

EVENT #5215

ECONOMIC IMPACT STUDY OF TOURISM

SECTION II

SCOPE OF WORK

- 2.0 Broad description of Project:** The purpose of this event is to receive proposals from qualified contractors for services to conduct a study of the economic and social impact of tourism. The City of Savannah is soliciting proposals from consultants or consultant teams to conduct a study of the economic and social impact of tourism to include a cost benefit analysis identifying the direct and indirect costs associated with tourism within the City of Savannah and the impact on City services and quality of residential life. Electronic submissions will not be accepted for this proposal.

The City of Savannah, Georgia is a community with a population of approximately 145,674 persons and a successful tourism industry. Representing the second largest industry in the community, tourism provides approximately 26,000 jobs, \$2.5 billion in visitor spending, economic opportunities for residents, and highlights to the world the positive attributes that make the community unique.

Savannah must remain vigilant that the growing number of visitors—approximately 13 million day-trip and overnight visitors in 2015—does not negatively impact City services. The majority of visitor related activities occur within the National Historic Landmark District recognized for its unique, well-preserved city plan and historic building stock. The influx of visitors brings welcome economic energy to the mixed-use district, yet the volume of people and associated activities impacts the historic fabric of the City resulting in the need for increased array of municipal services. It also has an impact on other aspects of the community like the Historic District residents' overall quality of life.

As the numbers above continue to increase, careful planning and management are necessary—especially as the City plans for its future. An in depth analysis is needed to fully understand the economic impact tourism has on the community along with the direct and indirect costs associated with municipal services.

- 2.1 Scope of Services:** The study will provide analysis on 2016 as well comparable data for the previous two (2) years. The document should incorporate a consistent methodology communicating the value of the tourism industry as well as the direct and indirect costs on municipal services. The information should be transferable with the ability to track over time and shall be updated on a periodic basis.

Please note, some sources of data for these elements may be available, and existing data shall be used to the extent feasible. The study shall include:

- Detailed direct and indirect costs and benefits of tourism on City services
- Detailed direct and indirect costs and benefits of tourism on residential quality of life

The consultant may outline other items deemed necessary to successfully complete the project.

The methodology developed shall be detailed in the appendix of the final report in language that can be clearly understood by non-technical readers. The vendor shall notify the City of Savannah in writing if there are any concerns with data sources or any other issues with the methodology and recommend solutions prior to the due date for each deliverable based on the timeline agree upon by all parties.

2.1.1 Schedule

The City and the selected firm shall agree to a schedule prior to commencement of work. The vendor shall describe workflow processes and proposed timeline to meet project evaluation dates. The vendor shall provide a schedule, timeline, and anticipated deliverables assuming project timeline of 30-45 days, commencing at receipt of contract.

2.1.2 Deliverables

- A. Five (5) printed hard copies of comprehensive cost estimates
- B. Copy of entire document in electronic format (e.g. flash drive, removable hard drive, etc.)
- C. PowerPoint presentation and executive summary for the Tourism Advisory Committee and City Council

2.2 **Proposal Format:** Proposals shall be submitted in the following format and include the following information:

- a) A detailed description of the team assigned to the project. Detail should include principle project contact, description of firm, its organization chart, key qualifications, proposed approach, process for project delivery, and information on proposed team for the project.
- b) Fee proposal as detailed in Section III.
- c) Proposed schedule of Minority and Women-Owned Business Participation and Non-Discrimination Statement.
- d) Response to consultant summary of qualifications (Attachment A) as outlined in Section 2.7. Response should include a description of three (3) projects similar in nature and complexity to this scope of services, including current reference contact information for these services. Attachment A must be submitted with a proposal to be further considered.

A table of contents with corresponding tabs should be included to identify each section. All respondents to this RFP are subject to instructions communicated in this document and are cautioned to completely review the entire RFP and follow instructions carefully. The City

reserves the right to reject any or all proposals, and/or to waive technicalities and informalities at the sole discretion of the City.

