

REQUEST FOR PROPOSAL
TOURISM BOUTIQUE, ROTARY PARK



FEBRUARY 2025

REQUEST FOR PROPOSAL - TOURIST BOUTIQUE ROTARY PARK

INTRODUCTION

The Town of Shediac is inviting proposals from qualified companies for the operation, management, and marketing of a tourist shop located at Rotary Park, 229 Main Street, at the site of the large lobster, from mid-June to mid-September. Tourism operators are invited to submit proposals for this location, ideally with an offering of outdoor activities, including but not limited to water rentals. The building rental includes a storage shed and access to the public dock, providing an ideal opportunity for water-based experiences.

- 231A Main Street (turquoise), 500 sq. ft. building, plus storage shed 288 sq.ft.

PROPOSAL OBJECTIVES

The document submitted in response to this RFP must include two references and a description of the approach that will be taken to meet the following objectives:

1. A cover letter signed by the individual authorized to submit a proposal in response to this RFP;
2. Your company's experience in operating a commercial operation. If you have previously operated a tourist boutique, please list your qualifications;
3. Your action plan and vocation for the building in question, including a detailed summary of products or experience proposed for commercialization;
4. Your proposals should complement existing on-site offerings. The following items and operations are excluded, as they are already available at the location: clothing sales, gift shops, and food & beverage vendors.

This RFP represents a 4-year term with an annual rent commencing May 2025 with an identified rent offer.

EVALUATION PROCESS

a) Selection process

A selection committee will be created for this project, and its mandate will be to review and evaluate the submitted proposal and make recommendations to the municipal council.

b) Evaluation criteria

Proposals will be ranked on the merits of the written proposal, the company's qualifications and the alignment with the objectives of the Rotary Park. Each evaluator will assign a 50-point score as follows:

Expertise and relevant experience	15 points
Alignment with proposal objectives	15 points
Understanding of project scope and quality of bidder's project	10 points
References	10 points

REQUEST FOR FURTHER INFORMATION

Questions about this RFP should be directed to:

Department- Economic Development and Tourism
Town of Shediac
290 Main Street, Shediac, NB E4P 2E3
506-531-7000
melodie.martin@shediac.ca

ESTIMATED TIMES

Request for proposals issues	February 19, 2025
Deadline for submission	March 19, 2025, at 3 pm.

PROPOSAL SUBMISSION

The proposal must be clearly marked "Town of Shediac – RFP – Rotary Park Tourism Boutiques" and delivered to the following address:

Town of Shediac
Economic Development and Tourism Department
290 Main Street, Unit 300, Shediac, NB E4P 2E3

Or send in digital format to melodie.martin@shediac.ca

The proposal must be received by the Town of Shediac no later than Wednesday, March 19, 2025, 3 pm (local time).

Proposals received after this time and date will not be accepted. The Town reserves the right to reject any or all proposals.