronic service for submitting a Response found at website <https://www.DestinationBC.ca/>;
- **“personal information”** has the meaning ascribed to that term in the Freedom of Information and Protection of Privacy Act (British Columbia);
- **“Qualified Supplier”** means a Respondent who is either an individual, or who is a company or other legal entity having submitted one or more personnel qualifications, possessing the qualifications in a Service Area described in this RFQ that has satisfied any conditions set by Destination BC for being added to, and staying on, the List of Qualified Suppliers in that Service Area;
- **“Respondent”** means an individual, a company or other legal entity that submits, or intends to submit, a Response;
- **“Response”** means a response submitted by a Respondent in reply to this RFQ conforming to the requirements of Parts A and B to this RFQ;
- **“RFQ”** or **“Request for Qualifications”** means the process described in this document;
- **“Services”** or **“Service Area”** means the services specified in section 3 of this RFQ;
- **“should”** or **“desirable”** means a requirement having a significant degree of importance to the objectives of this RFQ;
- **“social media content creator”** means a person who conceptualizes, creates, and publishes content specifically designed for social media platforms such as Instagram, Facebook, TikTok, or YouTube (as examples). Their goal is to engage audiences, tell stories, share information, and often promote products, experiences, or brands—in an authentic and compelling way; and
- **“Termination Date”** has meaning ascribed to that term in Section 2 of the RFQ.

## 6. Request for Qualifications

### 6.1 Enquiries

All enquiries related to this RFQ must be directed to the Contact Person by email. Information obtained from any other source other than the Contact Person is not official and should not be relied upon. Enquiries and answers may be recorded and distributed to all Respondents at Destination BC's option.

## **6.2 Initial Intake Closing Date and Time**

In order to be considered for the Initial Intake, a Response consistent with the requirements set out in the Introduction section must be received before the Initial Intake Closing Date and Time identified above. Responses must not be sent by facsimile.

Respondents may submit Responses after the Initial Intake Closing Date and Time and those Responses will be reviewed as described in section 7.1.11.

## **6.3 Qualifications Review Committee**

Responses will be assessed by a qualifications review committee formed from time to time by Destination BC. The qualifications review committee may change in composition from time to time and may include contractors of Destination BC.

## **6.4 Review and Selection**

The qualifications review committee will check Responses against the mandatory criteria as shared in the Qualifications Review Criteria section of this RFQ. Responses not meeting all mandatory criteria will not be further considered for that intake. The Respondent may be provided feedback by Destination BC as to why the Response did not meet the mandatory criteria. The Respondent is encouraged to resubmit a Response for consideration at a future intake.

Responses that do meet all the mandatory criteria will then be assessed and scored against the desirable criteria. Responses not meeting a minimum score (if specified) in a category will not be further considered for that intake, but are able to revise their submission and reapply. The names of successful Respondents will be added to Destination BC's List of Qualified Suppliers.

## **6.5 Changes to Response Wording**

By submission of a clear and detailed written notice, Respondents may amend their proposal prior to the Initial Intake Closing Date and Time. Respondents cannot change the wording of their Response after the Initial Intake Closing Date and Time, and no words or comments can be added to the Response after the Initial Intake Closing Date and Time unless requested by Destination BC for purposes of clarification.

## **6.6 Respondent's Expenses**



Respondents are solely responsible for their own expenses in preparing a Response and for subsequent negotiations with Destination BC, if any. Destination BC will not be liable to any Respondent for any claims (in contract, tort or otherwise), whether for costs or damages incurred by the Respondent in preparing the Response, any errors or technical difficulties associated with transmitting Responses by email or hard-copy, loss of anticipated profit in connection with any Contract, or any other matter whatsoever.

## **6.7 Acceptance of Responses**

This RFQ is neither an offer nor an agreement to purchase Services. Destination BC is not bound to enter into a Contract with any Qualified Supplier. Responses will be assessed in light of the Qualifications Review Criteria. Destination BC will be under no obligation to receive further information, whether written or oral, from any Respondent.

## **6.8 Definition of Contract**

Notice in writing to a Respondent that it has been identified as a Qualified Supplier will neither constitute a Contract nor give the Respondent any legal or equitable rights or privileges relative to the service requirements set out in this RFQ. Only if a Qualified Supplier and Destination BC enter into a Contract will a Qualified Supplier acquire any legal or equitable rights or privileges.

