



## Request for Information (RFI)

### Indigenous Content Creators

Destination British Columbia acknowledges with gratitude the xʷməθkʷəy̓əm (Musqueam Indian Band), Skwxwú7mesh Úxwumixw (Squamish Nation), and səlilwətaɬ (Tsleil-Waututh Nation) on whose shared territories we operate our main office.

We respectfully recognize that we carry out our work on the territories of First Nations throughout BC. We honour our ongoing and developing relationships with First Nations, Inuit, and Métis. We are on a path of learning and are committed to working together.

### Opportunity Description

<b>Opportunity ID:</b>	RFI26DBC68
<b>Issue Date:</b>	January 8, 2026
<b>Closing Date and Time (Pacific Time):</b>	February 8, 2026, at 2:00 pm Pacific Time.

### Delivery of Submissions

Submissions must be submitted using one of the following delivery methods:

**Online Application:** Submit an electronic Submission using the electronic form which can be accessed below.

Or

**Email Submission:** Submit by email. Submissions by email must be sent to [EconSubmissions@gov.bc.ca](mailto:EconSubmissions@gov.bc.ca). Include the opportunity description and ID in the subject line of the email. If you choose to submit via email, please complete Part A and Part B below.

Or

**Mail in:** Submit one (1) paper hard copy of Your Submission via mail to Destination BC, 12<sup>th</sup> Floor, 510 Burrard Street, Vancouver, BC V6C 3A8. If you choose to submit via mail, please complete Part A and Part B below.

## Official Contact

Procurement Specialist  
Destination British Columbia  
[EconSubmissions@gov.bc.ca](mailto:EconSubmissions@gov.bc.ca)

Due to potential Canada Post strike, submission via mail in hard copy may be impacted from the time of posting until the strike has been resolved. Please confirm that any strike action is not pending or underway. Any proponent submitting by mail takes responsibility for materials arriving on time.

Until further notice, U.S. Suppliers will be excluded from joining the List of Qualified Suppliers. Effective March 4, 2025, any U.S. Supplier submissions, responses, proposals, questions or requests for participation will be disregarded and not evaluated. A U.S. supplier is a supplier of goods and/ or services that was legally formed or organized in the U.S. or that is based in the U.S. Any questions regarding this exclusion can be directed to the Official Contact.

## Table of Contents

1.	Summary of the Opportunity .....	3
1.1	Destination BC Responsibility .....	3
1.2	Background .....	3
1.3	Information Sought.....	4
2.	Request for Information Response Guidelines.....	5
2.1	Definitions .....	5
2.2	Process Rules .....	6
Part A:	Link to Portfolio .....	8
Part B:	Submission Declaration Form .....	8

# 1. Summary of the Opportunity

## 1.1 Destination BC Responsibility

Destination BC is requesting information from suppliers as set out in section 1.3. [Indigenous Tourism BC](#) (ITBC) whose mandate is to grow Indigenous tourism within the province. Destination BC contributes to this by developing meaningful and collaborative relationships with First Nations communities and Indigenous Peoples and supports connections between Indigenous and non-Indigenous Peoples through its programs and services. Storytelling is a vital part of many Indigenous cultures, and it can come in many forms. At Destination BC, we acknowledge the beauty and diversity of the 204 First Nations communities across the province, and the diversity amongst and within First Nations, Inuit, and Métis across Turtle Island. We have a responsibility and are committed to ensuring that Indigenous cultures are authentically represented and included in the work that we do, and that Indigenous voices, values, and perspectives are woven throughout all aspects of our work.

## 1.2 Background

Destination BC is seeking to engage with First Nations, Métis, and Inuit content creators in Canada across multiple disciplines to authentically and equitably include Indigenous voices, values, and presence in our work, including the representation of Indigenous cultures throughout our brand, corporate materials, and our office. The purpose of this RFI is to gather information that may be helpful to Destination BC when identifying future content creator projects. This RFI is not: (i) a tender notice or call for tenders; (ii) a notice of intended procurement; or (iii) a notice of planned procurement. Currently, Destination BC has identified several projects for the Spring of 2026, with the potential for more in the future.

