



**REQUEST FOR PROPOSALS**

**Economic Impact Study**

**November 20, 2018**

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## 1.0 RFP Overview

VISIT FLORIDA (“VF”) is seeking vendor services to prepare and perform a study measuring the economic impact of travel and tourism to the state of Florida for calendar year 2017.

The Economic Impact of Travel and Tourism study must include:

- Direct (Indirect and Induced) travel spending in Florida
- Direct Tourism Output
- Tourism Impact or contribution to Gross State Product
- Direct, Indirect and Induced Employment Supported by Travel
- Direct, Indirect and Induced Travel Generated Payroll Income in Florida
- Contribution of Travel on state tax receipts
- Any other residual impacts on tourism

## 2.0 VISIT FLORIDA Overview

VF is a public-private partnership established by the State of Florida that provides services to more than 12,000 Florida tourism industry partners (“partners”). It receives funding from the state each year which is matched dollar-for-dollar by partners through a combination of contributions, membership and service fees, and cooperative advertising participation.

To review research reports or infographics, please click [here](#).

To review 2017-2018 Annual Report, please click [here](#).

To review our 2018-2019 Marketing Plan, please click [here](#).

To review our 2020 Strategic Plan, please click [here](#).

To view our consumer website, please click [here](#).

To view our business to business website, please click [here](#).

VF’s priorities include:

- Keeping Florida top of mind among target audiences;
- Protecting and growing visitor volume to Florida;
- Extending visitor length of stay and increasing visitor spend;
- Increasing visit frequency and visitor retention;
- Increasing travel to emerging Florida destinations;
- Growing brand awareness and engagement; and
- Promoting Florida tourism industry alignment.

## 3.0 Scope of Work

VF is seeking a study measuring the economic impact of travel and tourism to the state of Florida for the 2017 calendar year. The economic impact study shall include a report on the economic impact of travel to Florida by out-of-state visitors for a full calendar year and provide comparable data for the previous five years. If possible, the impact data should be presented for each quarter in 2017 in addition to the annual figures.

Additionally, the vendor shall provide an analysis of the economic impact of tourism in each of Florida's 67 counties. This analysis should include information on the same categories of impact as the statewide analysis, and if possible should include the impact of in-state visitors in addition to out-of-state visitors.

The vendor shall provide a bound copy of the study along with an electronic copy and present same to VISIT FLORIDA staff in person in Tallahassee, FL on a mutually agreed upon date.

The selected vendor will be expected to provide timely written reports covering all conversations, phone calls and meetings to confirm the information discussed with VISIT FLORIDA and decisions reached.

#### 4.0 RFP Schedule and Process

##### Schedule

<b>Activity</b>	<b>Dates</b>
RFP Issued	November 20, 2018
Deadline for written questions to be submitted	November 30, 2018
Estimated response date to written questions	December 4, 2018
Proposals Due	December 10, 2018
Estimated date initial evaluations will be concluded	December 17, 2018

#### 4.1 Questions to VF

Vendors may submit written questions up until 5PM EST of the deadline noted in the schedule. Please submit all questions to [purchasing@visitflorida.org](mailto:purchasing@visitflorida.org). Please include "Economic Impact Study" in the subject line and be as clear and specific as possible when wording the question. Additionally, please be sure to include contact information – Company Name, Name, Title, Telephone, and E-mail address. VF may contact the vendor to ensure clarity in VF's response based on the question.

VF will respond to questions received by the deadline listed in the schedule and will post a copy of each question and response, to access click [here](#).

The question and answer process is "blind." The identity of the person and/or vendor submitting a question will be kept confidential while the RFP is ongoing (even from VF team members) and will be known only to VF's purchasing coordinator who will work with the VF team to gather information and post answers.

#### 4.2 Proposal Submission Process

Proposals must be submitted no later than close of business (5 PM EST) on the date specified in the schedule above. Proposals submitted after that deadline may be rejected and not considered. All proposals should be uploaded and submitted electronically via Box, to access click [here](#).

Please note, vendors submitting confidential information should mark the information confidential at the time of submission and should submit two copies, a clean copy and a copy with the confidential information redacted (see RFP terms below).

VF will notify each vendor that their proposal has been received via email within two business days. Please be sure to include email address with proposal.

### 4.3 Initial Evaluation, Presentations, Negotiations, Award and Contracting

VF will evaluate written proposals and notify vendors selected for in-person presentations, if necessary. Members of the VF team may contact vendors during this period to obtain further clarification to assist with its initial evaluation.

If necessary, selected vendors will present to the VF team in Tallahassee. The potential proposed account team lead must attend. VF may provide additional requests for information for discussion at the presentation.

VF will conduct final negotiations with one or more vendors, select one or more vendors for an award, and execute a contract.

