



THE VILLAGE OF
N A K U S P

REQUEST FOR PROPOSALS

MARKETING THE NAKUSP HOT SPRINGS

The Council of the Village of Nakusp is inviting interested persons, organizations, or Marketing Firms to submit proposals, including budgets - for the marketing of the Nakusp Hot Springs. This will be a short term contract commencing in January of 2010 with a full review by September 2010. The terms of reference and expectations are as follows;

- Increasing awareness of, and creating new opportunities for recreational and leisure activities that would compliment hot spring visitation, and to develop strategies for users and potential user groups.
- Develop and implement plans to increase the Hot Springs utilization, particularly in the winter.
- Seek partnerships and collaborate with other hot springs facilities and regional complimentary activities, in cooperation with the Nakusp Development Board, Marketing Committee, Chambers of Commerce and other recreational organizations and stake holders.
- Work with the Nakusp Hot Spring Staff and Management – planning and implementing special events and other strategies.
- Coordinate and evaluate marketing and communication plans and strategies for the Hot Springs, making recommendations and presentations to Council for budget consideration.
- Reviewing and recommending alternative methods of providing best level service, including funding, resource options and grant research.

IF YOU ARE A DEDICATED PROFESSIONAL or ORGANIZATION WITH A VERIFIABLE TRACK RECORD IN RESULTS ORIENTED MARKETING OF RESORT FACILITIES OR MUNICIPALITIES, WE WOULD LIKE TO HEAR FROM YOU.

Please submit your proposal, Resume and Portfolio with reference contact information to: Bob Lafleur, CAO, Village of Nakusp at PO Box 280, Nakusp BC V0G 1R0 no later than November 27th, 2009. The Village may not accept the lowest or any bidder.

The Village thanks all who apply however will only be contacting those chosen to make a presentation to Council.