



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Request for Proposals

Visitor Profile and Economic Impact Studies

March 5, 2018

Estes Park Local Marketing District: Visit Estes Park

P.O. Box 4426

1200 Graves Avenue

Estes Park, Colorado 80517

Introduction & Executive Summary

The Estes Park Local Marketing District, d/b/a Visit Estes Park (VEP) is seeking proposals for a qualified consulting firm with proven experience, resources, and expertise to conduct visitor profile and economic impact studies for the Estes Park local marketing district. Proposals should include the company's profile, experience, personnel, legal structure, research approach, and cost.

Business Overview & Background

Visit Estes Park is the official local marketing district for the Estes Park, Colorado, area. We are seeking a research partner to provide a visitor profile study and an economic impact study concerning Visit Estes Park's overall mission, to: "Attract visitors to the District through effective and efficient marketing in order to drive year-round economic growth," and vision "To be a year-round tourism and group destination that supports our healthy mountain community with a balance of financial success, memorable experiences for visitors and quality of life for our residents and employees."

Tourism is the basis of the local economy in Estes Park, located at the eastern edge of Rocky Mountain National Park. Estes Park is about 75 miles northwest of Denver. We are an authentic mountain vacation destination, with a long history of economic growth and quality of life through tourism. Visit Estes Park is a governmental district formed under state statute (Colorado Revised Statutes, 29-25-101, C.R.S.) and authorized to provide the following services: (1) Coordinate tourism promotion activities, (2) Activities in support of business recruitment, management, and development, and (3) Organization, promotion, marketing, and management of public events.

Description & Requirements

Companies who respond to this request are invited to submit written proposals for research services to conduct one or both of the following: (1) a visitor profile study, and (2) an economic impact study for Visit Estes Park. **Note: Companies or organizations can propose to conduct only one of the studies (visitor profile or economic impact) or both studies. Two companies or organizations can work in conjunction to complete the research studies either as partners or in a contractor/subcontractor agreement.**

Proposal Specifications

In order to facilitate comparability of the proposals, all proposals should be organized, and their sections labeled with tabs, as described below:

1. Table of Contents
2. Business Profile & Legal Structure
 - a. Legal name, address, phone, fax, email, and website address.
 - b. Information for lead contact in regards to proposal submission.
 - c. Brief history of the business including its location and date the business was established.
 - d. List of services provided by the business.
 - e. Number of total employees.
 - f. Evidence of financial capacity to perform this contract.
3. Professional Experience
 - a. List of the most relevant or comparable contracts completed by your firm. For each, provide the contracting entity's contact person (email address and phone number) and a copy of the final report.
4. Personnel
 - a. Provide your staff capacity for meeting the requirements of this project.
 - b. Identify the employees who will be assigned to this project.
 - c. For each full-time employee assigned, provide a resume.
5. Research Approach
 - a. Discuss your understanding of the project scope and objectives (see below). The research approach should include: well-formulated procedures, knowledge of industry related research design and validation, sound methodology for collecting and analyzing data, well-organized documentation of results that can be used to communicate with stakeholders, elected officials, and the public, and metrics (both qualitative and quantitative) that will be included.
 - b. Any unique features and management tools that give your company or organization a competitive advantage over others.
 - c. Include any cost-saving measures your firm can offer, such as geographical proximity, industry expertise, etc.
 - d. Describe your quality controls to ensure the excellence of the end product.
 - e. Performance measures, including why the performance measure is important.
6. Cost
 - a. A total cost and breakdown of the proposed costs of the services requested in this RFP.

Scope of Services & Objectives

The District is seeking to retain a consultant(s) to complete two projects: (1) a visitor profile study, and (2) an economic impact study for the greater Estes Park, Colorado, area. The last economic impact study was completed in 2012, while the last visitor profile study ended in 2011. Both reports can be found at www.visitestespark.com/partners/tools/research/. While the studies were completed as separate, standalone projects by different companies in the past, the District is open to proposals from companies seeking to complete both studies.

Companies or organizations can propose to conduct only one of the studies (visitor profile or economic impact) or both studies. Two companies or organizations can work in conjunction to complete the research studies either as partners or in a contractor/subcontractor agreement.

The analysis, reports, and work products of this engagement will be used to enhance stakeholder knowledge and to improve communication with stakeholders, community leaders, and elected officials. In addition, the studies will be used to determine appropriate marketing, advertising, and public relations campaigns and the design of overall Visit Estes Park activities.

The selected consultant will analyze and estimate the effect of tourism to Estes Park as follows:

Visitor Profile Study:

- Visitor Profile information must include demographic and trip-specific data such as: where visitors reside; purpose of stay; mode of transportation; accommodation while in Estes Park; guest satisfaction; income level; favorite activities completed while in town; information sources influencing travel; and other factors that induced travel.
- Visitor Volume Estimates should include: average party size; average length of stay; day trip or overnight; average party spend; average number of activities in-market; and any additional information consultant or VEP deems important.
- The Town of Estes Park is partnering with Visit Estes Park on the Visitor Profile study, and the town will provide specific issues that it would like the study to address, such as visitor demand for broadband internet services.
- The study should include both seasonal and year-round breakdowns, using data collected over a 12-month period – reported seasonally as well as annually.