2.3 **Basis of Award**

Proposals will be evaluated according to the following criteria and weight:

- a) Proposer's qualifications, relevant experience, education, knowledge, and skills (30 points)
- b) Proposer's approach to the project, including schedule (30 points)
- c) References (15 points)
- d) Fees (20 points)
- e) Local vendor (Within the City Limits of Savannah and has a City of Savannah business tax certificate) participation (5 points)

Proposals shall be evaluated by a selection committee comprised of City of Savannah staff. The City reserves the right to shorten the list of proposers selected for interviews or further evaluation. A shortlist may be developed and interviews conducted with those proposers deemed to be most qualified. The City reserves the right to conduct interviews of any or all proposers at the City's discretion. The City also reserves the right to request a best and final offer (BFO) and to rescore evaluations based on the best and final offer. Proposers may be required to provide clarification of their proposal as part of the BFO response.

2.4 Copies: One (1) unbound, printed, and signed original, five (5) identical, printed copies, and one (1) electronic copy (submitted on a removable hardware device) of the proposal and supporting documents must be submitted in response to the RFP. All responses must relate to the specifications as outlined.

2.5 Contacts: Proposers must submit proposals in accordance with the instructions contained in this RFP. All requested information must be submitted with the proposal. Instructions for preparation and submission of proposals are contained in this package. All questions regarding this request for proposal should be submitted in writing and emailed to the person listed on the summary event page or submitted via the Supplier Portal.

2.6 Minority/Woman Business Enterprise Goals: The City of Savannah has not established a M/WBE goal for this project, however, M/WBE participation is encouraged wherever possible.

2.7 Qualifications: Qualifications submittals must meet the requirements of this section to be considered. The response to this RFP must be complete. Partial or incomplete responses will not be considered. Responses should be concise, clear, and relevant. Submittals must be on standard letter size paper and pages must be numbered. Please include only the information requested in the RFP submittal.

- A. A letter of interest summarizing the proposer's qualifications and experience in conducting a tourism economic analysis to include a cost benefit analysis identifying the direct and indirect costs associated with tourism with the City of Savannah and the impact on its services.
- B. Detailed description of the proposer's relevant experience and qualifications.

Provide a narrative of projects (including project size and complexity) that demonstrate the proposer's experience in analyzing travel and tourism revenue and expenditures impact on municipalities or similar based studies. Projects shall be in communities with a well-established and strong tourism industry, nationally designated historic district(s), and full range of social, economic, and environmental issues.

- C. Resumes of key personnel. Proposers shall have at least ten (10) years of relevant experience in producing economic studies and analysis.
- D. Describe the research methodology and model to be used and anticipated deliverables.
- E. Describe the type of model you propose to measure the direct and indirect revenue and expenses generated from visitors in the City of Savannah and data sources to be included.
- F. Explain why this model provides the most accurate and reliable estimates of visitors' direct and indirect revenue and expenses.
- G. Provide details on how you will include visitors' spending data provided by the City of Savannah such as sales tax, hotel tax, fees, or other similar data.
- H. Provide any other information you believe is relevant to this project.
- I. Provide information on any outstanding characteristics or qualifications that highlight your abilities.
- J. Provide a sample list of at least three (3) projects that demonstrate proposer's experience producing economic studies and analysis in Attachment A. Attachment A must be submitted with a proposal to be further considered. A detailed outline of the following information shall be provided:
 - 1. Description of the project scope.
 - 2. Contacts/references for the project. Name, organization, address, phone number, and email address should be included.
 - 3. Provide a statement of what differentiates your firm from others for performing under this RFP and why it should be selected. Statements should include your firm's approach to public engagement, special expertise, and training that makes your firm uniquely qualified for the project. Additional information such as resumes, etc. may be submitted as appropriate.
- K. Additional information and backup detail should be included as appropriate with your proposal.

