

Hub 1 (The Town of St. George and St. David's)

Steering Committee

Re: Request for Proposal – Hub 1 Consultant

Background

In 2014 approximately 30 Hub 1 stakeholders representing multiple community and business sectors participated in a series of facilitated sessions. The objective was to assess the unique cultural and environmental assets of the Town of St. George and St. David's and identify related potential business and tourism development opportunities. Through a collaborative and strategic approach, a Hub 1 cultural tourism plan was developed. The goal, is that the plan will ultimately help re-establish a vibrant East End community and economy providing authentic world-class cultural experiences for all, while addressing and identifying new opportunities for 2015 and beyond.

Request for Proposals – Hub 1 Cultural Tourism Plan Implementation Project

To ensure the sustained implementation of this plan, the Hub 1 steering committee is seeking a consultant, for a one year period with key milestone objectives for the project, to provide the following services:

1. Implement new/enhanced cultural experiences aligned with the Hub 1 cultural plan objectives
2. Develop and implement a Hub 1 communication and marketing plan to increase awareness for Hub 1 events, programmes and experiences
3. Identify new funding opportunities to support HUB 1 activities
4. Create working groups required for the successful implementation of the Hub 1 cultural plan
5. Research and update current Hub 1 activity calendar to share with stakeholder
6. Increase overall demand and visitation to Hub 1

Proposal Requirements

Please submit and include the following in your proposal for consideration

1. A brief overview of yourself and/or company's work, philosophy and capabilities
2. Description of your experience with similar projects
3. Description of how you differentiate yourself from your competitors
4. A list of new activities or experiences you would recommend in the Town of St. George and St. David's and how you would promote them to visitors and residents
5. Detailed fee structure by activity
6. The personnel who will be involved with providing services
7. Details of how you bill for services

Submission Deadline and Contact Details

All submissions should be received by **October 13, 2015** to Ray Lambert, Economic Development Officer, Bermuda Economic Development Corporation, on behalf of the Hub 1 Steering Committee, via email to rlambert@bedc.bm. Please use this email address or call 292-5570 or 704-9057 to obtain a copy of the Hub 1 cultural tourism plan and/or forward any questions about this request for proposal.