



REQUEST FOR PROPOSAL

Prepared By: The Whitby Tourism Development Corporation (WTDC)

The WTDC is seeking proposals from qualified media and marketing agencies to develop a strategic marketing plan that promotes Whitby's tourism assets, drives visitation, and increases visitor spending.

575 Rossland Road East
Whitby, ON L1N2M8



TABLE OF CONTENTS

1. Organization Information	3-5
2. Definitions	6
3. Who We Serve Now	7
4. Market Summary	7
5. Project Information	8
6. Goals and Deliverables	8-9
7. Vendor Milestones	10
8. Contract	11
9. Insurance Requirements	11-12
10. Health and Safety Requirements	12
11. Accessibility Requirements	12
12. Evaluation and Scoring	13
13. Brand Guidelines	13
14. Reserved Rights	13
15. Proposal Requirements	13-14
16. Pass/Fail Requirements	14
17. Evaluation Criteria Rating Chart	15
18. Appendix	16

MARKETING SERVICES: Request for Proposal

ORGANIZATION INFORMATION

Name: Whitby Tourism Development Corporation (Whitby Tourism)

Address: 575 Rossland Road East, Whitby, ON L1N 2M8

Phone Number: (905) 668-5803

Current Websites:

- <https://www.whitby.ca/en/play/tourism-whitby.aspx>
- <https://www.whitby.ca/en/play/whitby-tourism-development-corporation.aspx>
- <https://www.destinationontario.com/en-ca/cities-towns/whitby-and-oshawa>

Strategic Plan Links:

- <https://connectwhitby.ca/communityplan>
- [Culture Connect Whitby - Whitby's First Culture Plan 2021-2031](#)
- [Destination Whitby - Tourism Strategy 2022-2025](#)

Social Channels:

- <https://www.instagram.com/explorewhitby/>
- <https://www.facebook.com/TownofWhitby/>

Point of Contact:

- Sarah Kostadinov
- sarahk@aspireclimbing.com

Overview:

Who are we:

The **Whitby Tourism Development Corporation** was founded on October 4, 2024, and serves as the first official destination development and tourism marketing organization for the Town of Whitby. The corporation is a municipal services corporation, wholly owned by the Corporation of the Town of Whitby. The primary source of income for the WTDC is 50 percent of the Municipal Accommodation Tax.

What do we do:

- Promote and enhance the Town's profile as a desirable tourist destination
- Develop new and innovative tourism products, experiences, and services
- Support the development and growth of the local tourism industry within the Town of Whitby
- Facilitate collaboration and engagement with key tourism stakeholders

About us:

Whitby started on its destination development journey in late 2021 with the creation of [Destination Whitby, 2022 - 2025 Whitby Tourism Strategy](#). Adopted in May of 2022, the strategy provides a framework for businesses, local government, and residents to leverage the visitor economy and grow Whitby as a visitor-ready and welcoming destination. The strategy examines and provides clear direction as to how Whitby's unique tourism opportunities and businesses can contribute to economic development and growth by offering experiences for visitors and residents alike. It is a strategy to guide the municipality in future tourism support, promotion, planning and destination development. The strategy includes three key objectives, 8 goals and 33 actions items. To date 31 of 33 actions have been completed.

Promoting tourism has been recognized as a top priority within the [2023-2026 Community Strategic Plan](#). This involves a specific action under Whitby's Neighbourhoods, aimed at strengthening the culinary and live music scenes through collaborative partnerships. Additionally, there is an action item under Whitby's Economy that focuses on advancing Whitby's tourism sector, with a particular focus on the waterfront.

Whitby is one of Canada's fastest growing communities and combines a small-town welcoming atmosphere with the amenities of a larger urban centre. Whitby is known for its natural heritage, including the waterfront, parks, trails and greenspaces, two historic downtowns, and well-respected creative communities and a growing culinary scene. Whitby currently has a variety of tourism assets including places like Station Gallery, Port Whitby Marina, the largest entertainment center east of Toronto, The Abilities Centre, The Iroquois Park Sports Centre (the largest municipally owned sport centre), numerous award-winning events, golf courses and the Canadian owned wellness attraction, Thermea Spa Village.