2.8 Schedule: Proposers shall submit a proposed time schedule for the project.

2.9 Fees: Proposers shall submit fees based on the detailed listing in Section III. Provide hourly fees for services not specifically shown in the scope of services that may arise during the project. Hourly rate sheets are to be submitted with the fee proposal. Response must include details on any expense or out of pocket costs anticipated with this project.

2.10 Local Vendor Participation

A proposer shall be considered a local vendor if it meets all of the following requirements:

- A. The proposer must operate and maintain a regular place of business with a

- physical address within the corporate limits of the City, and
- B. The proposer must, at the time of bid or quotation submission, have a current City of Savannah business tax certificate issued by the City, and
 - C. The proposer must serve a commercially useful function, meaning performance of real and actual service in the discharge of any contractual endeavor. The proposer must perform a distinct element of work for which the business owner has the skills, qualifications, and expertise, as well as the responsibility for the actual performance, management, and supervision of the work for which he/she has been contracted to perform.

2.11 **Additional materials**

The following studies and reports shall be available to the consultants for the project:

- Attachment 1-Service and Program Budget, City of Savannah, 2016
 - <http://www.savannahga.gov/documentcenter/view/8386>
- Attachment 2- Service and Program Budget, City of Savannah, 2015
 - <http://www.savannahga.gov/documentcenter/view/6866>
- Attachment 3- Service and Program Budget, City of Savannah, 2014
 - <http://www.savannahga.gov/documentcenter/view/4144>
- Attachment 4-Longwoods Travel USA Study, Visit Savannah, May, 2015
- Attachment 5-Longwoods Travel USA Study, Visit Savannah, May 2014
- Attachment 6-Longwoods Travel USA Study, Visit Savannah, May 2013
- Attachment 7-Motor Coach Tourism in Savannah, Armstrong Atlantic State University, March 2013
- Attachment 8-Savannah Tourism Sentiment Survey Summary: Resident and Tourism Professionals

2.12 **Acknowledgement of Addenda:** Vendor is responsible for determining and acknowledging any addenda issued in connection with this RFP. Addenda must be acknowledged in order for proposals to be considered.

SECTION III

FEE PROPOSAL

ALL PROPOSERS MUST BE REGISTERED SUPPLIERS ON THE CITY'S WEBSITE TO BE AWARDED AN EVENT. PLEASE REGISTER AT WWW.SAVANNAHGA.GOV. ELECTRONIC SUBMISSIONS WILL NOT BE ACCEPTED. PROPOSALS MUST BE SUBMITTED ON THIS FORM.

I have read and understand the requirements of this request for proposal RFP Event #5215 and agree to provide the required services in accordance with this proposal and all attachments, exhibits, etc. The proposed fee shall include all labor, material, and equipment to provide the services as outlined including any travel or per diem expenses and any other miscellaneous expense involved. The fee for providing the required service is:

Total Cost for Economic Impact Study for Tourism \$ _____

SUBMITTED BY: _____

PROPOSER: _____

SIGNED: _____

NAME (PRINT): _____

ADDRESS: _____

CITY/STATE: _____ ZIP _____

TELEPHONE: (_____) _____
Area Code

FAX: (_____) _____
Area Code

HAVE YOU INCLUDED ATTACHMENT A? _____

CONFIRM RECEIPT OF ANY ADDENDA ISSUED FOR THIS BID:

ADDENDUM _____ #
DATE _____

I certify this bid complies with the General and Specific Specifications and Conditions issued by the City except as clearly marked in the attached copy.