## **6.9 List of Qualified Suppliers Not Binding**

A Qualified Supplier may withdraw their name from the List of Qualified Suppliers by notifying Destination BC in writing. Destination BC may withdraw a name of a Qualified Supplier from the List of Qualified Suppliers, or may cancel the List of Qualified Suppliers in its entirety, by notifying the applicable Qualified Supplier(s) in writing.

## **6.10 Reservation of Rights**

Notwithstanding any other provision in this RFQ, Destination BC reserves the right to:

- a) modify the terms of this RFQ at any time prior to the Initial Intake Closing Date and Time in its sole discretion;
- b) accept the Response or Responses which it deems most suited to Destination BC's needs;
- c) waive any defect or deficiency in a Response which does not materially affect the Response relative to other Responses and accept that Response;
- d) at any time for any reason, reject any of all Responses;
- e) at any time for any reason, terminate the process under this RFQ and procure the Services using a similar or completely different procurement process;

f) waive any non-material irregularity, defect, or deficiency in a Response;

g) request clarification(s) from a Respondent, or as applicable, a Qualified Supplier with respect to its Response, including clarification(s) with respect to its Response on non-material administrative matters (e.g., a matter that is not scored) or where Response provisions are ambiguous, without any obligation to make such a request to any other Respondent, or as applicable, a Qualified Supplier, and consider such clarification(s) in evaluating the Response;

h) reject any Response due to unsatisfactory references or unsatisfactory past performance under contracts with Destination BC, or any material error, omission, or misrepresentation in the Response;

i) exclude a Respondent, or as applicable, a Qualified Supplier from participation in the RFQ, at any point in the RFQ process, or to exclude a Qualified Supplier from participation in a subsequent procurement associated with a Competition Notice issued under this RFQ, where there is supporting evidence, on grounds of one or more of the following:

1.
  1. bankruptcy or insolvency;
  2. false declarations or misrepresentations;
  3. significant or persistent deficiencies in performance of any substantive requirement or obligation under a prior contract or contracts with Destination BC;
  4. final judgments in respect of serious crimes or other serious offences;
  5. professional misconduct or acts or omissions that adversely reflect on the commercial integrity of the Respondent or Qualified Supplier; or
  6. engaging in conduct prohibited by the Competition Act such as bid-rigging as described in section 47 of the Competition Act, or engaging in conspiracies, agreements or arrangements between competitors as described in section 45 of the Competition Act;
  7. failure to pay taxes; and

j) remove a Qualified Supplier from the List of Qualified Suppliers or, if applicable, remove a Qualified Resource's eligibility, for failing to meet the requirements for staying on the List of Qualified Suppliers as set out in this RFQ, or as may be communicated by Destination BC from time to time. On request by such Qualified Supplier, Destination BC will provide written reasons for the removal.

The lowest or any response will not necessarily be accepted. This RFQ does not commit Destination BC in any way to select a List of Qualified Suppliers or award one or more Contracts.

## **6.11 Conflict of Interest, Unfair Advantage, Bias, and No Lobbying**

By submitting a Response, the Respondent confirms that the current or past employment or other interests or relationships of the Respondent (including a Respondent's subcontractors and named personnel, if any) do not create or lead to any actual, potential or perceived conflict of interest, unfair advantage, bias or reasonable apprehension of bias that would favour the Respondent (including a Respondent's subcontractors and named personnel, if any) with respect to this procurement process.

A Respondent may be disqualified if the Respondent's (including a Respondent's subcontractors and named personnel, if any) current or past corporate or other interests, may, in Destination BC's opinion, give rise to an actual or potential conflict of interest, unfair advantage or reasonable apprehension of bias that would favour the Respondent (including a Respondent's subcontractors and named personnel, if any) and thereby import unfairness into the RFQ process. This includes, but is not limited to, involvement by a Respondent (including a Respondent's subcontractors and named personnel, if any) in the preparation and administration of the RFQ or Competition Notices or a relationship with any employee, contractor or representative of Destination BC involved in preparation of and administration of the RFQ, Competition Notices or participating on the evaluation committee or in the administration of a Contract.