When the **Whitby Tourism Development Corporation** was developed, it was important to acknowledge Whitby's wealth of assets. Knowing Whitby's strengths and attractions, the Tourism Strategy identifies why people visit Whitby and the **six tourism sectors** that define Whitby including:

- Nautical Tourism;
- Sports Tourism;
- Family Tourism;
- Culinary Tourism;
- Wellness Tourism; and,
- Cultural Tourism.

Tourism, as implemented through the municipality for the last four years developed the tourism tagline “**Discover Something New to Enjoy**” and utilizes the IG **@explorewhitby** and **#explorewhitby** in print and digital collateral. A dedicated [municipal tourism website](#) was created, tourism teasers, a video and an image bank. The tagline was leveraged for tourism advertising and promotion and engaging storytelling about the Whitby community. Whitby’s brand colours and standards were applied to all the print collateral and digital marketing pieces.

In 2025, new brand guidelines were developed specifically for The Whitby Tourism Development Corporation, including a new logo as well as a colour palette. The previous tagline **Discover “Something New to Enjoy”** will continue to be used by The Whitby Tourism Development Corporation. ([Reference Appendix C for the brand guidelines](#))

On July 15, 2024 Whitby implemented its Municipal Accommodation Tax and created the tourism entity, Whitby Tourism Development Corporation, which has become known as **Whitby Tourism**.

With the incorporation of the **Whitby Tourism Development Corporation**, future tourism promotion will become the responsibility of this organization working in partnership with the Town of Whitby on destination and product development.

Municipal staff and Whitby Tourism continue to collaborate across the organization and within the community and larger tourism sector by connecting with key partners including Central Counties Tourism, Culinary Tourism Alliance, Durham Tourism, influencers and bloggers, tourism businesses, events and attractions.

The Town of Whitby's current tourism **brand positioning** centers on the slogan “**Discover Something New to Enjoy**”, introduced as part of its inaugural Tourism Strategy (2022–2025). This brand emphasizes Whitby as a welcoming, visitor-ready destination that blends small-town charm with diverse experiences. Key highlights include its historic downtowns, waterfront, green spaces, and a growing culinary and cultural scene. Future projects for the Town include the new *Whitby Sports Complex* to complement growing sports tourism and a focus on *waterfront development*.

Definitions:

Town of Whitby	Tourism in Whitby is supported by staff from the Creative Communities Division, focusing on promotion, collaboration, event support, marketing, and acting as a liaison to Durham Tourism and Sport Durham.
Central Counties Tourism	Central Counties Tourism (CCT) is a provincially funded organization covering Durham, York, and Headwaters. It focuses on destination development, research, and works with regional partners to support tourism growth through marketing, workforce, and product development.
Durham Tourism & Sport Durham	Durham Tourism, part of Invest Durham, is the Region's Destination Marketing Organization. It promotes Durham, especially in sports tourism through Sport Durham, and supports its eight municipalities through trade shows, tour operator support, and media familiarization tours.
Whitby Tourism Development Corporation	The WTDC is the official destination development and tourism marketing organization for the Town of Whitby. It was established as a not-for-profit municipal services corporation; WTDC is wholly owned by the Corporation of the Town of Whitby.
Municipal Accommodation Tax	<p>The Municipal Accommodation Tax (MAT) came into effect in Ontario on January 1st, 2023. It is a tax imposed by municipalities in Ontario on temporary accommodations. It is typically added to the nightly room rate paid for by the guest.</p> <p>The MAT is intended to generate revenue to support tourism promotion, marketing, and development within a municipality. 50% of the revenue is required by provincial regulation to go to an eligible tourism entity—in Whitby's case, the Whitby Tourism Development Corporation (WTDC).</p>

Who we serve now:

The Tourism Strategy identified six sectors as outlined below. Promotional efforts focus on marketing the wealth of attractions and products in each category.