Economic Impact Study:

- Identify, define, and quantify direct, indirect, and induced economic activity of tourism including visitor spending on retail, lodging, restaurants, entertainment, and events (e.g., direct and indirect job creation, taxes, etc.).
- Provide an analysis of total economic impact expressed as Return on Investment (ROI) from all destination marketing and media produced by Visit Estes Park.

- Calculations may include direct, indirect, and induced impacts, appropriate multiplier effects and tangible and intangible impacts.
- The study should include both seasonal and year-round breakdowns.
- Include tax revenues generated by tourism including all local and state tax levies.
- Include the number of jobs (direct and indirect) created as a result of tourism.
- Provide a qualitative analysis of tourism and the visitor economy on resident citizens' quality of life in the community.
- The study should include both seasonal and year-round breakdowns, using data collected over a 12-month period – reported seasonally as well as annually.

The selected consultant(s) will be expected to attend presentations to summarize the project and communicate findings to stakeholders and elected officials as requested.

Amendments and Changes

Neither the District nor the contractor will be bound by any oral statements, or representations outside of the written contract requirements and terms and conditions without an amendment to the performance requirements agreed upon by signature of authorized representatives from both parties.

Project Schedule

The firm(s) selected by Visit Estes Park should be prepared to adhere to the following schedule. Changes in the schedule will be approved in writing by both VEP and the chosen consultant.

May 1, 2018	Contract(s) Awarded
June 1, 2018	Summer Seasonal Study Begins
August 31, 2018	Summer Seasonal Study Ends
September 1, 2018	Fall Seasonal Study Begins
September 30, 2018	Summer Seasonal Update Due
November 30, 2018	Fall Seasonal Study Ends
December 1, 2018	Winter Seasonal Study Begins
December 30, 2018	Fall Seasonal Update Due
February 28, 2019	Winter Seasonal Study Ends
March 1, 2019	Spring Seasonal Study Begins
March 31, 2019	Winter Seasonal Update Due
May 31, 2019	Spring Seasonal Study Ends
June 30, 2019	Spring Seasonal Update Due
August 15, 2019	Final Report, Analysis, and Presentation Due

Force Majeure

The District and the consultant will not be liable to the other for any delay in, or failure of performance, of any requirement included in this RFP or any resulting contract, if any, caused by force majeure.

Questions & Clarifications

Proposers may submit written questions or requests for clarification by email until 5:00 PM MST, March 19, 2018. Questions or requests for clarification should be sent to Michael Bodman, Finance & Data Analytics Manager at mbodman@visitestepark.com. The District will answer all questions and requests for clarification in writing by emailing all parties concerned. If any inquiry results in a change in the RFP, the District will issue an addendum that will be posted on the Visit Estes Park website at www.visitestepark.com/partners/tools/research/. It is the responsibility of the proposers to check the website for any addendums that may be posted.

Selection Process & Criteria

Proposals will be evaluated by the Interim President & CEO Suzanne Blackhurst in consultation with VEP staff and the Board of Directors as needed. During the evaluation process, the District reserves the right to request additional information or clarifications from those submitting proposals. The District will award the contract(s) based on the following selection criteria:

1. Completeness, technical competence, and clarity of the Proposal. (30%)
2. Quality and experience of the personnel to be assigned to the project. (15%)
3. List of applicable qualified studies. (15%)
4. Knowledge and experience working on similar projects including evidence of satisfactory completion on time and within budget. (25%)
5. Cost. (15%)

Based on responses, a short-list of firms may be selected to interview. The District, in its sole discretion, may interview none, one, some or all of the proposers who submit proposals. The Interim President & CEO will select the firm to be retained and reserves the right to reject any or all proposals received in response to this RFP.

Firms will not be compensated for any costs related to preparing their proposals, including any travel expenses during the selection and interview process. Lobbying Visit Estes Park staff is not encouraged and will negatively impact the consideration of the firm.

Submission Details

Submission Deadlines

All submissions for responding to this request must be submitted once electronically or on paper (three copies) to our office, no later than 5:00 PM MST on Friday, March 30th, 2018.

Extensions of time will not be granted.

Submission Delivery Address

Please direct your proposal(s) to:

Michael Bodman
 Finance & Data Analytics Manager
 Visit Estes Park
 P.O. Box 4426
 1200 Graves Ave.
 Estes Park, Colorado 80517
 Phone: 970-586-0500
 Email: mbodman@visitestepark.com

Electronic Submissions

Electronic submissions in response to this Request for Proposal will be accepted.

Disclosure of Proprietary Information

In response to a formal request for information, Visit Estes Park reserves the right to release any documents if the District determines that such information is a public record pursuant to the Colorado Open Records Act. The District shall have no liability to any proposer or anyone else for releasing any information of a proposer.

Ownership of Documents

Once a contract is awarded, all work performed and all property rights, including publication rights shall be retained by the District. The District will have the right to use, copyright, reproduce, publish or distribute any or all of such information and other materials. The consultant will secure these rights from all subcontractors, if applicable.

Estimated Schedule	
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March 5, 2018	RFP Issued
March 19, 2018	Deadline for Questions
March 23, 2018	Questions Answered
March 30, 2018	Due Date for Proposals
April 2 - 27, 2018	Evaluations/Negotiations
May 1, 2018	Contract(s) Awarded

The listed dates in the above schedule are tentative. The District reserves the right to change or extend any and all dates including the due date for proposals for any reason at any time including after the due date for proposals.