If a Respondent is in doubt as to whether there might be a conflict of interest, unfair advantage or reasonable apprehension of bias, the Respondent should consult its own advisors and notify and consult with the Official Contact prior to submitting a Response.

A Respondent must not attempt to influence the outcome of the RFQ process by engaging in lobbying activities. Any attempt by the Respondent to communicate for this purpose directly or indirectly with any employee, contractor, or representative of Destination BC, including members of the evaluation committee and any elected officials of the Province, or with the media, may result in disqualification of the Respondent, and/or Qualified Supplier as the case may be.

## **6.12 Submission of Responses**

a) For electronic submissions (Online Application or email), the following applies:

- 1) The Respondent is solely responsible for ensuring that the complete electronic Response, including all attachments, is received by Destination BC;
- 2) The maximum size of each email attachment is required to be 20 MB or less (Respondents are solely responsible for ensuring that email Response submissions comply with any size restrictions imposed by the Respondents' internet service provider);
- 3) Respondents should submit email Responses in a single email and avoid sending multiple email submissions for the same opportunity. If the file size of an electronic submission exceeds the applicable maximum size, the Respondent may make multiple submissions to reduce attachment file size to be within the maximum applicable size;

Respondents should identify the order and number of emails making up the email Response submission (e.g. “email 1 of 3, email 2 of 3...”);

4) For email Response submissions sent through multiple emails Destination BC reserves the right to seek clarification or reject the Response if Destination BC is unable to determine what documents constitute the complete Response;

5) Attachments must not be compressed, must not contain a virus or malware, must not be corrupted and must be able to be opened. Respondents submitting by electronic submission are solely responsible for ensuring that any emails or attachments are not corrupted. Destination BC may reject Responses that are compressed, cannot be opened or that contain viruses or malware or corrupted attachments.

6) For email or hard copy Response submissions, including any changes to a Response or any withdrawal of a Response referred to in sections 6.5 and 6.9, the subject line of the email and any attachment should be clearly marked with the name of the Respondent, the RFQ opportunity ID and the opportunity description.

7) The Respondent bears all risk associated with delivering its Response by electronic submission, including but not limited to delays in transmission between the Respondent’s computer and Destination BC’s Electronic Mail System.

8) While Destination BC may allow for email Response submissions, the Respondent acknowledges that email transmissions may be unreliable. The Respondent is solely responsible for ensuring that its complete email Response submission and all attachments have been received. If the Respondent receives any email confirmation from Destination BC that is associated with an email Response submission, despite the content of such email, any such email will not serve to confirm that a complete, sufficient, or timely Response or other related submission has been made by the Respondent or received by Destination BC.

### **6.13 Ownership of Responses**

All documents, including Responses, submitted to Destination BC become the property of Destination BC. The personal information contained in a Response will not become the property of Destination BC. They will be received and held in confidence by Destination BC, subject to the provisions of the Freedom of Information and Protection of Privacy Act. For more information on the application of the Act, see [here](#). Documents will not be returned to Respondents even if the Response is withdrawn.

### **6.14 Confidentiality of Information**

Information pertaining to Destination BC obtained by the Respondent as a result of participation in this RFQ is confidential and must not be disclosed without written authorization from Destination BC.

## **6.15 Collection and Use of Personal Information**

Respondents are solely responsible for familiarizing themselves, and ensuring that they comply with the laws applicable to the collection, use, disclosure, and disposal of information, including resumes and other personal information concerning employees and employees of any subcontractors.

If this RFQ requires Respondents to provide Destination BC with personal information of employees and employees of any subcontractors who have been included as resources in response to this RFQ, Respondents will ensure that they have obtained written consent from each of those employees and employees of any subcontractors before forwarding such personal information to Destination BC. Such written consents are to specify that the personal information may be forwarded to Destination BC for the purposes of responding to this RFQ and use by Destination BC for the purposes set out in the RFQ.

Destination BC may, at any time, request the original consents or copies of the original consents from Respondents, and upon such request being made, Respondents will immediately supply such originals or copies to Destination BC. All Qualified Suppliers, including any of their Resources, expressly consent to their respective names being published in a publicly facing manner if Destination BC, in its discretion, decides to make such information public.

