



## Request for Qualifications

### Marketing Levy Education Manager (Part-time contract position)

Destination Cape Breton is inviting qualified contractors to submit a proposal to complete the work outlined in the following **Terms of Reference**.

If you have any questions regarding the RFQ, please forward them to:

Robert Bourque, Director of Operations  
Destination Cape Breton  
Email: [robert@dcba.ca](mailto:robert@dcba.ca)



# Marketing Levy Education Manager

## Terms of Reference

### A. INTRODUCTION

For the past thirteen years, Cape Breton Island-Unama'ki tourism industry partners have worked together to support an integrated and expanded marketing effort through a dedicated destination marketing and management organization, Destination Cape Breton. Through their efforts, industry businesses and municipalities supported the creation of a Cape Breton Island Marketing Levy to provide needed resources to market Cape Breton Island in the global tourism market.

As of January 1, 2024, the Marketing Levy was expanded to include all registered tourism accommodations on the Island. This added many smaller operators, including short-term rentals, to the levy process. To support the expanded levy, a new platform (Check-In Analytics) was launched to provide an online system for accommodation operators to provide monthly Marketing Levy reports, as per municipal by-laws.

To date, there is inconsistency in marketing levy reporting and remitting on a timely basis. To address this challenge, registered tourism accommodation operators must be educated on the requirements of the municipal Marketing Levy by-laws.

### B. SCOPE OF WORK

The Marketing Levy Education Manager will work with Destination Cape Breton and be responsible for educating registered tourism accommodation operators across Cape Breton Island-Unama'ki on proper reporting and remitting requirements, as per municipal by-laws. This is a part-time, contracted position with the following responsibilities:

- Becoming fully educated on the Cape Breton Island Marketing Levy reporting and remitting requirements and the Check-In Analytics platform.
- Review and update the Marketing Levy information booklets for each municipality and the Marketing Levy page on [destinationcapebreton.com](https://destinationcapebreton.com).
- Developing a training program to educate registered accommodation operators on levy reporting and remitting requirements and processes.



- Reviewing Check-In Analytics data to identify registered accommodation operators who are not reporting and/or remitting consistently.
- Communicating with registered accommodation operators who are not reporting and/or remitting consistently to arrange a time to deliver training, either in-person or virtually.
- Logging all communication with registered accommodation operators in Destination Cape Breton's customer relationship management platform.
- Providing ongoing support to registered accommodation operators regarding the Check-In Analytics platform and/or remittance processes.
- Providing regular progress updates to the Director of Operations on Marketing Levy education activities.
- Advising the Director of Operations of instances of non-compliance or non-response from registered accommodation operators.

### **C. OTHER TERMS**

- The contract will be for a one-year term, followed by a review and assessment to determine if the project will continue beyond that term. Destination Cape Breton reserves the right to cancel the contract at any time by providing 30 days' notice to the contractor.
- This will be a contracted position for an individual or firm and remuneration will be on a fee for service basis.
- The Marketing Levy Education Manager will be required to sign a confidentiality agreement.

### **D. PROPOSAL SUBMISSIONS**

If you are interested in being contracted for this position, please provide the following in a written submission:

- Name and complete profile of individual or company.
- A statement of qualifications to complete the project scope.
- Outline availability for completing the contract.
- Provide a daily and/or hourly rate for each individual to be assigned to the project.



## E. SUBMISSION PROCESS

Electronic proposal submissions in PDF format must be received no later than 4:00 pm (Atlantic Time) on March 14, 2025 to:

**Destination Cape Breton Association**

**Attention: Robert Bourque, Director of Operations at [robert@dcba.ca](mailto:robert@dcba.ca)**

The contract for this assignment will be awarded on or about March 21, 2025 with a start date of April 1, 2025.

## F. RFQ TERMS

### Submission Deadline

The responsibility for submitting a response to this RFQ on or before the stated time and date will be solely and strictly that of the submitting individual or firm. Destination Cape Breton will in no way be responsible for delays caused by email service or Internet interruption. Destination Cape Breton will provide a confirmation of receipt for all proposals received.

### Evaluation

All proposals will be carefully examined and scored according to the proponent's profile and qualifications for the assignment.

### Awarding Conditions

Destination Cape Breton reserves the right to award the contract to the proponent that it deems to be the best qualified for this assignment.

In addition, Destination Cape Breton at its sole discretion, reserves the right to cancel this RFQ, to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the best interest of Destination Cape Breton and the Cape Breton Island-Unama'ki tourism destination to do so.

