



RESPONSES TO QUESTIONS

RFP- FOOD WALKING TOUR CONSULTANT

SEPTEMBER 09, 2025

Please see below responses to questions received for the Downtown Yonge BIA's RFP- Food Walking Tour Consultant.

1. Should the tours be fully DYBIA-branded, or is co-branding with the tour provider acceptable?

Given that the Downtown Yonge BIA would be fully funding the tours, the expectation is that the tours are branded as a DYBIA initiative that is led and designed by the tour operator, and this would be how it is marketed. Marketing materials will feature the Downtown Yonge BIA logo, with a mention of the tour operator. We are open to proposals showcasing co-branded tours if a partnership model is included from the tour operator.

2. Are costs for food/inclusions to be paid by the budget?

Yes. As per the RFP, "bidders must provide a firm, all-inclusive price for all services proposed."

3. Is there potential for the program to continue beyond the one (1) year listed in the RFP?

Yes, if the program is run successfully and there is demand based on feedback in the survey, there is the potential for this program to continue beyond 1 year.

4. Is there a preferred time of day/day of the week for the tours?

This would be at the discretion of the tour provider based on the theme(s) selected and the targeted audience(s). As noted in the RFP, the neighbourhood features many different types of users and many different types of businesses, and the tours should be designed with this variety in mind. For instance, if the tour operator includes a student-friendly tour, this should be done at a time best suited for students. If a tour is geared towards employees at lunch, it should be a length and timing suitable for that group.



5. Could you clarify why the BIA representative is attending all the tours?

The DYBIA representative is attending as the funder of the program. They would provide a brief introduction of the organization at the beginning of the tour and why this program was created, along with answering any questions from participants about the organization. They are also there to foster community engagement between the organization and attendees by having conversations about their interest in the tours, their relationships with the neighbourhood and interest in community programs generally. They are not attending as tour staff and should not be relied on as support to execute the tours.

6. Does the DYBIA representative's salary need to be covered in the budget amount?

No, the DYBIA representative is attending as part of their regular responsibilities.

7. Please expand on the reason behind using a single BIA email for all logistics and guest confirmations.

In the past, we have encountered confusion from attendees of receiving emails from an outside organization when it is a DYBIA program. Participants have missed emails, or even deleted them as they thought they were spam. Given these past experiences, we are looking to pilot this model to see if there is less confusion.

8. Can you confirm that tours will only be run in English?

Yes, tours will only be run in English.

9. What is the ultimate goal or outcome with this program for the DYBIA?

As per the RFP, "these tours should aim to showcase the variety of offerings in the neighbourhood, foster community pride and engagement as well as encourage participants to return with others on their own."

10. If there is printing required for the accompanying resource, is this to be covered in the budget?

Yes. As per the RFP, "bidders must provide a firm, all-inclusive price for all services proposed." If this cannot be included in the budgeted amount, additional costs and fees may be presented as menu pricing as per the RFP, though it is recommended the proposal include an accompanying resource that can be covered within the budget.

11. Is the expectation that each of the 40 tours is different or can they be offered in series or groupings of identical tours?

Tours can be offered in series or groupings of identical tours, provided there is variety in the different series proposed that reflect the variety of users and businesses in the neighbourhood and the season.



12. Are all additional tour materials such as survey incentives, hand warmers for guests, ponchos for staff, etc to be covered in the budget?

Yes. As per the RFP, “bidders must provide a firm, all-inclusive price for all services proposed.” If certain items cannot be included in the budgeted amount, additional costs and fees may be presented as menu pricing.

13. Can you share a draft of what the 2026 events calendar will look like?

Please refer to the [DYBIA's website](#) for a list of the regular programs and events we host. We anticipate hosting similar events in 2026.

14. Please elaborate on what information should be included in the company prospectus.

The company prospectus should include information on the background of the organization, qualifications and experience as well as showcase why they are qualified to execute the program. References could also be included.

15. Please clarify what you mean by “Additional costs and fees may be presented as menu pricing” under “Timeline and Budget”.

As per the RFP, “bidders must provide a firm, all-inclusive price for all services proposed.” If certain items cannot be included in the budgeted amount, these additional costs and fees may be presented as menu pricing. This could also include additional ideas or items the tour operator believes would enhance the tour but is beyond the scope of the RFP (for eg. Developing an additional resource, providing more tour dates, etc).

16. Should the tours aim to feature the maximum number of independent businesses within the DYBIA territory, or would a curated selection that best represents the area be preferable?

The tour operator should use their expertise to determine the types of businesses to be featured based on their matrix for selection as well as theme, audience, timing, location etc. DYBIA is home to a diverse range of businesses, both independent and chain restaurants and a diverse range of businesses is expected to be highlighted, provided it meets the theme and general interest of the audience. For instance, if a restaurant is closed on weekends, it is most likely better suited to a tour geared towards employees.

17. What is the cadence envisioned for the tours?

This would be at the discretion of the tour provider based on the theme(s) selected and the targeted audience(s). The expectation is that there are tours offered all year including winter and the shoulder seasons. Themes, routes and businesses selected should reflect the season. For eg, a tour in the winter should include more indoor stops to warm up.



18. Is the tour provider responsible for providing tour guides with DYBIA branded apparel?

Yes, as per the supplementary conditions “Tour guides and support staff are required to wear Downtown Yonge BIA branded uniforms while conducting the tours, designed and purchased by the tour operator, with final design approval by the DYBIA.” As mentioned in question 1, we are open to co-branded tours if a partnership model is included in the proposal.

19. How would DYBIA like intellectual property and audio/visual materials collected to be handled—should materials and content developed during the project remain with the provider, or be transferred to DYBIA?

As per the RFP “any materials and designs which are created for DYBIA by your firm, at our cost, become the property of the BIA and no additional fees will be paid to the design firm or illustrators for their use, with the exception of changes quoted and approved in advance for each project.”

20. What level of financial reporting does DYBIA require for the allocated budget (e.g., summary reports vs. detailed receipts and timesheets)? Are any approval steps or checkpoints expected during the project?

The DYBIA does not require a detailed cost breakdown during the duration of the program. However, the proposal should include a high level breakdown of approximate costs. The tour provider should also note the preferred payment schedule. Approval by the DYBIA will be required for all marketing materials, routes, stops and script. As such, there will be checkpoints throughout the year with the DYBIA team to discuss feedback on the tours, tweaking the tours as needed. The cadence of check-ins will be discussed with the selected tour operator.