REQUEST FOR PROPOSALS



FILM SECTOR STRATEGY & DEVELOPMENT FRAMEWORK

Building a practical, collaborative framework to support film sector opportunities, economic growth, and community benefits in Squamish

NOVEMBER 2026

TOURISM SQUAMISH
HARDWIRED *for* ADVENTURE

Contents

Introduction....3
Project Background....3
Project Objectives....4
Scope of Work....4
Phase 1 – Understanding the Current Landscape....4
Phase 2 – Partnerships, Governance & Operational Considerations....5
Phase 3 – Industry Development & Film Tourism Opportunities....6
Phase 4 – Implementation Framework & Next Steps....6
Indigenous Collaboration & Engagement....6
Stakeholder Engagement....7
Proposal Requirements....7
Project Timeline....7
Budget....7
Evaluation Criteria....8
Proposal Submission....8

Introduction

Tourism Squamish is seeking proposals from qualified consultants or consultant teams to support the development of a practical strategy and implementation framework related to film and screen sector opportunities within Squamish.

This project will focus on establishing a coordinated approach to supporting film-related opportunities within the District of Squamish, while considering relationships with regional and industry partners where relevant. The work will align with tourism, economic development, workforce development, and community priorities.

The initiative is intended to be collaborative, partnership-based, and practical in nature. The project will focus on understanding current conditions, identifying opportunities and gaps, exploring partnership and operational approaches, and developing realistic recommendations and next steps for future growth.

The successful proponent will work closely with Tourism Squamish and project partners to develop a practical operational and implementation framework for establishing a dedicated Squamish Film Office, including its services, governance, staffing, funding model and long-term sustainability.

Project Background

Squamish continues to experience increasing interest related to film, television, commercial, digital media, and screen-based production activity.

The community offers a diverse range of filming environments, including mountain landscapes, forests, transportation corridors, industrial settings, recreation assets, and community facilities. Combined with its proximity to the Lower Mainland production industry, Squamish has established itself as a desirable filming location within British Columbia.

Film-related activity within Squamish is currently supported through a combination of organizational relationships, permitting processes, and informal coordination among local partners. As interest in the sector continues to grow, Tourism Squamish and project partners recognize an opportunity to better understand the community's current film readiness, identify opportunities for improvement, and establish a coordinated framework to support future growth.

This project will establish the operational framework for a dedicated Squamish Film Office, including how it will:

- Support local economic development and business opportunities;
- Strengthen workforce development and local industry participation;
- Improve film readiness, permitting, and coordination processes;
- Support local filmmakers, crew members, and creative industries;
- Enhance collaboration among community partners;
- Explore opportunities related to film tourism and destination marketing; and
- Align with broader tourism and community development objectives.

While the project may consider regional trends, industry relationships, and comparable approaches from neighbouring communities, the primary focus of this initiative is on opportunities, partnerships, and implementation considerations within Squamish.

The project is expected to involve collaboration with key stakeholders including Tourism Squamish, the District of Squamish, Indigenous partners, educational institutions, industry representatives, local businesses, and other community organizations.

Project Objectives

The objectives of this project include:

- Understanding the current state of film and screen sector activity within Squamish;
- Identifying opportunities, strengths, gaps, and barriers related to film readiness and industry development within the community;
- Recommending an appropriate governance and operating model for a dedicated Squamish Film Office, including organizational responsibilities, services and coordination functions;
- Reviewing current permitting, inquiry, and coordination processes and identifying opportunities for improvement;
- Supporting collaboration and relationship-building among Tourism Squamish, the District of Squamish, Indigenous partners, educational institutions, industry representatives, and other stakeholders;
- Identifying opportunities to support local workforce development, filmmakers, crew capacity, and business participation;
- Exploring opportunities related to film tourism, destination storytelling, and visitor engagement;
- Developing a sustainable long-term funding model, including estimated start-up costs, annual operating requirements, staffing needs and potential revenue sources;
- Developing a phased implementation framework and practical recommendations for future action; and
- Supporting respectful collaboration and engagement with Indigenous communities and organizations throughout the project.

Scope of Work

The successful proponent will be expected to undertake work that includes the following phases.

Deliverables from each phase may be presented as sections or appendices of one integrated final report. The work plan must identify interim drafts and opportunities for Tourism Squamish and project partners to review and provide feedback. Final reports and presentation materials must be provided in PDF and editable formats.

Phase 1 – Understanding the Current Landscape

This phase focuses on providing a practical understanding of current film and screen sector activity, existing processes, local opportunities and relevant regional relationships.

Tasks include:

- Reviewing current film and screen sector activity within Squamish and neighbouring jurisdictions
- Assessing how film inquiries, coordination, and permitting are currently managed
- Reviewing and summarizing available film activity and economic impact information, identifying data gaps and limitations
- Reviewing comparable communities and approaches
- Identifying opportunities, strengths, gaps, and constraints
- Identifying key filming assets and environments within the District of Squamish.

Deliverables include:

1. Report summarizing:
    - Existing film activity within Squamish
    - Current film inquiry, permitting, and coordination processes
    - Key filming assets and location types within the District of Squamish
    - Existing strengths, opportunities, challenges, and constraints
2. Review of three to five comparable communities, identifying:
    - Film office structures and service models
    - Governance approaches and funding models
    - Lessons learned and best practices applicable to Squamish
3. Gap Analysis & Opportunity Assessment identifying:
    - Current gaps in film readiness and opportunities for growth
    - Priority areas for future investment and coordination

Phase 2 – Partnerships, Governance & Operational Considerations

This phase will develop a recommended governance and operational model for the establishment of a dedicated Squamish Film Office, including its core services, organizational structure, staffing requirements, partnerships and sustainable funding approach. Recommendations should consider the organizational capacity, available resources, and willingness of potential partners to assume proposed responsibilities.

