

Seminole County Tourism Master Plan

RFP-604217-21/TKH

	KA	GC	DT	AVG	KA	GC	DT	AVG	KA	GC	DT	AVG
	C.H. Johnson Consulting, Inc.				Downs and St. Germain Research, Inc.				The Research Associates			
EXECUTIVE SUMMARY (Maximum Points 10)	8.00	6.00	8.00	7.33	10.00	10.00	10.00	10.00	7.00	8.00	6.00	7.00
STATEMENT OF QUALIFICATIONS/PERSONNEL (Maximum Points 30)	26.00	20.00	26.00	24.00	30.00	30.00	30.00	30.00	24.00	28.00	15.00	22.33
PROJECT UNDERSTANDING AND APPROACH (Maximum of 30 Points)	22.00	20.00	25.00	22.33	30.00	30.00	30.00	30.00	26.00	27.00	10.00	21.00
TECHNICAL SCORE	56.00	46.00	59.00	53.67	70.00	70.00	70.00	70.00	57.00	63.00	31.00	50.33
Maximum Points Available 30	30.00				30.00				30.00			
Firms Price			\$78,000.00				\$140,000.00				\$148,240.00	
Firms Price Score				30.00				16.71				15.79
Firms Total Score				83.67				86.71				66.12

Evaluation Team Members:

Karen Aplin, Tourism Director

Guiherme Cunha, Chief Administrator, Office of Economic Development and Tourism

Danny Trosset, Sports Tourism Manager

Senior Procurement Analyst: Tammy Hodgkins, CPPB, BAS

Opening Date & Time: November 19, 2021 at 2:00PM



RFP-604217-21/TKH – Seminole County Tourism Master Plan

PROPOSERS NAME: Downs & St. Germain Research

EVALUATION COMMITTEE MEMBER:

Karen S. Aplin
(PRINT)


(SIGN)

Describe strengths, weaknesses, and deficiencies to support your assessment.

EXECUTIVE SUMMARY (10 Points):

In this section, the Proposer(s) shall address the following questions within the RFP to provide further insight as to your firm’s capabilities, operations and strategy:

- a. Please tell us about your agency, team and background detailing in-depth your firm’s experience in Destination Management Organization (DMO) marketing, communications, or strategic planning services.
- b. How many full-time employees do you have & how many would be assigned to the Orlando North, Seminole County account?
- c. Describe any services that are outsourced or would be outsourced on the Orlando North, Seminole County account.
- d. Describe what market research would be performed and how often during the contract period.
- e. Describe how your agency communicates and maintains dialogue with clients.
- f. Provide three tourism industry clients (at least two current) with contact information & samples of work.
- g. Provide multiple case studies, preferably relevant to a destination such as Orlando North, Seminole County.

Presented in depth overview of company background, client communication, and experience with similar projects. Included client testimonies from past completed projects.

Total Points: 10

STATEMENT OF QUALIFICATIONS/PERSONNEL (30 Points):

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ability to perform the required services by the respondent shall be made solely by Seminole County.

Proposer must be experienced working with tourism destination clients. Interested firms must be able to demonstrate measurable success in projects on behalf of tourism destinations.

Proposer shall demonstrate the company or organizations willingness and ability to represent a governmental entity in the size and nature of Seminole County.

Proposer shall provide detailed practical experience including a brief profile of the company, locations of the corporate and satellite offices, and the location of the project team. Proposer shall submit an organizational chart.

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Provides insights to prior industry experience, which they show having 35 years of. Proposer demonstrates ability to, willingness to, and experience in representing a government entity regardless of the size. Proposer shows an extensive amount of Florida CVB/DMOs that they have worked with, as well as included direct contacts, and testimonials from them. Total Points: 30

PROJECT UNDERSTANDING AND APPROACH (30 points):

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Identify capital and infrastructure improvements needed to support the tourism industry's sustainability and promote growth. Provide a management tool to prioritize the use of resources to achieve general and specific goals established through the process.

Identify new and existing tourism & hospitality areas and visitor markets for development, in respect to existing and forecasted visitor trends.



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Place an emphasis on projects and programs that encourage weekend and longer term stays. Develop collaborative approaches with targeted market segments.

Include a long-range capital tourism improvement plan for Seminole County hotels.

Increase the positive awareness to the local public on the impact Seminole County tourism assets have on the community. Develop a sustainable local communication plan to support this.

Identify partnership opportunities among industry members, the private sector and local institutions, to include neighboring municipalities for marketing purposes as well as funding and capital investment strategies. Identify sustainable financing and funding models.

Provide a comparison of the Seminole County tourism market to surrounding larger markets within a 3-hour drive, highlighting the factors which impact our tourism infrastructure.