- **Nautical Tourism** - This sector combines sailing and boating with vacation and holiday activities. It can be anything from traveling on a cruise ship, participating in boat centered activities such as regattas to taking a fishing charter.
- **Sports Tourism** – This sector includes multi-sport games, tournaments, community sporting events, and other experiences and is defined as travel undertaken to participate in or watch a sport event, or to engage in a recreational sport such as golf or skiing.
- **Family Tourism** - This sector is driven by the increasing importance placed on promoting family togetherness and creating memories while travelling and can include participating in activities and dining out, vacationing at resorts or visiting attractions. Whitby's boasts the largest family entertainment center east of Toronto.
- **Culinary Tourism** - This sector may include restaurants, food and drink festivals, food and beverage producers and other culinary experiences. It is the exploration of food as the purpose for travel or a destination and can be further defined as the active pursuit of unique and memorable eating and drinking experiences, as well as agritourism experiences that connect what is being grown and produced in an area to what is being prepared and enjoyed by locals.
- **Wellness Tourism** – This sector includes travel for the purpose of promoting health and well-being through physical, psychological and spiritual activities.
- **Cultural Tourism** – This is a type of tourism activity in which the visitors' essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

Market Summary:

Whitby's key visitor types include **local residents**, visitors from the **Greater Toronto and Hamilton Area** (GTHA), visiting **friends and relatives** (VFR), and **leisure travelers**. Local residents are a vital audience, contributing to the economy through staycations. There is also a strong sport tourism market. Family travelers are the strongest segment, with targeted growth focused on ages 25–34 and 55+.

PROJECT INFORMATION

Project Overview: The Whitby Tourism Development Corporation requires a marketing agency/vendor to build and execute the corporation's first strategic marketing plan.

Project Purpose: The Whitby Tourism Development Corporation requires a robust and holistic marketing plan that will highlight Whitby's tourism assets, aid in motivating travel and encourage visitor spending.

GOALS & EXPECTED DELIVERABLES

PHASE 1				
Project	What we are providing	Tasks (Work/Actions)	Deliverables (Output of completing tasks)	Budget
Brand Guidelines	Current brand guidelines	Audit current brand guidelines across all platforms	Refine the vision from the Town of Whitby Tourism Strategy	\$20K-\$35K *Including initial marketing campaign and marketing materials (See below)
	Existing target market as per above	Refine visual elements (e.g. typography, imagery style, branded templates)	Develop the mission and values for consideration of the WTDC board	
	Finalized Logo	Refine tone of voice and messaging (brand promise, taglines, slogans, key messaging)	Refine the target market (<i>Persona, demographic profile, psychographic profile, wants and needs</i>)	
	Colour palette		Value Proposition	
	Value Proposition Reference Notes (See Appendix B)		Visual Elements Tone of Voice and Messaging	

Project	What we are providing	Tasks (Work/Actions)	Deliverables (Output of completing tasks)	Budget
Develop Initial Marketing Campaign & Associated Marketing Materials	<p>Current marketing objectives (See Appendix A)</p> <p>Past campaign examples (See PDF)</p>	<p>Define campaign objectives and key performance Indicators</p> <p>Identify target audience</p> <p>Develop campaign concept & messaging (social copy, landing page copy)</p> <p>Identify promotional campaign channels</p> <p>Develop the execution plan (pre-launch, launch, post launch with timelines)</p> <p>Develop campaign marketing materials including social posts and emails</p> <p>Define performance tracking and expected outcomes/ROI</p>	<p>Develop a marketing plan (Overall objectives, audience, concept, channels, execution plan, etc..)</p> <p>Develop campaign content document (all written content for the campaign)</p> <p>Develop marketing materials for the length of the campaign (Posters, Landing Page, email copy and visuals, social media graphics, video content)</p>	(Included Above)

VENDOR MILESTONES	DEADLINE
Review with Board and gain RFP Approval	September 15
RFP issued to vendors	October 6
Deadline for vendor questions	November 11
Deadline for submissions from vendors (Proposal stage - not finished work)	November 25
Present vendor short list proposals to Board	December 9
Issue award to chosen vendor	December 15
PROJECT MILESTONES	DEADLINE
Start of project	January 5
Brand guidelines draft #1 delivered to committee for review (stakeholder feedback)	February 5
Brand Guidelines are finalized	February 16
Marketing campaign draft delivered to committee for review (stakeholder feedback)	February 23rd
Final Marketing campaign approval & launch preparation	March 11
Completion of Marketing campaign	March 30
Launch	April 2026

CONTRACT

It is the intention of the Whitby Tourism Development Corporation to award this proposal to the Proponent who best meets the needs of the corporation.