## **6.16 Additional Information on the RFQ**

All subsequent information regarding this RFQ, including changes made to these Terms & Conditions, will be posted in Section 10 of the Terms and Conditions. It is the sole responsibility of the Respondent to check for amendments and additional information in the Terms and Conditions. Respondents should continually monitor the RFQ as published on Destination BC website in the event any Amendment or Addenda to the RFQ have the effect of requiring a Respondent to submit a new Response to the RFQ in lieu of any Response to the RFQ that a Respondent may have submitted before such Amendment or Addenda.

## **6.17 Debriefing**

Destination BC may, at its sole discretion, offer individual debriefing feedback via email to Respondents who were not selected as a Qualified Supplier upon request. Destination BC encourages Respondents to resubmit an application after reviewing the feedback for consideration in a future intake.

## **6.18 Form of Contract**

Destination BC anticipates that any Contract with a Qualified Supplier will be substantially similar to the contract form. A PDF of the Contract Form can be found on the left-hand side of this page, below the navigation menu.

## **6.19 Clarifications**

Destination BC may, at its discretion, request clarifications from a Respondent with respect to any information contained in their Response and Destination BC is not obligated to make such a request to all Respondents. Destination BC may consider such clarifications in evaluating a Response.

## **7. Use of List**

### **7.1 Guidelines**

The guidelines set out in this Section 7 regarding the use of the List of Qualified Suppliers are subject to change from time to time as Destination BC may deem necessary, without notice to the Qualified Suppliers on the List.

Historically, based on the related budget and business requirements, there are approximately 25 projects per year. Responding to this RFQ and being successfully added to the Qualified Supplier List should not be interpreted as a guarantee of having projects assigned to you or your firm. Responses should be received prior to the Initial Intake Closing Date and Time in the Introduction section. Only those responses received prior to the Initial Intake Closing Date and Time will be evaluated for initial projects that are planned.

Suppliers may submit Responses after the Initial Intake Closing Date and Time and those Responses will be dealt with as described in section 7.1.11. Responses received after the Initial Intake Closing Date and Time will be evaluated at a later date, to be determined by DBC. Due to operational requirements, and the seasonal workload for tourism-based projects, DBC anticipates that it will be reasonably and practicably able to convene a committee to evaluate future responses at minimum of twice per year (approximately every 6 months).

#### **7.1.1**

The List of Qualified Suppliers will be in effect until the Termination Date. The established List of Qualified Suppliers may be shared with other provincial government ministries, crown corporations or tourism partners such as Community Destination Marketing Organizations.

#### **7.1.2**

Destination BC may, from time to time, use the List of Qualified Suppliers in connection with the Services. The criteria for selecting Qualified Suppliers for each Service will vary, depending upon the requirements of the applicable Service and could involve requiring a Consultant who has identified as being part of one or more Underrepresented Communities and/or to have a certain demonstrated experience and

proficiency level in one or more Service Areas depending on the specific requirements of the Service.

All Qualified Suppliers will be added to the Main List; those who identify as being part of one or more underrepresented communities are also added to the relevant specialized list(s) by specific Equity Lens.

### **7.1.3**

Any Contracts entered into with a Qualified Supplier will be:

- a) between Destination BC and the individual where the Qualified Supplier is the individual, and
- b) between Destination BC and a company or other legal entity and specifying the individual Consultant(s) to be engaged where the Qualified Supplier is a company or other legal entity.

### **7.1.4**

Qualified Suppliers may be contacted on an “as, if, and when requested” basis and may be contacted directly to gauge interest and availability or asked to compete on opportunities for the provision of Services in accordance with the selection method set out in paragraph 7.1.5 or as revised by Destination BC and communicated to all Qualified Suppliers from time to time.

