**SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES**

**BID #: ESC-0575-17** **OPEN DATE: 8/30/2017**

**COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE**

**KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) one (1) year renewal options.**

**AGENCY: Duval County Tourist Development Council**

**BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria**

**NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)**

**SUMMARY OF BIDS AND RECOMMENDED ACTIONS:**

Recommend approval to allow the Tourist Bureau Services Evaluation Committee to conduct an interview with the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville in accordance with the specifications. Per Section 2.6B of the specifications, bidders must score a minimum of 65 out of 90 on the written response in order to be shortlisted for interviews. Bold City Tours LLC did not meet the minimum score requirement, and therefore will not be interviewed.

1. Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville
2. Bold City Tours

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

**ANALYST:** _____ Annette Burney

**RESPECTFULLY SUBMITTED** _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

**CONCURRENCE BY:** Anna Lopez Brosche, Chair, Duval County Tourist Development Council

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**(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)**

ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

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**ACTION OF AWARDING AUTHORITY** DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Jacksonville
DUVAL COUNTY
Tourist Development Council

**OFFICE OF THE CITY COUNCIL**

**Annette R. Hastings**
TDC EXECUTIVE DIRECTOR
OFFICE (904) 630-7625
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E-MAIL: ANNETTEH@coj.net`

117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

MEMORANDUM

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

Anna Lopez Brosche, Chair
Duval County Tourist Development Council
President, Jacksonville City Council

RFP: ESC-0575-17

SUBJECT: Request for Interviews/for ESC-0575-17 TDC Plan Component
- Tourist Bureau Services

DATE: October 13, 2017

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On August 30, 2017, the City of Jacksonville's Procurement Division received two (2) valid bid responses for ESC -0575-17 for the Duval County Tourist Development Council (TDC) Plan Component for Tourist Bureau Services. The bid tabulations were submitted to the TDC Evaluation Committee.

The TDC Evaluation Committee has completed the bid response scoring evaluations. As outlined in the RFP, the City of Jacksonville will shortlist using the top two highest scoring Contractors for each Component with a minimum score of 65 out of 90 based on the written response.

Based on the above, Visit Jacksonville was the only vendor to score 65 or above for the Tourist Bureau Services Component. The TDC Evaluation Committee requests approval to move forward with the interview of Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville for the Tourist Bureau Services component based on the outcome of the evaluation scores and requirements set forth in the RFP.

Bid Evaluation Scores:

| Component 1 – Tourist Bureau Services | |
|---|---|
| Vendor | Evaluation Score |
| Visit Jacksonville | 75 |
| Bold City Tours | 63 |

Representatives from the using agency designated to serve on the evaluation committee:

- Anna Lopez Brosche, Jacksonville City Council President - Chair, Duval Council Tourist Development Council
- Aaron Bowman, Jacksonville City Council Vice President- TDC Member
- Lori N. Boyer, Jacksonville City Council Member-TDC Member
- Barbara Goodman, TDC Member-President, Timucuan Parks Foundation
- MG Orender, TDC Member-President, Hampton Golf, Inc.
- Kirit Patidar, TDC Member-President, Beaches Hospitality, LLC
- Craig Smith, TDC Member-Managing Partner, Alhambra Theatre & Dining
- Jeffery Truhlar, TDC Member,- Regional Vice President, Shaner Hotels

Attachments:
Evaluation Score Sheet-Plan Component 1-Tourist Bureau Services

## Duval County Tourist Development Plan: Tourist Bureau Services

## ESC-0575-17

| | 20 Points | 40 Points | 10 Points | 20 Points | 10 Points | OVERALL | Rank |
|---|---|---|---|---|---|---|---|
| FIRM | Experience & Qualifications of Professional Personnel | Tourist Bureau Conceptual Operation | Financial Stability | Budget | Interview and/or Oral Presentation | Must Score > 65 | 1 |
| **Visit Jacksonville** | | | | | | | |
| Bowman | 18 | 35 | 10 | 18 | | 81 | |
| Boyer | 16 | 35 | 1 | 18 | | 70 | |
| Brosche | 19 | 38 | 6 | 20 | | 83 | |
| Goodman | 14 | 33 | 10 | 15 | | 72 | |
| Orender | 17 | 31 | 5 | 9 | | 62 | |
| Patidar | 17 | 38 | 9 | 18 | | 82 | |
| Smith | 18 | 34 | 9 | 15 | | 76 | |
| Truhlar | 15 | 35 | 5 | 15 | | 70 | |
| Average | 17 | 35 | 7 | 16 | 0 | 75 | |

