



REQUEST FOR EXPRESSIONS OF INTEREST: HIGH-LEVEL TOURISM ECONOMIC IMPACT ANALYSIS OF PROPOSED CULTURAL ATTRACTION

Issued May 4, 2015

SHORT-TERM ASSIGNMENT

The North Vancouver Museum & Archives (NVMA) seeks Expressions of Interest from consultants experienced in tourism development and/or business planning for cultural attractions to prepare a:

- **High-level economic impact analysis** of the New Museum over ten years (1-2 years of construction and years 3 to 10 of operation) focusing on the Museum's impact on the local business community, including both direct and indirect spending and additional economic and community benefit spin-offs that can be identified and quantified built on construction, employment and visitorship.

Background

North Vancouver will soon be home to an exciting and innovative museum located in the rapidly developing Shipyards site on the central waterfront. The New Museum, with family-friendly interactive exhibits, is expected to attract both residents and tourists to The Shipyards development.

The fundraising campaign for a New Museum in the Shipyards historic' "Pipe Shop" building (scheduled to open in 2017) is currently underway. Background information on the Project is located on our website: <http://nvma.ca/new-museum-2/new-museum/>. Links to many previous studies are found at the bottom of the web page.

Several important documents impacting the New Museum have been completed during the past few years. They include:

- New Museum Business Case and Feasibility Study (Lord Cultural Resources, 2013); *Copies of the full study may be obtained upon request. A summary of the Business Case is available on our website.*
- New Museum Exhibit Concept Plan (KEI Space Design, 2013). *A link to the complete study is available on our website.*
- City of North Vancouver Central Waterfront Development Plan (Roger Brooks International, 2014); *Available on the City of North Vancouver website.*
- The Shipyards Lot 5 – Vision, Site Planning Principles and Next Steps (City of North Vancouver Staff Report to Council, 2015).

Need for Economic Impact Analysis

During the two years since the New Museum's Business Case was prepared, changes have been made to the City's plans for the surrounding Shipyards development. While a comprehensive business plan was prepared, no estimates of economic impact were included. This goal of this project is to add those estimates to the overall Business Case (Lord Cultural Resources report noted above).

Contract Terms of Reference

The assistance of a consultant experienced in tourism development and business planning for cultural attractions is required. During this short-term assignment, the specialist will be required to:

- Identify, analyze and summarize (through secondary research) relevant cultural attraction economic impact studies that apply in the North Vancouver scenario.
- Prepare a high-level economic impact analysis of the New Museum on the local business community (from start of construction work in 2016 and estimated out for ten years of operation). Macro numbers should include both projected direct spending and indirect (suppliers to the direct) as well as spin-offs to other businesses from audience growth in the precinct.
- Demonstrate the potential value-added role of the New Museum in contributing to a diverse product mix in the Shipyards (as recommended in the Central Waterfront Development Plan) in being key to attracting new audiences to the Shipyards site with resulting additional spin-off economic activity (versus the alternate of more retail).

A report containing the findings and describing the methodology used must be submitted to NVMA.

Contract Amount

Proposals budgeted at no more than \$5,000 will be of most interest to the NVMA.

Timing

NVMA expects to award a contract for this work by May 22, 2015. The successful respondent will be expected to deliver the completed work by June 15, 2015.

Expressions of Interest

If you wish to indicate your interest in this consulting opportunity, please do so by May 14, 2015 (5:00 pm) in writing to:

Nancy Kirkpatrick, Director
North Vancouver Museum & Archives
3203 Institute Road
North Vancouver, BC V7K 2E5

E-mail: kirkpatrickn@dnv.org
Phone: 604.990.3700 ext 8001
URL: nvma.ca

NOTE: Respondents may contact Nancy Kirkpatrick to ask questions or request more information about this opportunity .

Expressions of Interest must contain a resume showing the respondent's qualifications and relevant experience, a budget, and a cover letter describing why this opportunity is of interest and confirming the work can be completed by June 15, 2015.

Project Inception Meeting

Please note that at a project inception meeting, the selected consultant will have the opportunity to present his/her potential approaches to undertaking these tasks, and to receive input and guidance from museum administrative staff and the chair of the capital campaign. This will result in the confirmation of a mutually-acceptable work plan.

NOTE: NVMA is under no obligation to firms or individuals who submit an Expression of Interest. We make no representations or provide any undertakings to Respondents other than to invite them to submit an Expression of Interest.