Please Print Name

Authorization Signature

Date

**INDICATE MINORITY OWNERSHIP STATUS OF BIDDER (FOR STATISTICAL PURPOSES ONLY):
CHECK ONE:**

_____ NON-MINORITY OWNED
_____ AFRICAN AMERICAN
_____ HISPANIC
_____ WOMAN (non-minority)

_____ ASIAN AMERICAN
_____ AMERICAN INDIAN
_____ OTHER MINORITY Describe _____

NON-DISCRIMINATION STATEMENT

The bidder certifies that:

- (1) No person shall be excluded from participation in, denied the benefit of, or otherwise discriminated against on the basis of race, color, national origin, or gender in connection with any bid submitted to the City of Savannah or the performance of any contract resulting therefrom;
- (2) That it is and shall be the policy of this company to provide equal opportunity to all business persons seeking to contract or otherwise interested in contracting with this company, including those companies owned and controlled by racial minorities, cultural minorities, and women;
- (3) In connection herewith, we acknowledge and warrant that this company has been made aware of, understands and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this company;
- (4) That this promise of non-discrimination as made and set forth herein shall be continuing in nature and shall remain in full force and effect without interruption;
- (5) That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any contract or portion thereof which this company may hereafter obtain and;
- (6) That the failure of this company to satisfactorily discharge any of the promises of non-discrimination as made and set forth herein shall constitute a material breach of contract entitling the City of Savannah to declare the contract in default and to exercise any and all applicable rights and remedies including but not limited to cancellation of the contract, termination of the contract, suspension and debarment from future contracting opportunities, and withholding and/or forfeiture of compensation due and owing on a contract.

Signature

Title

PROPOSED SCHEDULE OF M/WBE PARTICIPATION

All M/WBEs listed **must be certified as a minority-owned or women-owned business** by the City of Savannah or a federally-recognized or state-level certifying agency (such as USDOT, State DOT, SBA 8(a) or GMSDC) that utilizes certification standards comparable to the City of Savannah **prior** to the due date of this bid. **Other business certifications that do not specify majority woman or minority ownership may not be substituted.** **Proof of M/WBE certification from the certifying agency is required to accompany the bid.** A firm that has submitted an application for M/WBE certification but has not been certified is not qualified as a certified M/WBE and will not be recognized as such during the City’s evaluation process. To expedite verification, please provide accurate phone numbers for all M/WBEs listed and ensure firms understand contact will be made following bid submittal.

Name of Proposer: _____

Event No. 5215

Project Title: _____

NOTE: Unless certified through the City of Savannah M/WBE Program, proof of M/WBE certification must be attached for all firms listed.

Name of M/WBE Participant	Name of Majority Owner	Telephone	Address (City, State)	Type of Work Sub-Contracted	Estimated Sub-contract Value	MBE or WBE	Certified ? (Y or N)	Certifying Agency? (City of Sav. or Other)
					%			
					%			
					%			
					%			
					%			
					%			

MBE Participation Value: _____ % WBE Participation Value: _____ % M/WBE Participation Value: _____ %

The undersigned will enter into a formal agreement with the M/WBE Subcontractors/Proposers identified herein for work listed in this schedule, conditioned upon executing a contract with the Mayor and Aldermen of the City of Savannah. The Prime’s subcontractor that subcontracts work must enter into a formal agreement with the tier subcontractor identified herein for work listed in this schedule. The Prime may count toward the goal any tier of M/WBE subcontractors and/or suppliers that will be utilized in the contract work. However, when an M/WBE subcontracts part of the work, the value of the subcontracted work may **only** be counted toward the goal **if the tier subcontractor is an M/WBE.** Any work an M/WBE firm subcontracts to a non-M/WBE firm **will not count toward the M/WBE goal.** It is the responsibility of the Prime contractor to advise all M/WBEs of this requirement and to ensure compliance by subcontractors.

Joint Venture Disclosure

If the prime bidder is a joint venture, please describe the nature of the joint venture, the level of work and the financial participation to be provided by the Minority/Female joint venture firm in the space provided below.

Joint Venture Firms	Level of Work	Financial Participation

Printed name (company officer or representative): _____

Signature: _____ Date: _____

Title: _____ Email: _____

Telephone: _____ Fax: _____

The Minority/Women Owned Business Office is available to assist with identifying certified M/WBEs. Please contact the M/WBE Office at (912) 652-3582. The City of Savannah’s certified M/WBE registry is posted on its website @ www.savannahga.gov.