We invite First Nations, Inuit, and Métis in Canada with experience in the areas of writing, photography, graphic and artistic design, and videography to submit information to Destination BC.

At Destination BC, we are deeply committed to advancing Truth and Reconciliation. We understand the important role that tourism plays in the cultural, social, and economic well-being of First Nations communities and Indigenous Peoples, and we recognize the shared responsibility we have in contributing to lasting change.

In the [Truth and Reconciliation Commission of Canada: Calls to Action](#), under Business and Reconciliation, Action 92.ii. calls to *“Ensure that Aboriginal peoples have equitable access to jobs, training, and education opportunities in the corporate sector, and that*

*Aboriginal communities gain long-term sustainable benefits from economic development projects.”*

Action 92.iii. calls to “*Provide education for management and staff on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law, and Aboriginal–Crown relations. This will require skills-based training in intercultural competency, conflict resolution, human rights, and anti-racism.*”

In 2019, the province of British Columbia passed into legislation the [Declaration on the Rights of Indigenous Peoples Act](#). Under this legislation the [Declaration on the Rights of Indigenous Peoples Act Action Plan](#) was developed which outlines “89 significant actions that the province will undertake in consultation and cooperation with Indigenous Peoples.” Under Theme 3: Ending Indigenous-specific Racism and Discrimination, Action 3.2 commits to “*Establish an operational approach to set and achieve targets for equitable recruitment and retention of Indigenous Peoples across the public sector, including at senior levels.*”

In 2024, we developed an Indigenous-led plan, [Our Commitments Towards Truth and Reconciliation](#), to guide our organization in taking intentional and impactful steps forward. The commitments we have made are guided by these foundational frameworks such as the United Nations Declaration on the Rights of Indigenous Peoples, the [Truth and Reconciliation Commission of Canada's Calls to Action](#), the Declaration on the Rights of Indigenous Peoples Act, and the [Declaration on the Rights of Indigenous Peoples Act Action Plan](#).

As a provincially funded crown corporation, Destination BC is required to adhere to provincial legislation, processes, and practices including procurement. We acknowledge the colonial constructs of the Request for Information (RFI) procurement process, and we recognize the need for change to create a more equitable and culturally safe process for Indigenous Peoples, businesses, and organizations. We are on a path of learning.

To honour and uphold the commitments we have made to advance Truth and Reconciliation, only the Respondents who are First Nations, Métis, and/or Inuit in Canada will be considered for the Indigenous Content Creators RFI.

### 1.3 Information Sought

Respondents are requested to provide the following information in their RFI response:

- 1) A link to an online portfolio of your photography, videography, graphic design and/or art and writing. Please indicate what area you are submitting information for (or all). You can submit to as many areas as you like.

## 2. Request for Information Response Guidelines

### 2.1 Definitions

Throughout this RFI, the following definitions will be used (and the singular is interchangeable with the plural):

**“Addenda”** means all additional information regarding this RFI including amendments to the RFI.

**“Closing Date and Time”** means the closing time and date for this RFI as set out in the “Opportunity Description” section above.

**“Closing Location”** means, as applicable, the hard copy delivery location; email address; or BC Bid for the submission of Responses as indicated in the “delivery of submissions” section of the “overview” menu tab; and as initially set out on the cover page to the RFI.

**“Destination BC” or “DBC”** means Destination BC Corp. doing business as Destination British Columbia.

**“Enquiries Deadline”** means the cut-off date for questions set out in the process rules below. Questions received after this date, if applicable, may not be answered.

**“Graphic Art”** means the practice of visually communicating ideas through the strategic use of artistic methods, such as imagery, colour, and text to achieve a specific objective.

**“Graphic Design”** means the practice of visually communicating ideas through the strategic use of typography, imagery, colour, and layout, then technically adapting that solution to achieve a specific objective.

**“Issue Date”** means the date the RFI was posted to Destination BC’s website as set out in the “Opportunity Description” section above.

**“Official Contact”** means the individual named on the “opportunity details” menu tab for the RFI serving as the official RFI contact person for Destination BC; and as initially set out on the cover page to the RFI.

