



Slow Food Cycle Sunday Request for Proposal

1. Background & Context

Slow Food Cycle Sunday (SFCS) is one of Pemberton's most iconic community events and a cornerstone of agricultural tourism in the region. The 2025 20th Anniversary edition welcomed ~2,400+ riders, strong farm participation, and high guest satisfaction. It also revealed increasing operational complexity, permitting challenges, and growing expectations around guest experience, communications, safety, and tourism impact.

Tourism Pemberton is hiring a dedicated Event Producer for Slow Food Cycle Sunday 2026 to deliver a safer, more organized, more strategic event that aligns with updated objectives and addresses the lessons identified in the 2025 wrap report.

We expect the Event Producer to consider the design principles outlined in the Appendix below defined by our community event advocacy group

This role reflects Tourism Pemberton's desire for:

- Earlier planning cycles
- Stronger stakeholder relationships (farms, vendors, sponsors, agencies)
- Improved local resident communications
- Better visitor experience tools
- Streamlined permitting and compliance
- Financial efficiency and budget predictability
- Operational consistency year over year

2. Purpose of the Role

The 2026 Event Producer will lead the planning, coordination, and delivery of Slow Food Cycle Sunday, ensuring a high-quality guest experience, strong alignment with farmers and vendors, compliance with all regulatory bodies, and a financially sustainable operational model.

The role must balance community values, agricultural storytelling, tourism development, and risk-managed event operations.



3. Core Responsibilities

A. Project Leadership & Planning

- Develop and manage the full 2026 event plan, production timeline, staffing plan, and budget.
- Establish clear strategic goals for the event, informed by 2025 insights and farmer/stakeholder input.
- Coordinate monthly progress updates with Tourism Pemberton (May–Aug).

B. Permitting & Compliance Management

The single largest pain point of 2025 was permitting. The producer must:

- Lead, with assistance from event committee and past event planners, all permitting with: SLRD, MOTI, RCMP, VCH, Pemberton Fire Rescue, BC Ambulance, Pemberton SAR, Town of Pemberton, Ministry of Forests, and insurance providers.
- Produce or oversee certification of an updated Traffic Management Plan (TMP) if required.
- Work with Tourism Pemberton event committee and past event producers to create a consolidated permitting package to minimize circular approval loops.
- Secure written “no comment/no objection” letters when required.

C. Farm, Vendor & Community Relations

- Initiate farm engagement early (May–June).
- Provide farms/vendors with:
 - Pre-event toolkit (layouts, flow guidance, waste management instructions).
 - Expected attendance numbers and traffic considerations.
 - Signage expectations and programming options.
- Facilitate vendor–farm introductions (vendors pay farms directly; TP/event operator steps back).
- Support storytelling efforts and marketing features for farms.
- Develop a Community Advisory Group (recommended).

D. Local Resident Communications

Addressing resident frustration is a top priority for 2026. Responsibilities include:

- Designing and coordinating a direct-mail community notice to all affected households.
- Installing advance roadway signage (1 week prior).



- Developing a dedicated “Local Information Page.”
- Producing clear talking points for all on-route staff.
- Optional: coordinate a resident information session (June/July).

E. Ticketing, Registration & Insurance

- Set up 2026 ticketing structure including updated pricing (local rate, early bird deadlines, day-of pricing).
- Integrate waivers directly into ticket purchases OR source a policy that does not require individual waivers.
- Manage all scanning, check-in flow, and guest arrival logistics.
- Provide a plan to push pre-registration to reduce day-of bottlenecks.

F. Route Logistics & Operations

- Oversee mechanical support, first aid, water stations, and shade structures.
- Develop a more robust signage plan—including distances between farms.
- Oversee rentals and manage all equipment sourcing (no assumption of in-kind contributions).
- Recruit and manage operations staff and volunteers.
- Create a mapped, vehicle-assigned signage plan for setup and takedown.
- Lead the refinement of garbage/recycling/compost placements and vendor compliance.