Tasks include:

- Evaluating governance models and recommending a preferred structure for the Squamish Film Office
- Clarifying potential roles and responsibilities of participating organizations
- Reviewing communication and coordination approaches
- Reviewing current permitting and inquiry processes
- Identifying opportunities to improve film readiness and coordination
- Defining core services, operational requirements, staffing needs, administrative responsibilities and estimated costs
- Assessing potential funding sources and revenue opportunities and recommending a sustainable long-term funding model
- Supporting collaboration with Indigenous communities and organizations where appropriate

Deliverables include:

1. Governance and Operating Model Recommendation, including an assessment of a minimum of three governance options and a recommended model with rationale, decision-making structure, lead organization and partner responsibilities.
2. Permitting & Coordination Review including:
    - Current process mapping and recommendations to improve inquiry handling and film readiness
3. Operational and Financial Sustainability Framework, including proposed services and service levels, staffing requirements, estimated start-up and annual operating costs, potential funding sources and a recommended long-term funding model.

Phase 3 – Industry Development & Film Tourism Opportunities

This phase will explore opportunities to strengthen local participation and long-term benefits associated with film activity within the District of Squamish.

Tasks include:

- Identifying opportunities to support local crew, filmmakers, and businesses
- Exploring workforce development and training opportunities
- Reviewing partnerships with educational institutions and industry organizations
- Exploring opportunities related to film tourism and destination storytelling
- Identifying opportunities to strengthen local participation in the screen sector economy

Deliverables include:

1. Workforce & Industry Development Recommendations
2. Film Tourism Opportunities Summary
3. Partnership Opportunities Overview

Phase 4 – Implementation Framework & Next Steps

This phase is intended to bring together project findings into a practical and achievable roadmap for future action.

Tasks include:

- Developing phased recommendations and priorities
- Identifying short-, medium-, and long-term opportunities
- Developing estimated implementation costs, resource requirements and recommended responsibilities for establishing the film office
- Identifying potential next steps and implementation priorities
- Providing recommendations for a future digital film information hub, including potential functionality, implementation requirements and estimated development and ongoing operating costs. Design and development of the hub are excluded from this assignment.

Deliverables include:

1. Film Sector Strategy & Development Framework bringing together all project findings and recommendations.
2. Three-Year Implementation Roadmap identifying priority actions, timelines, lead organizations, supporting partners, estimated costs, funding requirements and measurable indicators of success.
3. Executive Summary and Presentation Materials suitable for presentation to Tourism Squamish, project partners, and stakeholders.

Indigenous Collaboration & Engagement

Tourism Squamish recognizes the importance of respectful collaboration and relationship-building with Indigenous communities and organizations. The successful proponent will be responsible for leading outreach and engagement with the Squamish Nation as part of the project. Tourism Squamish will provide introductions and guidance as appropriate. Engagement will be guided by the Nation's interest, availability and preferred approach to participation.

Proponents should demonstrate relevant experience working respectfully and collaboratively with Indigenous governments and communities and outline their proposed engagement approach. Proponents should identify and include any anticipated Indigenous engagement costs, including honoraria where appropriate, within their proposed budget.

Stakeholder Engagement

The successful proponent will be expected to undertake stakeholder engagement activities throughout the project.

Proposals must outline:

- Proposed engagement methodology
- Facilitation experience
- Experience working with multi-partner initiatives
- Approach to collaboration and communications
- The proposed number and type of engagement activities, including interviews, workshops and meetings, and the associated costs included in the proposal budget

Stakeholders may include:

- Tourism organizations
- Local governments
- Indigenous organizations
- Educational institutions
- Industry representatives
- Community partners

Proposal Requirements

Proposals must include:

- Company overview and relevant experience
- Project understanding and proposed approach
- Methodology and work plan
- Team members and qualifications
- Examples of directly relevant work, particularly film office development, governance and operating models, economic development strategies or comparable implementation projects
- Proposed timeline
- Detailed budget broken down by project phase, including professional fees, anticipated expenses, engagement activities and optional services priced separately
- References

Project Timeline

The anticipated project timeline is January 2027 to June 2027. Following consultant selection, Tourism Squamish and the successful proponent will finalize a project schedule that reflects project requirements, stakeholder availability, and agreed-upon deliverables.

Budget

Tourism Squamish anticipates a total project budget of $40,000 to $60,000, inclusive of GST, professional fees and expenses. Proponents must provide a detailed budget by project phase, identifying the engagement activities included. Optional components or additional services must be priced separately.

Tourism Squamish reserves the right to negotiate scope, budget, and deliverables with the preferred proponent.

Evaluation Criteria

Proposals will be evaluated based on the following evaluation framework and weighting:

Relevant experience will be assessed based on demonstrated experience with film sector development, governance and operating models, sustainable funding approaches and implementation planning.

Criteria	Weight
Relevant Experience in film sector development, governance and operational planning	30%
Methodology	30%
Indigenous Engagement Experience	10%
Budget & Value	20%
Timeline & Capacity	10%

Proposal Submission

Proposals must be submitted electronically in PDF format no later than:
December 4, 2026 at 4:00 p.m. Pacific Time.

Questions regarding this RFP must be submitted by email by November 27, 2026, at 4:00 p.m. Pacific Time. Responses to questions that clarify or amend the RFP will be shared with all prospective proponents through the same channel used to distribute the RFP.

Submissions and inquiries should be directed to:

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