VISIT FLORIDA will notify vendors as to their status and next steps as the process proceeds.

### 5.0 Proposal Format

Vendors should submit proposals in the format described below and include all of the information requested below. Please limit proposals to no more than thirteen pages in total (excluding sample reports).

No.	Proposal Section	Content/Deliverables
1.	Authorization Letter and Signature	Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency. The letter should include a statement of acceptance of VF's standard terms and conditions or proposed alternative terms.
2.	Executive Summary	Include a summary of proposal that is no more than one page in length.
3.	Vendor Information	Provide the information requested in section 5.1 and limit this section to no more than three pages.
4.	Vendor Capabilities	Provide the information requested in section 5.2 and limit this section to no more than three pages.
5.	Vendor Experience	Provide the information requested in section 5.3 and limit this section to no more than five pages.
6.	Pricing	Provide the information requested in section 5.4 and limit this section to no more than one page.

### 5.1 Vendor Information

Vendor information must include:

1. **Corporate Information:** Legal name; address; headquarters and Florida office location (if any); office location that will primarily service VF's account; primary contact for RFP purposes; and company history information. Discuss where (geographically) the staff providing account services will be based.
2. **Team:** Vendor leadership bios. Proposed VF account team leader and any additional information about possible VF account team.

3. **References:** Provide contact information for at least two current clients and two former clients that VF may contact. Please include current or former destination marketing organization clients, if any. For each reference, indicate the following:
  - a. Client Name;
  - b. Contact Name and Title;
  - c. Contact Phone Number;
  - d. Industry of Client;
  - e. Service Description;
  - f. Length of Relationship; and
  - g. Brief explanation regarding the end of the business relationship, if applicable.
4. **Conflict Disclosure:** Disclose any destination marketing organizations that are current clients. Please discuss any conflict mitigation strategies in this section as well.

## 5.2 Vendor Capabilities

1. Discuss the vendor's ability to service all aspects of this contract with in-house resources and disclose any expected reliance the vendor will have on subcontractors or partners.
2. Provide the experience of all the members who will be assigned to this project, their professional credentials, and how much each person will contribute to the project. VISIT FLORIDA prefers the company to dedicate qualified professional staff that are results driven with a minimum of five years' experience in tourism research, economic impact research, analyses reporting, research design, and project management to this project. A dedicated account manager(s) will need to be appointed as VISIT FLORIDA's primary day-to-day contact.
3. Describe procedures during any given emergency that will enable the business to carry on as contained in this RFP on behalf of VISIT FLORIDA.
4. Describe the research methodology and model to be used.
5. Describe the type of economic impact model proposed to measure the economic impact of traveler spending in Florida.
  - a. Explain why this model provides the most accurate and reliable estimates of visitors' spending and economic impact of travel and tourism at the state level.
  - b. Is the model that is employed to estimate visitors spending and/or the economic impact of travel a proprietary model? If yes, describe the attributes that believe make it superior to the more standardized models available (i.e., commercially available input/output model, tourism satellite account model, etc.).
  - c. If using a tourism satellite account (TSA) model to estimate visitor spending and the economic impact of travel and tourism at the state and/or county level, explain if this model is consistent with the one being used by the US Bureau of Economic Analysis.
  - d. Some providers supplement the standardized TSA model with another similar model using a somewhat broader definition of the industry. Please provide vendor's opinion of the reasonableness of doing so.
  - e. If requested to conduct an economic impact analysis for Florida using the TSA model, would it be possible to analyze previous years using the same methodology in a cost-efficient manner?
6. Describe workflow processes and proposed timeline to meet project evaluation dates. Provide a schedule, timeline, and anticipated deliverables assuming the project is to be completed as soon as reasonably possible.

7. Describe the process used to check the project for errors and ensure that the deliverables provided to VISIT FLORIDA are free of errors.
8. Describe the work required/responsibility of VISIT FLORIDA's Research staff.
9. List the data that would be required from VISIT FLORIDA in order to complete the project.
10. Provide any other information relevant to this project.

### 5.3 Vendor Experience

1. Provide specific examples of similar projects, especially in tourism and hospitality. If possible, provide a copy of a completed economic impact study previously performed for a client in the tourism field.
2. Discuss any other information relevant to this project.

### 5.4 Pricing Information

VISIT FLORIDA requests each vendor to provide detailed pricing for services outlined in the ITN. Response must include:

1. Details on any expense or out of pocket costs anticipated with this project.
2. Detailed project pricing. Pricing must be fully comprehensive and complete. Explain the approach used for the pricing structure: hourly, priced per deliverable milestone and timeline, or another model?
  - a. Include the cost to provide five years' historical data for whichever methodology proposed to estimate visitor spending and the economic impact of travel and tourism in Florida.
  - b. Include a breakout of the additional cost necessary to include in-state visitation in the county level analysis.
  - c. Include a breakout of the additional cost necessary to provide quarterly analysis in addition to the annual analysis.
3. Additional information and backup detail should be included as appropriate with the proposal.