The Total Cost and all pricing shall be inclusive of all travel, training, disbursements, organization and attendance at meetings, consultations and all other charges of every kind attributable with implementing the scope of work including all consulting fees, disbursements, contingencies and all other costs as no additional charges will be accepted by the WTDC.

The Successful Proponent will be paid through cheque as per the WTDC's standard practices.

The submission of joint or consortium Proposals is acceptable. One (1) person or company is to be identified as the Prime Contractor and "Key Contact Person" and be prepared to represent the consortium to the WTDC. The Key Contact person will serve as the primary contact and take overall responsibility for all communications with the Corporation during the Proposal submission, evaluation, and any negotiation process and, therefore, act as the entity which will assume the full legal liability to the Corporation under the Contract for the performance of all consortium members' obligations.

If the Bidder intends to use sub-contractors to deliver any part of the services provided in this scope of work, they must disclose this information in the submission. Further, any future replacement of sub-contractors by the Successful Proponent will be subject to WTDC approval, in writing.

INSURANCE REQUIREMENTS

Unless otherwise specified by the Whitby Tourism Development Corporation in writing, the Successful Proponent shall, at its own expense (including the cost of deductibles), obtain and keep in full force and effect and during the term of the contract, including all renewals and extensions, the following forms of insurance with insurers licensed and approved to operate in the Province of Ontario:

- **Commercial General Liability** insurance including premises and all operations for an amount **not less than two million (\$2,000,000) dollars per occurrence and minimum five million (\$5,000,000) dollars aggregate limit**, for third party bodily injury and property damage, products and completed operations, contractual liability, personal injury, owners and contractors protective coverage, non-owned automobile and contain a cross liability and severability of interest clause.
- **Automobile Liability insurance** including all vehicles and commercial trailers owned and/or leased by the vendor for an amount not less than **two million (\$2,000,000.00) dollars** covering all vehicles and commercial trailers used in any manner in connection with the performance of the terms of the Contract.
- **Professional Liability insurance** covering the work and services described. The policy shall provide coverage for an amount not less than **two million dollars**

(\$2,000,000.00) per occurrence and Four Million dollars (\$4,000,000.00) in aggregate.

Workplace Safety and Insurance Board (“WSIB”) clearance certificate must be delivered to the WTDC as a condition precedent to entering into the Contract. The WTDC may waive the requirement for a clearance certificate upon receiving proof satisfactory to WTDC that WSIB coverage is not a legal requirement. The Successful Proponent shall indemnify and save harmless WTDC from all WSIB fines and penalties related to the Successful Proponent’s failure to provide a clearance certificate or pay WSIB premiums when due.

- **Certificate of Insurance:** The Successful Proponent shall provide a Certificate of Insurance using the WTDC’s form of Certificate of Insurance evidencing the required coverage before the commencement of Work and shall be required to ensure the coverage is maintained throughout the Term of the Contract. Any claims-made policy needs to be maintained for at least 24 months following termination or expiration of the Agreement. Should additional limits of liability coverage be in the form of an Umbrella or Excess Liability policy, the Certificate of Insurance must clearly identify which underlying liability policy is affected by the Umbrella or Excess policy limits.
- **Additional Insured:** The Commercial General Liability policy shall include Whitby Tourism Development Corporation as an additional insured in respect of all operations performed by or on behalf of the Successful Proponent in relation to the Contract requirements.
- **Notice of Cancellation or Changes:** Except as otherwise approved by WTDC, the policies shall be endorsed to provide WTDC with not less than 30 calendar days written notice in advance of any cancellation, change or amendment which restricts coverage such that the Contract requirements are no longer met.
- **Subcontractor Insurance.** The Successful Proponent must ensure that all sub trades and any other individual or company they hire and/or assign, in relation to this agreement meet or exceed the requirements and limits of insurance requested in this section.

HEALTH & SAFETY REQUIREMENTS

All Work shall be carried out in compliance with all governing regulations including the Occupational Health and Safety Act and its regulations. The Successful Proponent shall ensure employees and sub-contractors are aware of and comply with such regulations.