### **7.1.5**

Destination BC may select a Qualified Supplier from the List using one or more of the following selection methods:

- i. If the estimated Contract value is less than \$25,000 Destination BC may directly invite a Qualified Supplier to provide a quotation based on the Consultant’s availability and on specified requirements (e.g., deliverables, milestones, term etc.) of the project or assignment with the intent to enter into Contract negotiations with that Qualified Supplier.
- ii. If the estimated Contract value is \$25,000 or more and less than \$100,000, Destination BC may directly invite a Qualified Supplier to provide a quotation based on Consultant availability and on specified requirements (e.g., deliverables, milestones, term, etc.) of the project or assignment with the intent to enter into Contract negotiations with that Qualified Supplier if it can be verified by Destination BC that only one Qualified Supplier has a Consultant that:
  - is available to undertake the project or assignment; or

- has the necessary qualifications to carry out the project or assignment based on Destination BC's specific assessment of the Consultant qualifications

iii. If the estimated Contract value is \$25,000 or more and less than \$100,000, and more than one Qualified Supplier is available who has the necessary qualifications to carry out the project or assignment based on Destination BC's specific assessment of their qualifications, Destination BC may, in its sole discretion, use a competitive or other selection process between a minimum of three (if available) such Qualified Suppliers that evaluates each Qualified Supplier's availability, proposed approach, pricing, or other elements required for the project or assignment.

iv. If the estimated Contract value is \$100,000 or more, and more than one Qualified Supplier is available who has the necessary qualifications to carry out the project or assignment based on Destination BC's specific assessment of their qualifications, Destination BC will invite all such Qualified Suppliers to compete for the project or assignment.

v. Notwithstanding subparagraphs i), ii), iii), and iv), Destination BC may directly negotiate a contract with a Qualified Supplier where one of the following exceptional conditions applies:

- only one Qualified Supplier is available to provide the services;
- an unforeseeable emergency exists and the services could not be obtained in time by means of a competitive process;
- a competitive process would interfere with Destination BC's ability to maintain security or order or to protect human, animal or plant life or health; or
- the acquisition is of a confidential or privileged nature and disclosure through an open bidding process could reasonably be expected to compromise government confidentiality, cause economic disruption or be contrary to the public interest.

#### **7.1.6**

Qualified Suppliers will immediately, during the period that the List is in effect, advise Destination BC of any material changes to the information contained in their Response.

#### **7.1.7**

Destination BC may, in its sole discretion, remove a Qualified Supplier from the List of Qualified Suppliers for unsatisfactory performance by a Qualified Supplier in a Contract or for failing to meet the requirements for staying on the List of Qualified Suppliers as set out in this RFQ or for any other reason as may be communicated by Destination BC from time to time.

#### **7.1.8**



Destination BC has no obligation to:

- a) enter into a Contract with any one or more Qualified Suppliers; or
- b) invite any one or more Qualified Suppliers to participate in competitive processes for a Contract.

#### **7.1.9**

Destination BC reserves the right, in its sole discretion, to :

- a) employ open competitions that include suppliers external to the List of Qualified Suppliers;
- b) otherwise engage suppliers external to the List of Qualified Suppliers in connection with any Services required by Destination BC; and
- c) at any time, cancel, extend, expand or make a call to the marketplace to renew the List of Qualified Suppliers.

#### **7.1.10**

Destination BC may not necessarily select the Qualified Supplier offering the lowest rates, and may also review the qualifications or other criteria required for a specific project.

#### **7.1.11**

Respondents may submit a Response at any time before the RFQ Termination Date.

Responses received after the Initial Intake Closing Date and Time will be evaluated at a later date, to be determined by Destination BC. Due to operational requirements and the seasonal workload for tourism-based projects, Destination BC anticipates that it will be reasonably and practically able to convene a committee to evaluate future responses at minimum twice per year.

A Respondent who is not successful in becoming a Qualified Supplier may submit a new Response after the Initial Intake Closing Date and Time. DBC will evaluate all such new Response(s) in a manner that is consistent with the evaluation process described in this RFQ, without consideration to any past or earlier Response(s).

## **8. Qualifications Review Criteria**

## 8.1 Mandatory Criteria

The following are mandatory requirements. Responses not clearly demonstrating that they meet them will not be evaluated for this intake. Responses may be submitted at a later date.

Responses meeting the mandatory requirements will be further assessed against the following desirable criteria by responding to the questions in Part B. A Respondent not reaching the minimum score in a given category (if applicable) will receive no further consideration during the qualifications review for this intake.