### 6.0 Evaluation Criteria

Written proposals will be evaluated with the following criteria in mind:

Criteria	Weight
Team Quality and Experience	Heavy
Vendor Capabilities	Heavy
Pricing Information	Moderate
Quality of Reference Feedback	Light
Research Methodology	Heavy

## 7.0 RFP Terms

VF may adjust the specifications of this RFP throughout the process. This RFP does not constitute an offer by VF to contract, but rather represents a definition of the specific services being sought and invites vendors to submit proposals. Issuance of this RFP, the vendors' preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VF does not commit VF to award a contract to any agency. Vendors, by submitting a proposal, agree that any cost incurred by it in responding to this RFP or participating in the RFP process, is to be borne solely by the agency. VF shall incur no obligations or liability whatsoever to anyone by reason of the issuance of this RFP or the actions of anyone relative thereto. Only the execution of a written agreement with an agency related to one or more services described herein will obligate VF and then only in accordance with the terms and conditions contained in such agreement.

Proposals, and any subsequent material submitted, will be considered complete and binding offers by the proposing vendors to contract for a period ending on the earlier of ninety (90) calendar days from their submission and the date the contract(s) is executed with the selected agency relating to the services covered by this RFP. No action or communication of VF other than the execution of a written contract shall constitute acceptance of such offer, and even then shall legally obligate VF only in accordance with the terms and conditions contained in the written contract.

VF reserves the right to enter into discussions and/or negotiations with more than one agency at the same time. VF may contract with one or more vendors at the same time, with no vendors, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VF reserves the right to reject any or all proposals in response to this RFP, waive any informality or irregularity in any proposal received and to award a contract to the vendor or vendors of its choosing without explanation. VF will notify unsuccessful participants upon execution of the contract(s) awarded as a result of this RFP.

Interested respondents must direct any and all communications relating to this RFP to:

Meg Yariv, Senior Transactional Counsel  
[purchasing@visitflorida.org](mailto:purchasing@visitflorida.org)  
Subject Line: Economic Impact Study  
850-583-5661

Ms. Yariv is the sole contact for vendors. All other VF team members, including evaluators, are prohibited from discussing the RFP with vendors outside of the scheduled process.

Proposals must state that the agency will execute a contract containing VF's standard terms and conditions which have been published alongside this RFP, or include a mark-up of those terms with specific language changes that the agency would require in order to execute a contract. All proposed changes should include explanations of why they are necessary. Requiring substantive changes to the published terms may place a proposal at a significant disadvantage. Many of the terms contained VF's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VF (e.g., contingent liability, indemnification, assignment, public records, termination, conflict of interest, non-solicitation, legal requirements, non-discrimination, contract eligibility, record maintenance, E-verify, minority vendors).

**Confidentiality:** VF adheres to the State of Florida’s broad open records law. That means records sent or received by VF in connection with its business must be provided upon request unless specifically made confidential or exempt from such requirement by a Florida law. This requirement includes materials submitted to VF in connection with this RFP. Vendors may mark information submitted to VF that qualifies as a trade secret, proprietary confidential business information, or some other exemption under Florida law ([LINK](#)) as “CONFIDENTIAL.” Vendors should only mark information “CONFIDENTIAL” if they believe that it satisfies a specific Florida public records exemption and should state the specific legal exemption relied upon. Vendors should ensure confidential information is appropriately marked at the time it is initially delivered to VF, as failure to do so may destroy the confidential nature of the information. Vendors submitting proposals containing confidential information should submit two versions, a clean version for VF review and a version with all the confidential information redacted. Should VF receive a public records request once the RFP has concluded and VF has issued an award it will provide the redacted version and notify the agency (note: VF will not disclose RFP materials while the RFP is ongoing). Should the requestor dispute the applicability of the asserted public records exemption, VF will notify the agency which must then take the appropriate course of legal action if it wishes to continue to assert the claimed exemption. For more information on Florida public records laws generally, see the “Sunshine Manual” at [Sunshine Manual](http://www.myfloridalegal.com/sun.nsf/sunmanual) ([www.myfloridalegal.com/sun.nsf/sunmanual](http://www.myfloridalegal.com/sun.nsf/sunmanual)). Finally, please note that the final contract terms awarded to the winning agency or vendors will be a public record and will be posted on VISIT FLORIDA’s .org website as required by law and VISIT FLORIDA’s standard contract terms (which must be agreed to upon submission of a proposal).