

Request for Proposals (RFP)
Local Tourism Marketing Study
SIMPCO

January 14, 2021

Notice to Consulting Firms:

The Siouxland Interstate Metropolitan Planning Council (SIMPCO) requests written statements of qualifications and professional proposals from firms or teams of firms to complete a local tourism marketing study in partnership with the Sioux City Regional Convention & Visitors Bureau. The funding for this project is a part of an investment award from the United States Economic Development Administration's (EDA) CARES Act Recovery Assistance.

Project Background

Travel and tourism attraction in the Siouxland region have been greatly impacted as a result of the COVID-19 pandemic. Local businesses that depend on tourism have especially felt the brunt of these negative effects. Nationally, recovery efforts in this sector have encouraged local travel and the relocation of families back to their home communities. The Convention & Visitors Bureau are interested in branding efforts that would encourage local staycations as well as a return home to the Sioux City Metropolitan Area or "the Metro" (area includes Sioux City, South Sioux City, North Sioux City, Dakota Dunes, and Sergeant Bluff) campaign.

The goals of this project are to complete a marketing study, travel surveys, and branding survey to promote recovery efforts within the Metro.

Scope of Work

The scope of work will be finalized once a consultant is selected. At minimum, the following scope of work/approach is required:

- 1) Develop, distribute, and analyze the Metro's tourism market
- 2) Develop a branding and marketing plan, which includes:
 - a. brand purpose, vision, mission, and values
 - b. competitive analysis
 - c. audience persona
 - d. positioning strategy
 - e. messaging framework
 - f. style guide
 - g. brand strategy guidelines
 - h. marketing strategy and execution for staycation and return home campaigns
- 3) Develop cost estimates
- 4) Develop a schedule for implementation

Proposal Submittal Requirements

Any questions regarding this Request for Proposals (RFP) should be submitted via email to victoria@simpco.org using the subject line "Local Tourism Marketing Study Questions." Answers to questions will be made available to all respondents via email or phone call.

Responses to the RFP must be received by Victoria Halloran as follows:

Due Date:	Thursday, February 11, 2021
Time:	Prior to 5:00 p.m. CST
Deliver to:	Victoria Halloran, Regional Planner SIMPCO 1122 Pierce Street Sioux City, IA 51105 victoria@simpco.org
Number of copies:	3 hard copies, 1 electronic (pdf) copy

Proposal Content

To standardize responses and simplify the comparison and evaluation of responses, all statements must be organized in the manner set forth below, separated into sections, and appropriately labeled. All information and materials requested shall be provided in the proposal under a single cover.

Cover Letter

The full name and address of the firm's organization and the branch office that will perform the services described herein shall be stated. The Principal-in-Charge of the branch office shall be identified. Summarize the Consultants' interest in the project as well as identify the name and contact information of the designated Project Manager.

Technical Approach and Scope of Work

The responding firm shall state its understanding of the project as outlined in the scope of work. The approach in rendering the services required shall be detailed in a proposed Scope of Services.

Company Profile(s)/Description

Provide a description of the team in as much detail as necessary to demonstrate the team's ability to carry out the scope of services as requested in this RFP.

Project Personnel

Qualifications of the project manager and personnel, including anticipated sub-consultants, with specialized skills shall be highlighted. Provide an organizational chart of proposed team members. Information for all key project personnel shall be included and show the following:

- Name, specialty, and job title
- Years of relevant experience with firm (and previous employers)
- Academic degree(s), discipline, and year degree(s) received
- Professional registrations
- Office location where employed

- A brief synopsis of experience, training or other qualities that reflect the individual's related experience and expected contribution to the project.
- A brief summary of professional certifications, registrations, and licenses that your firm / individuals hold that pertain to this project. If the firm or personnel have had their professional certification, registration, and / or license revoked, suspended, sanctioned please provide the dates and circumstances as a part of this response.

Past Performance

For each consultant, provide a maximum of three (3) examples of similar or related projects successfully completed within the last five years.

Project Approach

Provide a concise summary of the firm or team's approach to the project. If your proposal includes any variation to the proposed scope of work (reduced or additional services), please identify and provide justification for any modifications.

Project Schedule and Budget

Discuss the consultant's workload and its ability to complete the project in a timely manner and within budget. Provide a proposed timeline for completing deliverables, and outline the tasks and associated budget for each task.

Additional Information

Any additional information that is relevant for SIMPCO to consider in reviewing and comparing the firm's proposal.

Evaluation and Selection Process

Qualifications will be evaluated by a selection committee established by SIMPCO using the Selection Criteria in the table shown below, to identify the firm or firms best qualified to meet the needs on this project. The firm(s) deemed best qualified by the selection committee may be invited for additional presentation and interviews. However, SIMPCO reserves the right to request interviews of any, all, or none of the consultants.

Item	Selection Criteria	Rating Ranges
1	Experience, Qualifications, and Expertise Firm's experience with similar projects, qualifications and expertise of key personnel based on each element in the RFP.	(0-30)
2	Capabilities and Resources Projects currently under contract involving equipment and key personnel that would also handle this project along with estimated time of completion.	(0-20)
3	Project Overview Convey your understanding of the project objectives. Identify major problems which you perceive at this time. Describe the overall approach you will use to overcome the problems and the anticipated project schedule. Work will need to begin within 30 days of final contract negotiation.	(0-30)
4	Past Performance References Information on other organizations for which your firm has provided comparable consulting services.	(0-5)
5	Quality and Thoroughness of a Proposal	(0-5)
6	Geographic Location of your Firm	(0-5)
7	Additional Factors Marketing tourism study experience and other related information	(0-5)
TOTAL (100 pts max)		
ADDITIONAL COMMENTS		