Tender Number: RFP-MCC-2002

TOURISM BRAND, MARKETING STRATEGY, AND WEBSITE

Addendum #1

The following modifications reflect a change or clarification to the RFP document

1. Response Requirements

The following response requirements shall be included in your proposal (included in the 12 page maximum):

Executive Summary
Understanding of the Project
Proposed Approach/Process and Project Plan
Project Manager Identification
Estimated Cost – Fixed Price
Other Expenses

The following response requirements may be included in your proposals' Appendices:

Demonstrated Expertise
Project References
Resumes & References
Proposed Third Party Resources

2. Link Error

On Page 5, Section 6 of RFP-MCC-2002, the supplied links are malfunctioning. This section is to be replaced with the following:

6. **SUPPLEMENTAL INFORMATION AVAILABLE**

The following reports and information are available for reference. To receive digital copies of these documents, please visit the websites and links below.

a) **Cumberland Region Tourism Development Strategy-** https://www.cumberlandcounty.ns.ca/899-cumberland-region-tourism-strategy/file.html
b) **Cumberland region tourism asset inventory-** https://cumberlandcounty.ns.ca/rfp-and-tenders.html

c) **Driving Export Revenue 2017-2022 Strategic Plan-** https://tourismns.ca/sites/default/files/Driving%20Export%20Revenue%20-%20Strategic%20Plan.pdf

d) **Tourism Nova Scotia research-** https://www.tourismns.ca/research/explorer-quotient

e) Town of Amherst Community Economic Profile https://www.amherst.ca/index.php?option=com_docman&view=list&slug=community-and-economic-development&Itemid=329&layout=default

f) Cape d'Or Master Plan- https://www.cumberlandcounty.ns.ca/capital-projects/800-cape-d-or-master-plan/file.html

g) Pugwash Waterfront Development Master Plan- https://www.cumberlandcounty.ns.ca/news/737-pugwash-waterfront-development-final-report-combined/file.html

End of Addendum #1