G. Programming & Activation

- Introduce new route engagement tools (passport program, family activities, Indigenous and agricultural storytelling enroute).
- Support optional Saturday lead-in programming for visiting cyclists (warm-up ride, market, dinner).
- Ensure balance of music, food offerings, activities, and rest areas.

H. Sponsorship

- Begin sponsorship outreach in March with full support from TP event committee.
- Use TP’s standardized sponsorship templates.
- Develop custom proposals for presenting and gold-level partners.
- Deliver sponsor activations, signage visibility, and post-event impact reporting.

I. Marketing & Communications Collaboration



(Event Producer is not responsible for marketing execution, but works closely with TP.)

- Provide farms/vendor details for storytelling.
- Coordinate the creation of digital tools (microsite/app, newcomer guide, QR systems).
- Align logistics information for pre-event email series.
- Supply content materials for TP's marketing team at key milestones.
- Ensure consistent messaging across agencies, residents, farms, and riders.

J. Budget Management

- Manage all expenses within an approved Tourism Pemberton budget.
- Include full market-value pricing for items previously discounted or in-kind.
- Plan for increased insurance and TMP-related costs.
- Incorporate a formal contingency line.
- Conduct monthly budget reviews (May–Aug).

4. Key Deliverables (High-Level)

By March

- Full 2026 event plan & budget
- Permitting calendar & working-group invitations
- Sponsorship outreach schedule

By April–May

- All agencies contacted with aligned expectations
- Farm/vendor onboarding package
- Early communications for residents drafted

By June

- Final permitting documents in circulation
- Volunteer recruitment launched
- Sponsor commitments confirmed

By July

- Final operations plan & signage plan



- Local community mail-out completed
- Marketing assets supplied to TP

Event Week

- Full delivery of operations, registration, safety, traffic management, and signage

Post-Event (September)

- Full wrap report
- Budget reconciliation
- Sponsorship impact report
- Updated multi-year permitting playbook

5. Optimal Skills & Experience

- Proven track record managing medium to large-scale community events or destination tourism events.
- Strong understanding of rural/agricultural community dynamics.
- Experience working with multiple regulatory bodies and complex permitting frameworks.
- Comfortable navigating inter-agency communication and conflict resolution.
- Excellent logistics, safety planning, and traffic management familiarity.
- Knowledge of visitor services, guest flow design, and experiential programming.
- Strong budget oversight and organization skills.
- Experience with volunteers, staff, and vendor coordination.
- Collaborative work style and strong communication skills.
- Ability to work closely with Tourism Pemberton as both a community partner and project lead.

6. Contract Structure

To be finalized by Tourism Pemberton, but anticipated as:

- Independent contractor agreement
- March–September engagement
- Fixed fee + reimbursable expenses
- Estimated 300–400 project hours



- Monthly check-ins + reporting requirement

7. Success Indicators for 2026

The Event Producer will be evaluated on:

- Timely permit approvals and reduced administrative friction.
- Strengthened farm and vendor satisfaction.
- Improved local resident sentiment (fewer complaints, better communication).
- Increased pre-registrations and reduced day-of congestion.
- Clean, clear route operations and signage improvements.
- Strong sponsor retention and revenue growth.
- Delivery of new visitor-experience tools (newcomer guides, digital maps, passport program, shade improvements, etc.).
- Accurate, transparent budget management.
- Documentation of repeatable planning systems for future years.

Submission Details

Please submit proposals by Feb 25th to gus@tourismpembertonbc.com.

If you have questions or would like more information please email gus@tourismpembertonbc.com to setup a consultation.



Appendix A: Design Principles

The Event Producer is expected to design and deliver Slow Food Cycle Sunday in alignment with the following core principles. These principles reflect community input, farmer priorities, and the evolution of the event over its 20+ year history.

Producers will be evaluated not only on operational capability, but on how clearly and credibly the proponent demonstrates alignment with these principles.

1. Farmers Come Out on Top

Slow Food Cycle Sunday exists first and foremost to support local farms.