Detail models/policies for interaction with municipal planning and development in a manner that supports tourism development goals and objectives.

Display exceptional knowledge of 'potential sources of error' within studies. Able to provide evidence and examples as how their in-house and hands on data-collection approach alleviates third party inconsistencies. Proposer provides specifications on designing a two-part (Executive Summary and Detailed Results) report that they cover in full detail. Provides in depth examples of their work with Sarasota/Beaches of Fort Myers and the positive outcome break-down that lead future marketing initiatives and decisions. Total Points: 30

Grand Total of Points: 70



RFP-604217-21/TKH – Seminole County Tourism Master Plan

PROPOSERS NAME: Johnson Consulting

EVALUATION COMMITTEE MEMBER:

Karen S. Aplin
(PRINT)


(SIGN)

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Describe what market research would be performed and how often during the contract period.

Describe how your agency communicates and maintains dialogue with clients.

Provide three tourism industry clients (at least two current) with contact information & samples of work.

Provide multiple case studies, preferably relevant to a destination such as Orlando North, Seminole County.

Proposer provides information about the agency, team, and background. Explains that they use a subcontracted partner to provide data analytics. Includes submission of 20 different case study briefs (some relevant and some not) that provide limited information about results found and actions taken to achieve results.

Total Points: 8

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Proposer (and team associated) have experience with working within the tourism destination industry. Doesn't display full understanding of Orlando North, Seminole County as a fully public entity. Provides 3 tourism industry clients that they have worked with. Provides a detailed and actionable plan for the steps taken in the marketing research development process; however, the process lacks clarity.

Total Points: 26

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Submission shows lack of detail to overall plan of execution, but does provide a promising outline of intended goals. Proposer shows interest in connecting often in person for updates and meetings

Total Points: 22

Grand Total of Points: 56



PROPOSERS NAME: The Research Associates

EVALUATION COMMITTEE MEMBER:

Karen S. Aplin
(PRINT)


(SIGN)

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They may outsource the research respondent recruitment efforts. Doesn't provide full information on full time employees, only that there are 18 professional consultants, of which, they will allocate 4 to this project. State that they provide their personal numbers to partners to make sure that there is constant communication.

Total Points: 7

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Proposer has at least 25 years of strategic planning experience within the industry and has worked with partners like Disney and Universal. No organizational chart submitted. Does provide references to 3 previous clients.

Total Points: 24

PROJECT UNDERSTANDING AND APPROACH (30 Points): Proposal shall describe in detail the proposed plan for providing the services identified in this RFP. The plan must include expected obligations and duties of the County upon which the proposed plan is contingent upon. Describe your understanding of the scope of services and the County's needs, your approach to successful completion of the work, special considerations, and possible difficulties in completing the work as indicated. The following statements must be addressed in full when preparing your response to the RFP.

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___ Provides bulleted line items for how proposer would move forward with future opportunities. They include using proprietary techniques /models to achieve these goals but don't explain how. Covers how they will integrate with local entrepreneurs and businesses. Provides a low and high impact performance chart that helps with visualizing the plan.

_____ Total Points: 26

Grand Total Points: 57



RFP-604217-21/TKH – Seminole County Tourism Master Plan

PROPOSERS NAME: Downs & St. Germain Research

EVALUATION COMMITTEE MEMBER:

Guilherme Cunha
(PRINT)

(SIGN) [Handwritten signature]

Describe strengths, weaknesses, and deficiencies to support your assessment.

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f. Provide three tourism industry clients (at least two current) with contact information & samples of work.
g. Provide multiple case studies, preferably relevant to a destination such as Orlando North, Seminole County.

The Executive Summary was very thorough and comprehensive. Very impressive background and experience throughout the Florida tourism market.

[Blank lines for notes]
Total Points: 8

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__Great examples of potential partnerships and comparative analysis with other Florida DMOs._____

Total Points: __28__

Grand Total of Points: __64__

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PROPOSERS NAME: Johnson Consulting

EVALUATION COMMITTEE MEMBER:

Guilherme Cunha

(PRINT)



(SIGN)

Describe strengths, weaknesses and deficiencies to support your assessment.

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Provide multiple case studies, preferably relevant to a destination such as Orlando North, Seminole County.

__The summary looked very thorough and comprehensive. I did not see as many Florida DMO



experience. _____

Total Points: 6

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Great examples of feasibility studies as it pertains to the Florida sports market. I did not see many examples of other leisure market studies as it pertains to Florida. _____

Total Points: 20

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I did not see such a strong emphasis on Florida DMO consulting or understanding of the post-pandemic Florida market.