# Duval County Tourist Development Plan: Tourist Bureau Services

## ESC-0575-17

| | 20 Points | 40 Points | 10 Points | 20 Points | 10 Points | OVERALL | Rank |
|---|---|---|---|---|---|---|---|
| FIRM | Experience & Qualifications of Professional Personnel | Tourist Bureau Conceptual Operation | Financial Stability | Budget | Interview and/or Oral Presentation | Must Score > 65 | 2 |
| **Bold City Tours** | | | | | | | |
| Bowman | 14 | 38 | 7 | 17 | | 76 | |
| Boyer | 10 | 30 | 1 | 12 | | 53 | |
| Brosche | 13 | 34 | 9 | 15 | | 71 | |
| Goodman | 7 | 13 | 0 | 10 | | 30 | |
| Orender | 14 | 32 | 2 | 11 | | 59 | |
| Patidar | 18 | 34 | 10 | 19 | | 81 | |
| Smith | 12 | 36 | 8 | 19 | | 75 | |
| Truhlar | 10 | 30 | 5 | 10 | | 55 | |
| Average | 12 | 31 | 5 | 14 | 0 | 63 | |

## ATTACHMENT B - EVALUATION CRITERIA MATRIX

The evaluations will be based upon the following criteria, and Contractors are requested to provide, as a minimum, the information listed under each criterion. **Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive.** The response to each of the criterion will be evaluated relative to the other responses received and will be awarded a score of 1 through the maximum points allowed for each criteria. Contractors are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion.

1. **EXPERIENCE AND QUALIFICATIONS OF PROFESSIONAL PERSONNEL (20 POINTS MAXIMUM SCORE)**
   The proposal will be evaluated based on the strength of the Contractor (and any approved subcontractors); including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the Contractor). In response to this criterion, the Contractor shall do the following:

   i. Describe Contractor's knowledge of attractions, points of interests, cultural venues and special events, local history, recreation opportunities, restaurants and accommodations in Jacksonville and the Beaches. Basic knowledge of surrounding day trip destinations is highly recommended;
   ii. Describe Contractor's years of experience of firm and personnel and number and quality of previous and present tourism marketing clients;
   iii. Provide recommendations from previous and present tourism marketing clients regarding the quality of work performed on their behalf;
   iv. Describe organization depth, facilities and support staff;
   v. Describe Contractor's previous experience in researching existing tourist attractions and facilities, establishing sortable databases for public use and packaging existing attractions into visitor experiences; and
   vi. Describe Contractor's previous experience operating forward facing leisure tourist service facilities such as visitor center, visitor kiosks, and concierge facilities including size and scope of services, numbers of visitors served, etc.

2. **TOURIST BUREAU CONCEPTUAL OPERATION PLAN (40 POINTS MAXIMUM SCORE)**
   The proposal will be evaluated based on the Contractor's understanding of the needs and goals of the Tourist Development Council as demonstrated in the strategies, approaches and resources to be applied to the Tourist Development Council's account as described in the proposal and the three year plan for operation of the Tourist Bureau. In response to this criterion the Contractor shall describe the following:

