

**Town of Silver City
Request for Quotes based on Qualifications**

**RFQ 16/17-2
Tourism Coordinator**

Response due no later than:

June 13, 2017 @ 11:00 am

/S/

Approval:
Alex C. Brown, Finance Director/Town Manager

/S/

Erika Martinez, Purchasing Agent

The Procurement Code, §13-1-28 through 13-1-199 NMSA, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and criminal kickbacks.

PURPOSE OF THIS REQUEST FOR QUOTES BASED ON QUALIFICATIONS (RFQ)

The Town of Silver City is requesting proposals from qualified persons or agencies to provide professional services related to the promotion of tourism and coordination of tourism related efforts to stimulate tourism to Grant County. The mission of the Town's visitor promotion program is to strengthen the Town's economy by promoting the Town of Silver City as a preferred, year-round travel destination, with particular emphasis on increasing weekend visitation, while respecting the Town's unique and diverse ecosystems, environments, lifestyles, and cultures. The Tourism Coordinator will develop methods and databases to research, analyze, and evaluate the economic and community impact of special events in Grant County for a term of one year.

ELIGIBILITY FOR CONSIDERATION

1. Compliance with Submission Deadline

- a. The response for this project must be submitted in its entirety by the deadline specified on the front cover.
- b. No response, or portion thereof, will be accepted for consideration after the specified deadline.

2. Compliance with RFQ Requirements

- a. Each response that is forwarded for evaluation must meet the requirements specified in this request.
- b. Any submittal found non-responsive will not be considered for selection for this project.
- c. Four (4) copies of the response must be submitted, containing the following:

Responses to the evaluation criteria.

- Each must be specifically addressed.
- Responses should include, but not necessarily be limited to, the information included with each of the criteria.

CRITERIA FOR EVALUATION

1. Letter of Transmittal

Each response shall be accompanied by a letter of transmittal. The letter of transmittal shall:

- a. identify the submitting individual or agency;
- b. identify the name and title of the person authorized to contractually obligate the individual or agency;
- c. identify the name, title and telephone number of the person authorized to negotiate the contract on behalf of the individual or agency;
- d. identify the names, titles and telephone number of persons to be contacted for clarification;
- e. state the individual or agency federal tax identification number;
- f. be signed by the person authorized to contractually obligate the individual or agency; and
- g. acknowledge acceptance of conditions governing this procurement.

2. The Capability of the Coordinator shall include proof the following:

- a. College degree in one or more of the following disciplines: Communications; Business Management; Operations Management; Project Management; Marketing; Hospitality Management;
- b. Experience and comfort with facilitation of meetings;
- c. Ability to maintain a professional relationship in various settings to work and coordinate with a variety of event production organizations and governmental agencies
- d. Resources to perform the type of services required;
- e. Effective verbal and written skills;
- f. Critical thinking related to operations, processes, and methods for coordination and research
- g. Effective judgement and decision making skills;
- h. Ability to evaluate costs vs. benefits related to special events;
- i. Ability to comprehend written text in multiple formats;
- j. Organization skills;

k. Customer service and interpersonal skills;

l. Level of Computer skills

m. Completeness of the proposal

3. Work Requirements and Approach shall include:

a. Knowledge of Lodger's Tax recipient requirements, agency needs, and product to be delivered;

b. Knowledge of successful events in communities similar to Grant County;

c. Coordinate with groups, agencies, local businesses, and others engaging in promotion of tourism within Grant County to:

- Obtain an understanding of current processes;
- Cultivate productive working relationships;
- Counsel, advise, guide, and provide constructive feedback, and support
- Evaluate current events marketing plans and protocols;
- Implement data collection and reporting;
- Monitor and review event planning and documents to ensure compliance with regulations and guidelines;
- Assist in event planning and implementation to ensure successful events;
- Overcome or mitigate barriers to existing and potential tourism related opportunities and activities;
- Promote process improvement;
- Engage businesses to become actively involved in tourism promotions;

- Assist businesses in deriving increased economic benefits from new and existing events as well as raising awareness;
- Obtain post event data evaluations

d. Develop methods and databases for measuring to track tangible and intangible economic and community impact of special events in Grant County;

e. Gather data from visitors such as demographics; how they were notified of events; where they will stay; how long they will stay; amount of money spent on retail and restaurants; future plans to attend other events;

f. Gather data from local hotels and BnB's to include occupancy rate before, during and after events; perceived positive and negative impacts;

g. Gather data from local restaurants and local retail establishments to include change in business revenue before and during events, and perceived positive and negative impacts;

h. Develop research method to be utilized at every event to measure and evaluate tangible and intangible economic and community benefits; to include training for event organizers on the use of the research method, offer coaching during use, and monitoring of event organizers to ensure compliance with established method;

j. Provide monthly reports to the Town Manager and County Manager detailing results derived from the promotional efforts set forth above. Written results from various efforts will be required that can be reduced to traceable criteria or statistics. Compliance with periodic evaluations of performance evaluated against contracted scope of work is required;

k. Approach for planning and conducting the services requested;

l. Realistic estimate of time to complete the tasks;

4. Technical Experience

a. Experience with Tourism promotions;

b. Specialization in the agency's type of government (i.e. state agencies, schools, hospitals, counties, cities, etc.); and

5. References

a. Provide three (3) references to whom you have provided professional services related to Tourism Coordination to including the following:

1) Name;

- 2) Address;
- 3) Telephone number;
- 4) Contact person;
6. Detailed list of Fees;
7. Interview with the Tourism Coordinator Committee;

RIGHT TO REJECT PROPOSALS

1. Subsequent to the issuance of this request, the Town reserves the right to reject any and all proposals received in response to this request.
2. In exercising this right, the Town accepts no liability for any cost incurred by any offeror or offerors preparing responses to this request.

CONFLICT OF INTEREST

1. No individual or agency shall be eligible for selection on any project and no work shall be assigned to a firm which conflicts with or is duplicative of any work by the firm or any affiliated business entity, including, but not limited to, partnerships, joint ventures, and subsidiaries of the same parent corporation or firm.

ACCEPTANCE OF APPLICABLE POLICIES AND PROCEDURES

1. Offerors responding to this request agree by submission of such response to accept and comply with the Town policies and procedures that apply to the selection process for this project.
2. Any concerns, or issues, relating to current policies and procedures may be addressed with Town staff, but separate from this selection process