

Request for Proposals (RFP)

Market Feasibility Study: Convention Centre in Kamloops, BC

Issued by Tourism Kamloops

Release Date: May 16, 2025

1. OVERVIEW & OBJECTIVE

Tourism Kamloops is seeking proposals from qualified firms to undertake a Market Feasibility Study that will assess the potential for a new Convention Centre within the Kamloops / Tkémélúps te Secwepemc, British Columbia area.

This study is intended to analyze the opportunity and define the appropriate size, location, and operational structure of a purpose-built venue capable of attracting and hosting multi-day events, conferences, meetings, and exhibitions. Additionally, the study will assess core fundamental infrastructure such as hotel rooms needed to support the viability of the Convention Centre's most applicable locations. The results from this study will inform future development decisions and investment attraction efforts that aim to enhance Kamloops' and Tkémélúps' competitiveness as a meetings and events destination.

As Canada's Tournament Capital, Kamloops has established a strong reputation in sport tourism and outdoor event hosting. To further diversify and increase competitiveness in this great region, both the City of Kamloops and Tkémélúps te Secwepemc are eager to learn more about the opportunity through the results of this study.

2. STUDY REQUIREMENTS

Market Demand & Competitive Viability

The proponent will assess current and future demand as well as planned development for meetings, conferences, trade shows, and event-related tourism in Kamloops. This includes an analysis of tourism growth across established segments (ex: Sports Tourism), emerging segments such as Indigenous tourism, potential alternative uses, and a competitive landscape review to determine market viability and reduce risk of underuse.

Competitive Landscape Review

Examine comparable destinations and facilities in Canada and the Pacific Northwest, assessing performance metrics, pricing, amenities, and gaps.

Economic Analysis of Accommodation Supply and Projected Demand

Develop a forecast until 2050 for facility utilization, visitation patterns, economic impact, and seasonal trends, informed by key demand drivers. Based on current infrastructure capacities, identify the requirements necessary to ensure sufficient accommodation and support services are in place to sustain a large-scale Convention Centre.

Hotel Integration & Accommodation Strategy

Evaluate the need or benefit of integrating a hotel(s) on-site or nearby, and identify potential impacts on development feasibility, event attraction, and year-round usage.

Facility Program Recommendations

Recommend an ideal facility size and program mix, including meeting rooms, ballroom space, technology needs, exhibit areas, and support amenities.

Location Analysis & Site Priorities

Identify and assess high-potential development sites in Kamloops based on proximity to accommodations, zoning, infrastructure, and accessibility.

Preliminary Operating Model

Propose potential operating structures (e.g., municipally operated, Indigenous-owned, third-party, P3) with subject-level pro forma financials including revenue, expenses, and staffing.

Sustainability and Accessibility

Evaluate the potential of incorporating sustainability and accessibility as foundational elements of a future Convention Centre. Assess the viability of achieving LEEDS certification or equivalent green building standards and consider requirements for full accessibility in compliance with the Accessible Canada Act, ensuring the facility can serve all individuals equitably.

Implementation Factors & Risk Review

Highlight development implications, phasing strategies, regulatory considerations (on and off Indigenous lands), and alignment with tourism, economic development, and community goals.

3. PROPOSAL REQUIREMENTS

- Cover Letter and Understanding of the Assignment
- Methodology and Detailed Workplan
- Experience and Qualifications of Project Team
- Relevant Case Studies or Similar Projects
- Proposed Timeline (project completion within 150 days of contract award)

4. BUDGET DETAILS

Applicants with inquiries pertaining to the budget component of this RFP are advised to contact Nic Zdunich – nic@tourismkamloops.com

5. SUBMISSION DETAILS

Proposal Deadline: June 06, 2025

Submit Proposals To:

Nic Zdunich
Manager, Destination Development
Tourism Kamloops
Email: nic@tourismkamloops.com

Inquiries Deadline: May 31, 2025

Tourism Kamloops reserves the right to shortlist firms, request interviews, and negotiate scope or fees. We may cancel or modify this RFP at any time without obligation.

6. EVALUATION CRITERIA

Understanding of Assignment	20%
Methodology & Workplan	30%
Relevant Experience & Team Expertise	20%
Value for Budget	15%
Timeline & Project Delivery	10%
Indigenous Collaboration Incentive	5%