

# Expression of Interest (EOI): Establishing an Iconic Attraction for Regional Tourism Growth

**Issued by:**

Tourism Kamloops  
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## 1. Background Information

Kamloops, a thriving tourism destination, drew 1.9 million visitors during the 2022-2023 season. To build on this success and elevate Kamloops as a premier destination in British Columbia, Tourism Kamloops is launching a project to develop one or more iconic structures that will enhance the city's appeal and contribute to tourism growth.

This initiative aligns with key priorities in Tourism Kamloops' 2023-2027 Strategic Plan, and it supports Destination BC's "Rainforest to Rockies" strategy. This strategy highlights British Columbia's diverse and breathtaking landscapes, and Kamloops aims to be a major stop along this globally recognized route. The proposed iconic structure will leverage the city's unique natural and cultural assets, enhancing the travel experience for visitors journeying from the coastal rainforests to the Rocky Mountains.

The project will be guided by a feasibility study, including market analysis, location scouting, and interest holder engagement. The goal is to identify prime development sites and market opportunities, ensuring strong collaboration with local communities and Indigenous nations. The next steps involve engagement sessions, the creation of a detailed lookbook for potential developers, and efforts to attract significant capital investment to bring this vision to life.

## 2. Project Overview and Rationale

The proposed iconic structure will serve as a beacon for tourism growth, leveraging the unique natural landscapes and cultural heritage of Kamloops. The project will be informed by a feasibility study encompassing a market analysis, location analysis, and interest holder engagement. This study will identify the most promising sites for development, evaluate market gaps and opportunities, and ensure that the project has the support and involvement of key interest holders, including Indigenous nations and local developers.

The next phase of the project involves formal engagement sessions to identify specific land opportunities, followed by the creation of a detailed lookbook to be presented to potential developers. The final aim is to attract significant capital investment and foster new tourism experiences along of BC's iconic routes.

## 3. Project Scope

The scope of this project includes, but is not limited to:

- **Locations Analysis:** Identifying parcels of land with development potential that meet specific criteria, such as proximity to highways, breathtaking views, zoning requirements, and civic services offered. Ideally, we are looking for 4 – 6 locations with potential.

- **Market Analysis:** Understanding market gaps and identifying the type of iconic structure that would provide Kamloops with a competitive advantage, especially during the shoulder seasons.
- **Interest Holder Engagement:** Engaging and presenting to the City of Kamloops, Thompson Nicola Regional District, TRU, Indigenous nations, tourism related developers and local community to ensure buy-in and collaboration throughout the project's development.
- **Lookbook Creation:** Developing a comprehensive document showcasing potential development sites, complete with analyses and visual materials, to entice developers. Tourism Kamloops staff can offer graphic design support.
- **Estimated Workload:** Approximately 10 hours per week.

#### 4. Submission Requirements

Tourism Kamloops invites submissions from developers, tourism professionals, and tourism consultants who are interested in participating in this project. The submission should include the following:

1. **Company Profile:** A brief overview of your organization, including relevant experience in similar projects.
2. **Project Approach:** A description of your proposed approach to the project, including methodology for market analysis, location scouting, and interest holder engagement.
3. **Team Composition:** Details of the team members who will be involved in the project, including their roles and relevant expertise.
4. **Previous Work:** Examples of previous projects that demonstrate your ability to deliver on similar initiatives.
5. **Competency Matrix:** A completed competency matrix outlining your team's expertise in the following areas:
  - Tourism Development
  - Market Analysis
  - Land Feasibility Studies
  - Interest Holder Engagement
  - Indigenous Consultation
  - Project Management
6. **Cost Proposal:** A detailed cost proposal for your services, including a breakdown of fees for each phase of the project. The cost proposal should reflect the scope of work, timeline, and deliverables, with the project expected to be completed by May 30, 2025.