Total Points: 20

Grand Total of Points: 46

RFP-604217-21/TKH – Seminole County Tourism Master Plan

PROPOSERS NAME: The Research Associates

EVALUATION COMMITTEE MEMBER:

Guilherme Cunha
(PRINT)

(SIGN) [Handwritten Signature]

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Provide three tourism industry clients (at least two current) with contact information & samples of work.

Provide multiple case studies, preferably relevant to a destination such as Orlando North, Seminole County.

__The summary was detailed, but, I did not see a strong comprehension of the changing Florida tourism market or experience with Florida DMOs.

Total Points: 6

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The Research Associates display a strong understanding and experience when researching the nearby attractions. We are looking at expanding our market share to new markets. I also did not see many Florida DMO post-pandemic strategies and case study examples.

—

_____ Total Points: 19

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_Lacking in comparison's between Seminole County and our comp set.

Total Points: __19__

Grand Total Points: __44__



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PROPOSERS NAME: Downs & St. Germain Research

EVALUATION COMMITTEE MEMBER:

Danny Trosset

(PRINT)

(SIGN)

Describe strengths, weaknesses, and deficiencies to support your assessment.

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Tremendous knowledge and experience in working with DMO's across the country on various visitor studies. Dedicated full time staff that is committed to all aspects of the scope of the project. Have multiple clients included in their case studies such as Lee County, Visit Tallahassee, Florida's Space Coast, etc. They have serviced over 30 local destinations, 5 state tourism offices, over 50 tourism clients, conducted over 1,000 visitor profile studies. They have the staff, background, and experience to produce quality research for DMO's.

Total Points: 10

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Proposer listed several references with their proposal including case studies that provided detailed information on goals, objectives, and outcomes of other visitor studies for some of the other DMO's like Sarasota County. Proposer provided a complete staff org chart and was very clear and concise on who would be working with us. Proposer does not hire any subcontractors which I believe is a major benefit to Seminole County.

Total Points: 30

PROJECT UNDERSTANDING AND APPROACH (30 points):

Proposal shall describe in detail the proposed plan for providing the services identified in this RFP. The plan must include expected obligations and duties of the County upon which the proposed plan is contingent upon. Describe your understanding of the scope of services and the County's needs, your approach to successful completion of the work, special considerations, and possible difficulties in completing the work as indicated. The following statements must be addressed in full when preparing your response to the RFP.

Identify capital and infrastructure improvements needed to support the tourism industry's sustainability and promote growth. Provide a management tool to prioritize the use of resources to achieve general and specific goals established through the process.

Identify new and existing tourism & hospitality areas and visitor markets for development, in respect to existing and forecasted visitor trends.

Determine how Seminole County might better align its relationship with local and regional assets to increase daily and overnight tourism demand. Develop recommendations to increase the synergy and effectiveness of future collaboration.

Place an emphasis on projects and programs that encourage weekend and longer term stays. Develop collaborative approaches with targeted market segments.

Include a long-range capital tourism improvement plan for Seminole County hotels.

Increase the positive awareness to the local public on the impact Seminole County tourism assets have on the community. Develop a sustainable local communication plan to support this.

Identify partnership opportunities among industry members, the private sector and local institutions, to include neighboring municipalities for marketing purposes as well as funding and capital investment strategies. Identify sustainable financing and funding models.

Provide a comparison of the Seminole County tourism market to surrounding larger markets within a 3-hour drive, highlighting the factors which impact our tourism infrastructure.



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Detail models/policies for interaction with municipal planning and development in a manner that supports tourism development goals and objectives.

Proposer provided a very clear step by step approach on developing a strategic plan. Impressed with the high level of detail provided in the proposal on everything that goes into the scope of creating the tourism master plan from start to finish. Based upon the case studies provided and extensive list of clients they have worked with, the proposer demonstrated a thorough understanding of the project understanding and approach.

Total Points: 30

Grand Total of Points: 70

RFP-604217-21/TKH – Seminole County Tourism Master Plan

PROPOSERS NAME: Johnson Consulting

EVALUATION COMMITTEE MEMBER:

Danny Trosset

(PRINT)

(SIGN)

Describe strengths, weaknesses and deficiencies to support your assessment.

EXECUTIVE SUMMARY (10 Points):

In this section, the Proposer(s) shall address the following questions within the RFP to provide further insight as to your firm's capabilities, operations and strategy:

Please tell us about your agency, team and background detailing in-depth your firm's experience in Destination Management Organization (DMO) marketing, communications, or strategic planning services.

How many full-time employees do you have & how many would be assigned to the Orlando North, Seminole County account?

Describe any services that are outsourced or would be outsourced on the Orlando North, Seminole County account.

