



Addendum No. 2

City of Coquitlam

RFP No. 25-030

Festivals and Events Strategy

Issue Date: April 30, 2025

Total Page Count: 2

Proponents shall note the following amendments to the RFP documents:

QUESTIONS AND CLARIFICATIONS

Q1. What work has been done (strategy, planning or otherwise) to support the City's overall investment attraction strategy?

A1. The City has undertaken several strategic initiatives that support overall investment attraction, including:

- **Strategic Plan 2024–2027:** <https://www.coquitlam.ca/633/Strategic-Plan>
- **Economic Development Strategy:**
<https://www.coquitlam.ca/1257/Economic-Development-Strategy>
- **Citywide Official Community Plan:**
<https://www.coquitlam.ca/616/Citywide-Official-Community-Plan>
- **Coquitlam Technology Strategy (2019–2024):**
<https://www.coquitlam.ca/620/Coquitlam-Technology-Strategy>
- **Tourism Strategy (2015–2020):** <https://www.coquitlam.ca/623/Coquitlam-Tourism-Strategy>

Q2. What other tactics beyond events/festivals has the City explored?

A2. The focus of this RFP is to develop a Festivals and Events Strategy. Broader investment attraction tactics are addressed in the City's other strategies referenced above. As such, questions related to non-event investment tactics are not considered relevant within the scope of this engagement. The City's intent is to attract festivals and events and to support a sustainable ecosystem for their success.

Q3. Have you already completed work to assess the City's overall unique value proposition in regards to investment attraction? How do events relate to this?

A3. The City has not conducted a dedicated assessment of its value proposition specific to investment attraction within the context of festivals and events. However, the Economic Development Strategy references festivals and events

as key contributors to the City's quality of life and overall vibrancy. This RFP is intended to explore how Coquitlam can be positioned as a destination for festivals and events, focusing on attraction, differentiation, and support for event delivery.

Q4. What research has been done to date on the City's events (where folks attend from, their experience of the events, etc.)?

A4. The City currently conducts post-event surveys for all civic events, collecting data on attendee experience, participation, and satisfaction. Metrics are available and can be shared with the successful Proponent. For community-led festivals and events, the City is seeking a framework—through this strategy—to guide the consistent collection and analysis of event performance data, including cultural and economic impact indicators.

End of Addendum No. 2

Proponents take into account the content of this Addendum in the preparation and submission of the Proposal which will form part of the Contract and should be acknowledged on the Proposal Submission Form.

Upon submitting a Proposal, Proponents are deemed to have received all addenda that are issued and posted on the City's website and considered the information for inclusion in the Proposal Submission.

Issued by:

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