### Mandatory Criteria

- The Response must be delivered in accordance with the delivery instructions in Section 2 of this RFQ.
- The Response must be submitted either via the online application, email to [EconSubmissions@gov.bc.ca](mailto:EconSubmissions@gov.bc.ca), or hardcopy via mail to the Destination BC office. A Response submitted by email must be able to be opened and read by Destination BC. If Destination BC cannot open any attachment to a Response, Destination BC may ask the Respondent to resubmit the Response, and the Response may not be evaluated during this intake.
- Responses submitted via email or mail must include Part A as outlined in the Social Media – Content Creator Services Request for Qualifications PDF.
- Respondents must have familiarity with British Columbia and must regularly capture photography and video footage in BC.
- The Response must be in English.

## 8.2 Desirable Criteria

Responses meeting the mandatory requirements will be further assessed against the following desirable criteria by responding to the questions in Part B. A Respondent not reaching the minimum score in a given category (if applicable) will receive no further consideration during the qualifications review for this intake.

Desirable Criteria	Points Available	Minimum score
--------------------	------------------	---------------

		(if applicable)
Knowledge of British Columbia/Portfolio	35	24.5
Experience and Expertise	15	10.5
Brand Alignment	50	35
<b>TOTAL POINTS AVAILABLE</b>	<b>100</b>	<b>70</b>

### 8.3 Qualifications Review Stages

#### Stage 1

Responses will be checked for compliance with the Mandatory Criteria. Responses that do not meet the mandatory requirements will receive no further consideration for this intake.

#### Stage 2

Respondents will be assessed on their Service Area experience, as presented in their submitted application. Destination BC reserves the right to contact Respondents when reviewing these criteria for clarification purposes.

#### Stage 3

Reference checks may be completed by Destination BC during the qualifications review and the term of the List to confirm any submitted information about Respondents. If any of the references are unsatisfactory to Destination BC, the Respondent may be excluded from the RFQ process in Destination BC's sole discretion.

#### Stage 4

Respondents will be notified as to whether or not they have been selected as a Qualified Supplier on the List of Qualified Suppliers.

## 9. Response Details

Responses should be:

Submitted via the online application form at the Destination BC website, accessed by starting the form below; or

Submitted as the fillable PDF application form, which can be found in the Social Media – Content Creator Services Request for Qualifications document located on this page. This can be emailed or mailed as per the Delivery of Responses instructions; or

In the following format and sequence, to be submitted via email or mail, to ensure that they receive full consideration during evaluations.

### **Format**

All responses should be minimum 11-point font, single spaced, on 8 ½” x 11” sheets submitted in PDF form.

### **Sequence**

1. The **Respondent Information** set out in Part A;
2. A completed **Respondent Qualification Summary**, in substantially the same form as **Part B**, including completion of all Summary Questions, Relevant Examples of work and References.

## **10. Enquiries**

There are no Enquiries at this time. As Enquiries are received, they will be posted in Section 10 of the online Terms and Conditions for Social Media – Content Creator Services.

## Part A – Respondent Information

The enclosed Response is submitted in response to the above-referenced Request for Qualifications.

\*Indicates responses are required.

Company, or Legal Entity Information (if applicable):	
Respondent's Legal Name*:	
Respondent's Title*:	
Respondent's Primary Office Address*:	
City*:	
Postal Code*:	
Contact Name for this RFQ process (if different than Respondent):	

## Contact Information

Contact Information*:	Phone*:	
	Email*:	
Name*:		
Preferred Name*:		
Pronouns:		

I have carefully read and assessed the Request for Qualifications and have conducted such other investigations as were prudent and reasonable in preparing the Response. I agree to all of the terms and conditions of the RFQ and affirm and declare that the authorized representative's name being affixed on this form will constitute a legally binding signature.

Yours truly,

Signature (Required)

Name:

Date:

## Part B – Qualifications Summary

Relevant Examples – Evaluated

\*Indicates responses are required.

*Please replace the text printed in italic with your completed response.*

### 1. Knowledge of British Columbia/Portfolio

In the response field below please: Describe the geographic area of British Columbia you live in and which geographic locations in the province you have promoted on your social media accounts. If you do not live in British Columbia, describe how often you visit the province and which geographic locations you have promoted in the province on your social media accounts.