ACCESSIBILITY REQUIREMENTS

All deliverables, including reports, plans, specifications, drawings (if possible), must be formatted and illustrated following AODA standards and formatted in an editable Microsoft Office format.

EVALUATION & SCORING

A selection committee made up of WTDC Board members will evaluate the proposals. The scoring will be based solely on the evaluation factors outlined in the evaluation and selection criteria. The selection committee may choose one or more top rated Proponents for a presentation/ interview/ demonstration, if required. The selection committee will then complete a final evaluation based on the evaluation criteria outlined and arrive at a final consensus score.

BRAND GUIDELINES

Upon award to the Successful Proponent, projects that contain the Whitby Tourism Development Corporation logo or brand should follow the guidelines outlined in the Town of Whitby Brand Guideline document that will be provided. Receiving this information prior to award does not constitute any agreement or partnership with the WTDC.

RESERVED RIGHTS

The Whitby Tourism Development Corporation reserves the right to:

- a) Cancel the Proposal at any time prior to acceptance of a bid;
- b) Reject any Proposal where satisfactory evidence of sufficient capacity and experience to successfully complete the work in the specified time, is not furnished by the bidder;
- c) Reject any Proposal that fails or does not include a response for the “Pass/Fail Business Requirements” (outlined in the section below);
- d) Contact references noted in the Proposal (including organizations listed in Criteria 2 of the Proposal Evaluation) for the purposes of finalizing evaluation scores;
- e) Not accept the lowest priced or any Proposal.

Without limiting the generality of the foregoing, any Proposal which is incomplete, illegible/file cannot be opened by WTDC, and obscure or which contains conditions/alterations not issued by WTDC via addenda to this procurement, or irregularities of any kind, may be rejected.

PROPOSAL REQUIREMENTS

(Qualifications, Experience and Resources)

The proponent should include executive information, including implementation team and qualifications of key staff with the skills and experience required to successfully complete the project. Budget and schedule control methods on previous relevant projects should be demonstrated.

Proponents should include details of the Project Lead’s qualifications and should demonstrate their experience on previously successfully completed Tourism Marketing and Promotion Plans over the last 5 years. When describing previous projects, the

Proponent should identify the project size/cost, date, project duration, location, owner, and the Project Lead's roles and responsibilities on the project. Note that any past work submitted shouldn't be older than 5 years.

Proponents should provide an outline of the members of the proposed team, relevant background/expertise per team member, availability of team members considering his/her other workload commitments, breakdown of cost per person and/or task/phase and an estimate of overall costs to complete the Tourism Marketing and Promotions Plan.

PASS/FAIL BUSINESS REQUIREMENTS

Bidders must confirm compliance with the Pass/Fail Business Requirements set out below and submit any information required to demonstrate compliance as well as indicate their compliance to these requirements through their bid submission.

Pass/Fail Business Requirements	Evidence of Compliance
1.	<p>As part of the Proposal, Bidders must confirm that they are not a U.S. Business as defined below:</p> <p>A U.S. Business means a supplier, manufacturer or distributor of any business structure (includes a sole proprietorship, partnership, corporation or other business structure) that:</p> <ul style="list-style-type: none"> a. has its headquarters or main office located in the United States, or is a subsidiary of another corporation which is controlled by a corporation that has its headquarters or main office located in the United States; and, b. has fewer than 250 full-time employees in Canada at the time of the applicable procurement process. <p>Proposals from U.S. Businesses or Proposals that do not include the above confirmation may not be considered by the WTDC.</p>

Evaluation Criteria Rating Chart

Criteria Number	Criteria Description	Weight Factor (pts)
1	Proponent's understanding of project <ul style="list-style-type: none"> • Technical and Functional • Completeness of Proposal 	30
2	Qualifications and Experience of the Company	25
3	Project Methodology and Work Plan	15
4	Price Proposal	30
	Total for Short List	100
5	Presentation/Demonstration/Interview	25
	Grand Total	125

Criteria #1 checklist:

- Team qualifications & experience
- Understanding of projects objectives
- Workflow and efficiencies
- Narrative on WTDC needs
- Project timeline and key milestones
- Systems and tools
- Future Readiness
- Accessibility