Developing a Strong M/WBE Participation Plan

Key facts every bidder/proposer needs to know prior to developing their M/WBE Participation Plan:

1. All bidders/proposers must submit a "Proposed Schedule of M/WBE Participation" which identifies the minority and/or woman-owned companies that have agreed to participate in the project if awarded. All companies listed on the form must be certified as either minority-owned and controlled or woman-owned and controlled. The City does not accept a company's "self-identification" as minority or woman-owned.
2. **Proof** of M/WBE certification from the certifying agency is required to accompany the bid; and certification must have been completed by the City of Savannah, a federally-recognized or a state-level certifying agency (USDOT, State DOT, SBA 8(a) or GMSDC) utilizing certification standards comparable to the City of Savannah.
3. The certification must have been approved prior to the due date of this bid. A firm that has submitted an application for certification but has not been certified will not be counted toward the M/WBE goal.
4. The M/WBE Office **will be contacting all M/WBE firms** included in the bidder's M/WBE Plan to confirm each: a) was contacted by the bidder/proposer; b) performs the type of work listed; and c) agreed to participate.
5. To expedite the verification process, bidders/proposers need to: provide accurate phone numbers for all M/WBEs listed; ensure M/WBEs know to expect to be contacted by phone and email; request M/WBEs be accessible during the critical period before bid-opening; and advise M/WBEs that City staff **must** receive the M/WBE's confirmation that the firm agreed to participate in the bid/proposal in order for the prime contractor to receive credit toward their proposed M/WBE participation goals.
6. If a proposed M/WBE cannot be confirmed as certified, performing the type of work described or agreeing to participate, the bidder/proposer will be notified and given a pre-determined period to submit a correction. If an M/WBE still cannot be confirmed or replaced, the proposed percentage of participation associated with the unverified M/WBE firm will **not be counted** and **will be deducted** from the overall proposed M/WBE goal.
7. Any tier of M/WBE subcontractors or suppliers that will be utilized in the contract work may count toward the MBE and WBE goal **as long as the tier subcontractors/suppliers are certified M/WBEs**. Work that an M/WBE subcontracts to a non-M/WBE firm does **not** count toward the M/WBE goal.
8. M/WBEs must perform a "**commercially useful function**" which is the provision of real and actual work or products, or performing a distinct element of work for which the business has the skills, qualifications and expertise, and the responsibility for the actual management and supervision of the work contracted.
9. Per the *Proposed Schedule of M/WBE Participation* "the undersigned (bidder/proposer) will enter into a formal agreement with the M/WBE Subcontractors/Proposers identified herein for work listed in this schedule, conditioned upon executing a contract with the Mayor and Aldermen of the City of Savannah." **This signed commitment is taken seriously by the City**, so do not list M/WBEs you do not plan to utilize. Any proposed changes must be pre-approved by the M/WBE Office, be based on legitimate business-related reasons, and still meet the M/WBE participation goals per the City's contract.
10. A bidder who is a certified M/WBE may count toward the goal the portion of work or services on a City contract that is actually performed by the M/WBE, including: the cost of supplies/materials purchased or equipment leased for contract work, fees for bona fide services such as professional or technical services, or for providing bonds or insurance specifically required for the performance of a City contract.
11. If awarded the contract, the MWBE Office **will be reviewing your company's subcontracts, invoices and payment records** to substantiate the completion of work and payment of M/WBEs. If the prime contractor is an M/WBE that is being included in its M/WBE goal, the prime contractor must maintain records **that will be inspected** to prove the portion of work performed, cost of work, and payments to the prime company.
12. Most bids for goods and materials do not have specific MWBE goals established for the contract. If no goals are include in the scope of work or General Specifications, you are not required to submit MWBE participation but ~~encouraged~~ do so when the opportunity is available. The City maintains this information for statistical purposes only and it is not reflected in the award decision.