The Event Producer must design the event so that:

- Farms benefit economically, socially, and operationally
- Participation is worth the time, cost, and disruption involved
- Barriers to participation are reduced year over year
- The event does not shift undue risk, cost, or regulatory burden onto farms

Design implications may include:

- Flexible levels of farm participation. For example fully open with vendors and entertainment, educational installations, closed with a farm stand out front
- Clear vendor–farm financial arrangements outlined by event producers but handled directly with farms
- Early and consistent farm communication
- Support tools that reduce farm stress on event day. For example volunteer staff, washroom servicing, vendor coordination

2. Community-First, Not Community-Affected

The event must feel like it belongs to the community—not something imposed upon it.

The Event Producer must:

- Prioritize early, clear, and respectful communication with local residents
- Reduce surprise, frustration, and confusion related to road impacts



- Ensure locals feel informed, respected, and included
- Protect local access, dignity, and safety at all times
- Raise funds for a local charity and promote this as part of the event

Design implications may include:

- Direct mail notifications
- Advance signage
- Dedicated local information tools
- Local pricing, early access, or engagement strategies

3. Education Over Consumption

Slow Food Cycle Sunday is not simply a ride between food stops, it is an educational experience about farming, food systems, and place.

The Event Producer must design the experience so that:

- Visitors understand what is grown, how it is grown, and why it matters
- Storytelling is intentional, not incidental. Consider engaging Pemberton Arts Council for installations along the route
- Learning opportunities should be accessible to families and first-time visitors

Design implications may include:

- Farm storytelling tools
- Interpretive signage or digital content
- Hosted or timed tastings
- Hands-on or interactive experiences where appropriate

4. Safety Is Non-Negotiable

Safety considerations must be foundational, not reactive.

The Event Producer must:

- Design for fire season, smoke conditions, and emergency response realities
- Maintain clear emergency access at all times
- Address known risk points, including end-of-route fatigue and children's safety
- Provide adequate sanitation, hydration, shade, and rest areas



Design implications may include:

- Conservative route and timing decisions
- Clear safety communications for riders and residents
- Defined contingency (“Plan B”) scenarios

5. Sustainability Must Be Visible and Credible

Sustainability is a core value of Slow Food Cycle Sunday and must be evident in both design and execution.

The Event Producer must:

- Minimize waste and reduce single-use materials
- Promote cycling as a low-impact mode of participation
- Support composting, recycling, and reuse wherever feasible
- Communicate sustainability practices clearly to participants

Design implications may include:

- Reusable or branded serveware programs
- Digital-first information tools
- Vendor sustainability guidelines

6. The Event Is a Food Cycle, Not Just a Bike Ride

Cycling is the vehicle—not the objective.

The Event Producer must design the event to:

- Highlight food production, preparation, and connection
- Support value-added farm products and tastings
- Encourage meaningful engagement between farmers, chefs, vendors, and attendees
- Reinforce the identity of Slow Food Cycle Sunday as a celebration of local food systems

7. Experience Should Be Inclusive, Family-Friendly, and Flexible



The event must serve a wide range of participants, including families, first-time riders, locals, and visiting cyclists.

The Event Producer should design for:

- Varying ride lengths and energy levels - Consider vehicle support options for one way rides
- Family-friendly pacing and rest opportunities
- Clear information for newcomers about ride
- Options that reduce congestion and fatigue

8. Design for Repeatability and Institutional Knowledge

Slow Food Cycle Sunday is a long-standing annual event. Systems should improve over time, not reset each year.

The Event Producer must:

- Document processes, decisions, and lessons learned
- Build tools that can be reused or refined in future years
- Reduce dependency on informal or undocumented knowledge
- Support long-term efficiency for Tourism Pemberton and the community

Design implications may include:

- Permitting playbooks
- Operations binders
- Templates and checklists
- Clear post-event reporting

9. Financial Sustainability Supports Community Sustainability

A financially fragile event places strain on everyone involved.

The Event Producer must:

- Design within approved budgets
- Plan for rising insurance, compliance, and infrastructure costs
- Use sponsorship and ticketing strategically to support core operations with potential additional funding coming from grants