Describe what market research would be performed and how often during the contract period.

Describe how your agency communicates and maintains dialogue with clients.

Provide three tourism industry clients (at least two current) with contact information & samples of work.

Provide multiple case studies, preferably relevant to a destination such as Orlando North, Seminole County.

Proposer provided list of staff. Has consulting experience with working with many destinations but the majority of the experience provided in the proposal was more towards capital and special projects (i.e.: sports complexes, convention centers, feasibility studies, etc.) Proposer did mention that they do utilize subcontractors for some of their work. Proposer provided a summary of the methodology they would use to develop the overall strategy and scope of the project. Total Points: 25



STATEMENT OF QUALIFICATIONS/PERSONNEL (30 Points):

In order to be considered a qualified proposer, all proposers which Seminole County is considering to be included in this RFP should be normally engaged in performing the type of work specified by this Request for Proposal. Proposers should ideally be engaged in this type of work for a minimum of five (5) years to be considered a qualified supplier. Determination of satisfactory evidence of responsibility and satisfactory ability to perform the required services by the respondent shall be made solely by Seminole County.

Proposer must be experienced working with tourism destination clients. Interested firms must be able to demonstrate measurable success in projects on behalf of tourism destinations.

Proposer shall demonstrate the company or organizations willingness and ability to represent a governmental entity in the size and nature of Seminole County.

Proposer shall provide detailed practical experience including a brief profile of the company, locations of the corporate and satellite offices, and the location of the project team. Proposer shall submit an organizational chart.

Proposer shall provide a minimum of two (2) previous and current clients including name and address, phone number, fax numbers, email address, contact person, and a brief description of the

Services provided. The County intends to conduct reference checks of those clients. These checks will be designed to validate the company's performance on prior projects, ascertain the difference (if any) between expectations and delivery, and determine overall satisfaction with the company's services.

Proposer has experience in working with partner tourism agencies, but I am not sure they have the research and data driven approach that we are looking for in helping Orlando North create a tourism master plan. Many of the clients listed in the proposal included capital projects, feasibility studies, sports complex assessments, etc. and the research methodology and overall approach seemed like it was lacking overall in the proposal.

Total Points: 26

PROJECT UNDERSTANDING AND APPROACH (30 points):

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Provide a comparison of the Seminole County tourism market to surrounding larger markets within a 3-hour drive, highlighting the factors which impact our tourism infrastructure.

Detail models/policies for interaction with municipal planning and development in a manner that supports tourism development goals and objectives.

Proposer provided a detailed methodology for the project. However, there were some items that were missing: I did not see how the proposer plans to address a long-range capital tourism improvement plan for Seminole County hotels and I also felt like it was lacking information on how they plan to bridge the gap on partnership opportunities among industry members.



RFP-604217-21/TKH – Seminole County Tourism Master Plan

PROPOSERS NAME: The Research Associates

EVALUATION COMMITTEE MEMBER:

(PRINT)

(SIGN)

Describe strengths, weaknesses and deficiencies to support your assessment.

EXECUTIVE SUMMARY (10 Points):

In this section, the Proposer(s) shall address the following questions within the RFP to provide further insight as to your firm's capabilities, operations and strategy:

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Provide three tourism industry clients (at least two current) with contact information & samples of work.

Provide multiple case studies, preferably relevant to a destination such as Orlando North, Seminole County.

Proposer lacks experience with working with DMO's. Has experience in working with major theme parks like Universal and Disney but does not have nearly the extensive background or experience in working with tourism agencies on developing a tourism master plan for the destination.

Total Points: 6

STATEMENT OF QUALIFICATIONS/PERSONNEL (30 Points):

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Proposer lacks the experience in working with DMO's on developing tourism master plans. Working with the major theme parks in a plus, but lacking the experience in working with DMO's overall.

Total Points: 15

PROJECT UNDERSTANDING AND APPROACH (30 Points): Proposal shall describe in detail the proposed plan for providing the services identified in this RFP. The plan must include expected obligations and duties of the County upon which the proposed plan is contingent upon. Describe your understanding of the scope of services and the County's needs, your approach to successful completion of the work, special considerations, and possible difficulties in completing the work as indicated. The following statements must be addressed in full when preparing your response to the RFP.

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Provide a comparison of the Seminole County tourism market to surrounding larger markets within a 3-hour drive, highlighting the factors which impact our tourism infrastructure.

Detail models/policies for interaction with municipal planning and development in a manner that supports tourism development goals and objectives.

Proposer's methodology to the project was confusing and difficult to follow. I do not feel like the proposer did a good enough job explaining their respective process and failed to address the key points in this section as included in the RFP.

Total Points: 10



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Grand Total Points: 31_____