   i. Provide a three year conceptual plan for operation of this Tourist Bureau component of the Tourist Development Plan which should include at a minimum, discussion of goals and objectives for staffing, training, physical facilities and equipment, experiential exhibits and tracking of visitors served. Included in this section should be a discussion of how we can better serve the tourists who visit and pass through our area with a goal toward encouraging longer stays and return visits. How will Contractor become the premier expert on what our City has to offer, how will that expertise be used in our Visitor Centers, to increase tourism? Discuss any "Big Ideas" contractor may have. Such plan should identify how the requirements contained in the scope will be met, what additional services or facilities will be provided within the budget provided, and what additional services or facilities would be recommended if additional funding were available and the costs associated with each;
   ii. Describe Contractor's concept for transition from the current Visitor Center locations and kiosks to both a more robust network of facilities; and, a fully functional, highly visible,

and easily accessible Downtown Visitor Center that not only connects and informs visitors about all there is to do in Jacksonville but also provides an entertaining visitor experience in itself. Discuss the process by which a new Downtown location or facility should be chosen, the essential characteristics and size you envision, the timeline for transition from the current Laura Street location, and the content that would be incorporated. As to the current Airport and Beaches facilities, discuss any changes you envision in location, size and content to enhance the visitor experience.

iii. As part of the Operation Plan, describe strategy for staffing and operation of visitor centers including quality and responsiveness of proposal to the Scope of Services;

iv. As Part of the Operation Plan, describe hiring policy, background checks, minimum qualifications, and selection criteria Contractor will use for selection and hiring of employees; proposed use of volunteers, if any, who would interact with the public;

v. As Part of the Operation Plan, describe orientation program upon hiring and on-going training program, if any, that will be implemented;

vi. As part of the Operation Plan, describe research, information gathering and assimilation strategy including quality and responsiveness of proposal to the Scope of Services; and

vii. As Part of the Operation Plan, describe the methodology the Contractor proposes to use in order to research and continuously update knowledge base of tourist facilities, attractions, points of interest, etc. in Jacksonville and the Beaches, even if such facilities or features are not currently promoted as tourist destinations. This discussion should include information on research experience of key personnel. Such experience may include backgrounds in local history, arts, culture, waterways and similar fields which may interest visitors.

3. **FINANCIAL STABILITY (10 POINTS MAXIMUM SCORE)**

Provide financial statements that describe the Contractors ability to utilize its own financial resources to fund at least two (2) months of the Services described in Tourist Bureau Operating Plan, including reliable proof of financial capacity to obtain immediate access to those resources (e.g., letter of credit; cash deposit). If a Contractor is a newly created entity or is being established solely for the purpose of performing the scope of work under this RFP, the Contractor shall provide the same financial statements previously described herein for each sole proprietor, general partner, member of a limited liability company or partnership, or the majority shareholder.

4. **BUDGET (20 POINTS MAXIMUM SCORE)**

The Tourist Development Council is seeking a proposal that offers significant value and maximum tourist impact. The proposal will be evaluated on the allocation of resources within the budget allowed and the level of service, including enhanced services, and value included in the proposed budget.

Provide a recommended annual budget, not to exceed $350,000, for the first based on the Scope of Work. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on the Tourist Development Council as part of its annual budget approval process with Buyer. Provide annual budget breakdown in the following format:

i. Amount of proposed budget allocated to subparts (i) thru (iii) of the Tourist Bureau component of the Tourist Development Plan (Section 666.108(b)(1)).

In addition to the foregoing budget, the annual budget shall also contain a distinct breakout of the following items which are acknowledged to be contained within the three services above:

ii. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses;

iii. Amount of proposed annual budget allocated to buildings and equipment and general

overhead not including staffing;

iv. Amount of proposed annual budget allocated to staffing and number of employees by job category; and

v. Amount of proposed annual budget allocated to purchase lists, databases and research.

vi. If there are services or items that cannot be provided due to the not to exceed amount of $350,000, please provide details.

vii. Any capital line items for the construction or purchase of a kiosk should not be a part of this budget.

**5. INTERVIEW AND/OR ORAL PRESENTATION (10 POINTS MAXIMUM SCORE)**

Interviews will only be offered to shortlisted Contractors. See Sections 2.5 and 2.6 of this RFP.