



Request for Proposal (RFP)

Title: RFP to complete a Business Plan for Moccasin Identifier

1. BACKGROUND (PAST AND PRESENT)

Initiated, designed, and led by the Mississaugas of the Credit First Nation (MCFN), the **Moccasin Identifier** is a teaching tool and public awareness-building initiative for Treaty relationships between Indigenous and Non-Indigenous Peoples.

Containing two core streams, the Moccasin Identifier includes free online Treaty teaching content, a made for purchase stenciling kit (\$100) with 4 Moccasin stencils for classroom and community activities (to ground their learnings) and a public awareness building component, in and around significant archaeological sites, for the purpose of sharing history on the landscape. The education kit stream benefits from a Teachers Working Group, and the public awareness building stream of the project will be in partnership with many other organizations, like Indigenous Tourism Ontario, City of Toronto and others.

Moccasin Identifier Vision

To advance Treaty and Indigenous awareness and knowledge by covering Canada in Moccasins.

Moccasin Identifier Mission

To educate children on Treaties through the Moccasin Identifier educational kit, build public awareness to Indigenous culture on the landscape through site installations of moccasins, strengthening social cohesion, facilitating knowledge transfer and develop a network of knowledge for organizational change for the benefit of truth and reconciliation.

Moccasin Identifier Strategic Directions

1. Help facilitate a cultural shift in **Canada, starting in the Greenbelt and then Ontario**, by sharing Treaty history with children through the distribution of accessible educational kits
2. Develop a coordinated branding program to mark significant Indigenous sites for the benefit of public awareness
3. Form partnerships with communities and organizations to build understanding, engagement and support
4. Create a network of knowledge on Treaties to restore harmony between Indigenous and Non Indigenous people

2. INTRODUCTION

The Moccasin Identifier has been a grassroots initiative for 12 years on behalf of the Mississaugas of the Credit First Nation (MCFN). Inspired, initiated and led by Carolyn King, the Moccasin Identifier has recently turned a significant milestone – the launch of an online and accessible Treaty teaching lessons at www.moccasinidentifier.com. The educational lessons, which are designed in accordance with provincial curriculum requirements, are also coupled with an educational stenciling kit, available for sale online (online sales in development) for \$100. The launch of the Treaty teaching lessons and kit, during Treaties Recognitions Week (November 1-7, 2020) saw a launch of pre-orders for kit sales and generated great online news and social media coverage.

3. PROGRAM PURPOSE

With increasing awareness to Indigenous rights, the Moccasin Identifier is growing. To grow in a good way, the Moccasin Identifier (MI) is seeking proposals from qualified business consultants to complete a comprehensive business plan to ensure long-term business success and financial sustainability and reflect the proposed growth plan for the Moccasin Identifier for the Greater Golden Horseshoe, Ontario and Canada

4. DELIVERABLES

The proposal submission should include the following deliverable alongside regular communication and coordination with the Moccasin Identifier project team and meaningful Stakeholder engagement and should include:

1. Executive Summary
2. Strategic recommendation on the best business model for incorporation, support with incorporation process based on the above with recommendations for a Governance Structure to become a successful social enterprise
3. Operating Plan – Moccasin Identifier Kit production options, include partnership opportunities with other First Nations e.g. stencil development for e.g. Cree, Nootka, Mohawk moccasins
4. Human Resources Plan
5. Sales and Marketing Plan for the Moccasin Identifier Education Kit – including targets for key audiences: schools, corporations, public spaces, tourism sectors, and all levels of government; and options for creation of product, recommended project/capital plan and proposed workplan timelines.
6. Action Plan for 3 years, including Marketing and Distribution of the kits with targets/volumes of Annual creation for Year 1, 2 and 3 priorities
7. Funding plan for resources needed for capital and operations
8. Presentation materials

5. LOCATION

MCFN's Territory and Treaty Lands encompass approximately 3.9 million acres of land in Southern Ontario at the western end of Lake Ontario. The MCFN is located on 6,100 acres of land in Southwestern Ontario located near the town of Hagersville and adjacent to the Six Nations of the Grand River Reserve. The goal of the project in this phase is to cover the Greenbelt (same as Treaty and territorial area) in Moccasins, then Ontario and then Canada, in management program delivery phases.

6. PARTICIPATION OF MI AND MCFN

Moccasin Identifier (MI) is a part of the Special Events and Culture Unit at the Mississaugas of the Credit First Nation. MI will act as the first point of contact, and main project guide and support and commit to provide the hired consultant with any supporting information on MI and MCFN, to successfully complete the work. Approval of the final business plan will be through MCFN Chief and Council.

7. PROPOSAL FORMAT AND CONTENT

Proposals should not be more than 10 pages in length (excluding appendices and references), should not exceed the identified upset limit of \$60,000 and shall address the following items:

- A. Company Experience and Qualifications (plus appendices to include company profile, materials highlighting similar projects including size, location, years of operation, evidence of success, bios and resumes for key staff that would be working with MI and MCFN).
- B. Proponent understanding of and/or experience with:
 - Business Plans and Planning
 - Budgets and Financial Assessments
 - Presentations to First Nations Groups or Communities
- C. Content of Proposal Submission to include "Business Overview: A brief description of your company and where it stands in the marketplace."
 - Sales and Marketing Plan: Strategies to target customers.
 - Governance Structure: Experience in relation to business governance planning, and organizational set up and oversight.
 - Operating Plan Experience in relation to aspects of the business operations. ○ Human Resources Plan: Experience in relation to planning for key staff, HR policies and procedure
 - Action Plan: Experience in relation to planned actions of the business over the next 3 years.
 - Funding Plan: methods and steps for sustainable program finances
 - Executive Summary: A summary of the reasons seeking funding and summary of business operations
- D. References – include contact information for at least three (3) references preferably related to First Nations projects.

E. Project Timelines

- Summer 2021- Develop new moccasin stencils/designs for kit
- Fall 2021- Become separate sustainable entity as a registered not-for-profit or other, based on consultant recommendations
- Winter 2021- Expand program content in partnership with others through new granting program
- Winter 2021- Pilot annual event
- Summer 2022- Expand program provincially
- Summer 2023- Expand program nationally

8. INQUIRIES

All inquiries related to this Request for Proposal are to be directed, to:

Lindsay Hill
Special Projects Worker
2789 Mississauga Road
R. R. #6,
Hagersville, Ontario N0A 1H0

Telephone: 905-517-1925

Fax: 905-768-1225

Moccasin.Identifier@mncfn.ca

9. PREPARATION & COSTS

All costs associated with the preparation and submission of the bid will be the sole responsibility of the consultant. MI and MCFN will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation. As aforementioned, the proposal should not exceed more than the upset limit of \$60,000.

10. EVALUATION OF PROPOSAL

Categories:

1. Relevant experience - 20%
2. Business Plan - 20%
3. Quality and clarity of the proposal - 20%
4. References - 20%
5. Cost - 20%

11. PROPOSAL SUBMISSION DEADLINE September 17th, 2021 @ 5:00 p.m. EST.

Please submit your proposal via email to:

Caitlin Laforme
Culture & Events Coordinator
2789 Mississauga Road
R. R. #6,
Hagersville, Ontario NOA 1H0

Telephone: 905-768-1133 Ext 248

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