**“Online Application”** means the electronic service for submitting a Response found at website <http://www.DestinationBC.ca/>.

**“Request for Information” or “RFI”** means the information gathering process described in this document, including any including any attached or referenced appendices,

schedules or other documentation and as may be modified in writing from time to time by Destination BC by Addenda.

**“Response”** means a written response to the RFI and includes the information and documentation, if any, required by any Response Form(s) that is submitted (see also “Submission”).

**“Response Form”** if provided with the RFI, means any document published with the RFI that calls for information to be provided by the Respondent as part of the Response and if required, the Submission Declaration Form.

**“Respondent”** means a person or entity (excluding its parent, subsidiaries or other affiliates) that submits a Response.

**“Submission”** as used within BC Bid and its pop-up advisories related to this RFI has the same meaning as Response.

**“Submission Declaration Form”** means the form so identified and named in the RFI for use with Responses submitted by email or hard copy delivery if such submission methods are allowed by the RFI.

**“Videography”** means the practise or art of filming with a video camera various subject matter for the use across a range of media.

**“Writing Services”** or “writing” means the activity of composing text for publication; and **“You”** and **“Your”** as used in any BC Bid pop-up advisories related to this RFI has the same meaning as Respondent.

## 2.2 Process Rules

- A. For email and hard copy Responses, Respondents are required to include Part A: Link to Portfolio and Part B: Submission Declaration Form prepared by Respondent as part of their Response.
- B. Respondents must provide a concise and focused Response that provides the information sought by this RFI.
- C. Respondents are not to submit price proposals of any kind.
- D. Respondents are not to submit information about the qualifications or experience of specifically named individuals in their firm.
- E. This RFI will not be used to evaluate, rank or select Respondents, nor will it be used to pre-qualify or screen Respondents for a subsequent competitive bidding process, if any.
- F. If subsequent competitive bidding opportunities are issued, Destination BC is under no obligation to advise any Respondent. Respondents are advised to monitor the Destination BC website for any such opportunities; or in order to see if there are any Addenda to the RFI.

- G. Enquiries related to this RFI including any requests for information or clarification may only be directed in writing to the Official Contact using the email address identified on the "opportunity details" menu tab, who will respond if time permits before the Closing Date and Time. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses providing new information will be recorded and posted to BC Bid or otherwise distributed to Respondents. Despite the foregoing, Destination BC may choose in its sole discretion not to respond, respond in whole or in part, or reformulate enquiries in whole or in part. Destination BC may in its sole discretion choose whether to post any such enquiries (as reformulated if reformulated) and responses to [www.DestinationBC.ca](http://www.DestinationBC.ca) or otherwise distribute to Respondents.
- H. All Responses and information provided in relation to this RFI 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.
- I. Destination BC will not be responsible or liable to pay for any costs incurred by any Respondent in responding to this RFI.
- J. Respondents must not provide any information that is proprietary, a trade secret or confidential. Regardless of how the information provided by respondents is conditioned or qualified, Destination BC will not treat any information received from respondents as proprietary, a trade secret, or confidential.

## Part A: Link to Portfolio

Please provide a link to your portfolio in the relevant service area in the table below. You may submit a link for as many services areas as you like. If there is a service area you do not wish to apply for, please leave it blank.

Service Area:	Link:
Photography	
Videography	
Graphic Design and Art	
Writing	

## Part B: Submission Declaration Form

For Responses to the Request for Information submitted by email or hardcopy, Respondents are required to include this Submission Declaration Form, that is prepared by the Respondent, as part of the Response.

By submitting the Response, the Respondent:

- i. Confirms that the Respondent is First Nations, Inuit, and/or Métis in Canada;
- ii. Agrees to all the terms and conditions of the Request for Information, including any applicable process rules pertaining to the Request for Information that are in the “process rules” section of the application; and
- iii. Affirms and declares that the Respondent’s authorized representative’s name being signed, or an image of that signature being affixed on this form, will constitute the Respondent’s legally binding signature.

*Contact Email:	
*Contact Phone Number:	

*Signature of the Respondent’s authorized representative
*Print name of Respondent’s authorized representative
*Print legal name of the Respondent
*Date: