

RHODE ISLAND ECONOMIC DEVELOPMENT CORPORATION

Request for Proposals Tourism Strategic Planning

The Rhode Island Economic Development Corporation (the Corporation) is requesting proposals from firms qualified to advise the Corporation in the development of a statewide strategic plan for the Rhode Island Tourism Industry.

BACKGROUND

Operated under the auspices of the Corporation, The Rhode Island Tourism Division (The Division) is the official state agency responsible for promoting domestic and international tourism for Rhode Island. A comprehensive marketing and communications effort is implemented and aimed at expanding the state's \$5.8 billion tourism industry. The Division is the State's sole entity that includes all of Rhode Island's Tourism regions in its promotional efforts.

The Division, through this RFP process, intends to select a consultant whom will work with the Corporation to:

1. Bring together public and private tourism & hospitality leaders to develop a five year Strategic Plan (2010-2014) for the Rhode Island Tourism Industry.
2. Perform a GAP analysis of current conditions and identify opportunities
3. Recommend options to best implement Strategic Plan.

The Corporation staff will assist the consultant in working with Regional Tourism marketing organization, trade association and private industry partners.

The Corporation may choose to expand the scope of the engagement or additional services which may include, but are not be limited to: specific evaluation, development planning; and targeted marketing of Rhode Island. Therefore, firms are encouraged to provide descriptions of additional services offered.

PROPOSAL REQUIREMENTS:

In order to be considered responsive, the firm shall submit, at a minimum, the following as part of their proposals:

PROPOSED WORK PLAN:

1. Review existing strategic initiatives, marketing plans, consumer research and other relative documents, including research available through US Travel, Global Insight, STR report. Etc...
2. Conduct sufficient interviews/discussions with key Rhode Island Tourism Industry stakeholders.
3. Design and facilitate a one-day strategic planning session that would include Rhode Island Economic Development staff and industry stakeholders, who would provide feedback and input around the goals, objectives and priorities for Rhode Island Tourism Division for the next 5 years.
4. Provide inventory assessment of Rhode Island tourism product.
5. Compile results from all resource including the strategic planning session and prepare a 5-year Strategic Plan draft for the Corporation (2010-2014)
6. Prepare the final Strategic Planning document considering the Planning Committee's review and comments for Rhode Island Tourism Industry (Electronic version and twenty printed copies)

TECHNICAL PROPOSAL ELEMENTS:

1. Description of services provided by the firm
2. Firm's experience working with destination marketing organizations to develop strategic plans
3. Firm's experience developing regional or statewide tourism industry product development strategies
4. Firm's experience in developing marketing strategies for state, county or large municipalities
5. Name of person who will be primary point of contact with the Corporation
6. Qualifications of the firm to provide the requested services
7. A listing of the staff to be assigned to this engagement and their respective qualifications, past experience on engagements of this scope, and their role in those past engagements

COST PROPOSAL ELEMENTS

1. Fee expectation
2. Services provided by the firm for the fee earned in #1 above
3. Rates for additional services offered by the firm
4. Realistic schedule

ADMINISTRATIVE PROPOSAL ELEMENTS:

1. References from 3 firms/agencies similarly-sized to the RIEDC
2. Copies of all documentation which demonstrate the firm(s) has the legal ability to perform the services in the State of Rhode Island, described generally herein
3. Certification that a Certificate of Good Standing from the Rhode Island Division of Taxation (will be delivered to the Corporation upon award)
4. A listing of all current and ongoing contracts between the firm and the Corporation or the State of Rhode Island
5. A disclosure of all outstanding financial obligations with the State of Rhode Island

EVALUATION CRITERIA:

Proposals will be reviewed and scored by a panel of the Corporation’s employees based on judgment of the company’s ability to successfully manage the process and produce a high quality outcome. The Review Panel shall utilize the following minimum criteria to score proposals.

1. Past Experience of the Firm	
• Working with similarly-sized clients and assignment scopes	35 %
• Services included in Fee (including time to complete)	25 %
2. Fee expectation	25%
3. References and Referrals	15%

Please submit samples of previous work with pricing. As appropriate, materials can be submitted in hard copy, digitally with Web links or a combination of both. Information provided will not be returned, so please do not send original or one-of-a-kind materials.

No phone calls will be accepted. The Corporation will not accept nor answer any inquiries received which pertain to this solicitation

RFP AND SUPSEQUENT CONTRACT TERMS AND CONDITIONS

- a. The Corporation reserves the right to select the firm with the proposal which the Corporation believes, in its sole and absolute discretion, provides the greatest value to the Corporation.
- b. The Rhode Island Economic Development Corporation reserves the right to award all, partial or none of this solicitation.
- c. This contract does not create an employment relationship. Individuals performing services required by the contract are not employees of the State nor the requesting Department or Agency. Vendor's employees shall not be considered employees of the State or the requesting Department or Agency for any purpose and as such shall not be eligible for benefits accruing to state employees.
- d. Travel and travel reimbursement is not authorized for this acquisition.
- e. This purchase is not subject to any sales tax or Federal excise tax. An exemption certificate will be furnished upon request.
- f. The vendor shall be paid upon submission of proper invoices to the ordering agency at the prices stipulated on the contract. Invoices shall contain the contract number and purchase order number. Failure to follow these instructions may result in delay of processing invoices for payment.
- g. All billing and subsequent payments must be in arrears.
- h. No oral statement, online click wrap amendments, facsimile, mail or other notification issued by vendor shall modify or otherwise effect the terms, conditions, or specifications stated in this purchase order unless accepted in writing by the Corporation.

LOGISTICS:

Electronic and facsimile submissions will not be accepted and will be discarded without consideration

1 original and 4 copies of the submittal shall be delivered to:

Rhode Island Economic Development Corporation
315 Iron Horse Way, Suite 101
Providence, RI 02908
Attn: Strategic Plan RFP Selection Committee

SCHEDULE OF RFP PROCESS AND PROJECT TIMELINE

Advertisement of RFP:	February 9, 2010
Pre-bid conference:	February 12, 2010; 3:00 p.m. (RIEDC office, Providence)
Proposals due:	February 22, 2010; 12:00 p.m.
Project awarded:	by February 24, 2010
Contract signed:	by February 26, 2010
Project delivery:	by July 15, 2010