Criteria #2 checklist:

- Project Manager has relevant subject matter expertise
- Team members are available for full project duration
- Submit at least two examples of similar projects completed for comparable organizations within the past five years. Include contact information for the project manager associated with each project
- Project team covers all required expertise areas
- Each team member's role has relevant proven experience
- Time and resources are allocated appropriately across team members

Criteria #3 checklist:

- Proposal communicates project being completed on time and within or under budget
- A comprehensive, achievable project plan has been proposed
- Roles and responsibilities of both WTDC and proponent are clearly identified
- Work plan details tasks and disciplines sufficiently and aligns with project objectives
- Proposed deliverables are detailed and meet expectations

Criteria #4 checklist:

- Each Bidder's score out of the maximum 30 available points will be calculated in accordance with the following relative following formula:
- Price Proposal Score = (lowest Total Bid Price ÷ Bidder's Total Bid Price) × 30 points.

Appendix A - Marketing Objectives:

1. **Increase awareness:** Generate broader recognition of the destination among potential visitors
2. **Boost visitor numbers:** Achieve a specific growth target in tourist arrivals, visitor spending and time spent
3. **Extend the tourism season:** Encourage visits during off-peak periods
4. **Enhance visitor experience:** Promote local culture and sustainable tourism practices to keep tourists in Whitby longer

Appendix B - Value Proposition Reference Notes:

- Identify what distinguishes Whitby from other towns/cities within Durham;
- Key attractions, natural beauty, cultural experiences, historical sites
- Review current tourism statistics (Visitor numbers, origin markets, average length of stay)
- Key messaging/themes & storytelling

Appendix C - Brand Values - Please see attached PDF

Appendix D - Past campaign examples - Please see attached PDF

WHITBY TOURISM

BRAND

GUIDELINES

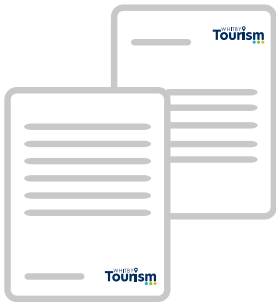
Questions?
Contact wtdc@whitby.ca

Logo Overview

The Whitby Tourism logo is a specifically drawn, original piece of artwork and should never be altered or re-drawn.



Minimum print size is 37mm (1.45 inches)



The logo should appear on the right side of a document or presentation. It can appear at the top or lower right side.

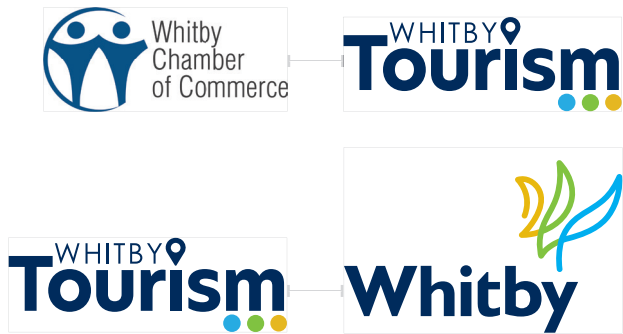
Logo Clear Space

To ensure legibility to avoid visual interference, a clear area around the logo should be maintained. This minimum protective space is equal to the height of the letter 'm' in the logo. Graphics, images or text should not enter this clear space.



Logo Usage

Below are general guidelines for usage with additional logos. The Whitby Tourism logo should appear on the right, except when used alongside the Town of Whitby logo.



Corporate Colours

Primary Colour	Pantone®	CMYK	RGB	HTML
Navy Blue	295C	C:100 M:69 Y:8 K:54	R:0 G:40 B:85	002855
Gold	110C	C:2 M:22 Y:100 K:8	R:218 G:170 B:0	DAAA00
Green	376C	C:54 M:0 Y:100 K:0	R:132 G:189 B:0	84BD00
Cyan	Cyan	C:100 M:0 Y:0 K:0	R:0 G:159 B:223	009FDF

DIGITAL



PRINT



Discover Something New to Enjoy - Whitby Tourism Brand

PRINT DISPLAYS & SWAG



Window Clings



Tote Bag



Pop-up Banners