- Describe why you are passionate about British Columbia and why you are interested in this opportunity. If there is a particular geographic area or activity you are passionate about, please describe this.
- Include up to 8 links to a selection of social media posts (no older than two years) on your public channels that demonstrate your passion for showcasing diverse locations, experiences, and/or people across BC:
  - If not geotagged, please provide the location and any relevant details (maximum 2 bullets per post).
  - Include at least 4 video post examples, a mix of edited videos and raw video clips, from more than one social media channel.

**Maximum 400 words.**

*Please include your response to question #1 here including all information and links as requested.*

### 2. Experience and Expertise

To demonstrate your relevant experience and expertise, in the response field below, please:

- Include up to 5 links to a selection of social media posts that have performed particularly well on your channel(s). Please include insights on why you think these posts resonated with your audience (e.g. format, subject matter, timing, etc.).
- Describe the equipment you use in bullet points (e.g. camera, mobile device, editing tools)

**Maximum 400 words.**

*Please include your response to question #2 here including all relevant information and links.*

### **3. Brand Alignment**

- Based on what you know about the Super, Natural British Columbia brand, describe how you see your content style fitting with Destination BC's consumer-facing channels? Provide 3 links to your social media posts as examples in which you feel are aligned with our brand (examples do not have to be in BC, and should include both images and videos).
- Destination BC works with individuals who demonstrate respect for the environment, cultural traditions, wildlife and people. Responsible travel and exploring are of the utmost importance. Provide links to all of your public social media accounts in bullet points.

**Maximum 400 words.**

*Please include your response to question #3 here including all relevant information and links.*

### **Pricing – Not Evaluated**

\*Indicates Response is required

Please provide the following pricing rates. These rates will be used by Destination BC, and its tourism partners, for creating future potential contracts. Please complete all fields even if your rate is the same for all services. State "n/a" if certain usage rights (a or b) do not apply.

Rate for a single image w/usage rights a)	
Rate for a single image w/usage rights b)	
Rate for a single raw vertical video clip w/usage rights a)	
Rate for a single raw vertical video clip w/usage rights b)	
Rate for an edited 30-60 second video w/usage rights a)	

Rate for an edited 30-60 second video w/ usage rights b)	
Rate for social media content creator to post (per post)	

Rates quoted are to be in Canadian Dollars, exclusive of taxes.

## Diversity of Representation

<p>It is important to Destination BC that a diversity of representation is reflected in our suppliers. And so as part of this application process, we invite all individuals to self-identify (ethnicity, lived experience, pronouns, abilities, and intersectional identities) should you feel comfortable doing so. If you self-identify, Destination BC may use this information when providing credit so that it is reflected in an accurate and respectful way. This section does not form part of the evaluation of your response. Providing information in this section is voluntary. Choosing to not self-identify does not affect your application. You are welcome to provide this information to Destination BC in the future if you choose to do so.</p>

## Sharing of Information

\*Indicates Response required

The established List of Qualified Suppliers may be shared with other provincial government ministries, crown corporations or tourism partners such as Community Destination Marketing Organizations. Please indicate, by checking one of the following, whether you consent to allow Destination BC to share your information with other organizations.

- ☐ I consent to sharing my information with other organizations\*
- ☐ I do not consent to sharing my information with other organizations\*

## References

\*Indicates Required response

Provide the name, corporate affiliation, title and telephone number of three clients who can attest to the Respondent's corporate professionalism and ability to provide the Services. State the number of years that services have been provided to each client. Destination BC may contact these references without notifying the Respondent. Destination BC reserves the right to not qualify any Respondent who has references that are deemed to be unsatisfactory, in Destination BC's sole opinion.

- A maximum of one (1) reference may be from Destination BC's current team.



- A minimum of two (2) references should be able to speak to the examples provided by the Respondent.

First client reference*			
Name of client:			
Title or position:			
Company name:			
Telephone number:		City:	
Email address:			
Description of services provided:			
Date(s) services provided:			

Second client reference*			
Name of client:			
Title or position:			
Company name:			
Telephone number:		City:	
Email address:			
Description of services provided:			
Date(s) services provided:			

Third client reference*			
Name of client:			
Title or position:			
Company name:			
Telephone number:		City:	
Email address:			
Description of services provided:			
Date(s) services provided:			

## Part C – Contract Form

See separate document posted under the Social Media - Content Creator Services RFQ on [www.destinationbc.ca](http://www.destinationbc.ca).