#### 5. Evaluation Criteria

Submissions will be evaluated based on the following criteria:

- **Experience and Expertise (30%)**  
Demonstrated experience in tourism development and similar projects.
- **Project Approach (30%)**  
Quality and feasibility of the proposed approach.
- **Team Composition (20%)**  
Expertise and qualifications of the team members.
- **Competency Matrix (20%)**  
Completeness and strength of the competency matrix.

#### 6. Submission Deadline

Please submit your EOI by September 11, 2024, to:

**Contact:** Nic Zdunich

**Title:** Destination Development Manager

**Phone:** 250-852-0691

**Email:** [nic@tourismkamloops.com](mailto:nic@tourismkamloops.com)

### **Additional Information**

Tourism Kamloops reserves the right to request additional information or clarification from respondents. All submissions will be kept confidential.

**Tourism Kamloops** thanks you for your interest in this exciting project and looks forward to your participation in helping to shape the future of Kamloops as a leading tourism destination.

## **Frequently Asked Questions (FAQ)**

### **1. What is an Iconic Structure?**

An iconic structure is a landmark or attraction that is uniquely recognizable and serves as a symbol of a region or city. It typically leverages the natural landscape, cultural heritage, or architectural innovation to create a destination that draws visitors, boosts local tourism, and contributes to the area's identity. Examples of iconic structures in British Columbia and Canada include the [Capilano Suspension Bridge](#), the [Malahat SkyWalk](#), and the [Vallea Lumina Whistler](#). Internationally the [London Eye](#) is a prime example.

### **2. What is the purpose of this project?**

The purpose of this project is to develop an iconic structure in Kamloops that will enhance the city's appeal as a premier tourism destination in British Columbia. The structure aims to attract more visitors, boost local economic growth, and align with key regional and provincial tourism strategies, including Destination BC's "Rainforest to Rockies" initiative.

### **3. Who can participate in this project?**

This project is open to developers, tourism professionals, and tourism consultants who have experience in tourism development, market analysis, land feasibility studies, and stakeholder engagement. We are looking for innovative and experienced teams who can help bring this vision to life.

### **4. What is the submission deadline?**

All submissions must be received by September 11, 2024. Please ensure that your submission includes all required elements as outlined in the Expression of Interest (EOI).

### **5. What should be included in my submission?**

Your submission should include a company profile, project approach, team composition, examples of previous work, a completed competency matrix, and a detailed cost proposal. For more information, please refer to the EOI document available on our website.

### **6. What is a Lookbook?**

A lookbook is a curated collection of visual and descriptive materials that showcases potential development sites. It includes detailed analyses, photographs, and other visual aids to help potential developers

understand the opportunities available and envision the project's possibilities. The lookbook for this project will highlight prime locations identified through the feasibility study, making it a key tool in attracting investment and interest.

**7. How will the submissions be evaluated?**

Submissions will be evaluated based on experience and expertise, the quality and feasibility of the proposed approach, team composition, and the strength of the competency matrix. The cost proposal will also play a significant role in the evaluation process.

**8. What is the timeline for the project?**

The project is expected to be completed by May 30, 2025. This includes all phases of the project, from market analysis and location scouting to stakeholder engagement and final deliverables. At minimum, monthly check-ins required.

**9. Will compensation be provided?**

Yes, the selected developer or consultant will be offered competitive compensation based on the cost proposal submitted. Detailed terms will be discussed and finalized upon selection.

**10. Is there an opportunity to extend the contract?**

Yes, there may be an opportunity to extend the contract based on the project's progress and the evolving needs of Tourism Kamloops. Extensions will be considered on a case-by-case basis and will depend on the availability of funding and the successful completion of initial project phases.

**11. How do I submit my proposal?**

Proposals should be submitted via email to Nic Zdunich, Manager of Destination Development, at [nic@tourismkamloops.com](mailto:nic@tourismkamloops.com) by the submission deadline. Please ensure all documents are included and clearly labeled.

**12. Who can I contact for more information?**

For any additional questions or clarifications, please contact Nic Zdunich, Manager of Destination Development, at [nic@tourismkamloops.com](mailto:nic@tourismkamloops.com)