

The City of Whitefish, Montana

Request for Proposal (RFP): Sustainable Tourism Management Plan

Issued by: The City of Whitefish, Montana
Contact: Dylan Boyle, Executive Director, Explore Whitefish
Date Issued: March 6, 2019
Response Deadline: March 20, 2019

Thank you for your interest in creating a Sustainable Tourism Management Plan (STMP) for the City of Whitefish, MT. All proposals will be reviewed by the STMP Steering Committee comprised of community members, local business owners, and City Council members. The awarded contract will be run through the City of Whitefish.

Project Overview

The City of Whitefish is requesting proposals from qualified consultants to develop a Sustainable Tourism Management Plan (STMP). Whitefish is facing issues that are directly related to increased tourism (housing, transportation, infrastructure, quality of life). These issues not only need immediate resolution but also a long-term plan as it relates to both population and visitation growth. The STMP will identify ways for visitors and the local tourism sector to support community efforts to sustain and enhance the well-being of residents.

The Whitefish Convention and Visitors Bureau (CVB) operates with an annual marketing plan and budget. A joint management plan between the City of Whitefish and the Whitefish CVB would establish a framework for all parties to operate. Setting a long-term plan in place provides assurances to the community that promoting Whitefish in a responsible way is beneficial to all. A guiding document for tourism also provides businesses and economic development leaders ideas for responsible product and service development that is sustainable for our community.

In May 2018, the City and the CVB engaged the community with an STMP open house, where 40 community members participated in discussions and presentations on current visitation and tourism. This open house was followed by an online survey. 675 surveys were collected. The selected agency will utilize the survey results, notes from the open house, and Destination NEXT results for Flathead County to guide the development of the STMP.

Scope of Services

Phase 1 - plan (June 2019)

- Create a Whitefish Sustainable Tourism Management Plan (STMP) and Executive Summary with a list of recommendations and actionable items to help drive policy, based upon available resources and additional community outreach sessions in collaboration with the STMP Committee. (Due June 15, 2019)
- Agency must be available to be in Whitefish for proposed community outreach sessions and final presentation.

Phase 2 - implementation (Fall 2019)

- Create an effective education/outreach campaign based upon the STMP and core issues related to visitor impacts and sustainability initiatives. This will include branding for the campaign. (Fall 2019)
- Work with STMP, City of Whitefish, and Whitefish Convention and Visitors Bureau on the implementation of the education/outreach campaign. (Fall 2019)

Timeline

Proposal must be received by 5 pm on **March 20, 2019**. It is the intent of the STMP Committee to award a contract by **March 31, 2019**. All deliverables for phase 1 are due by **June 15**.

Completed proposals must be submitted via email. Please send proposals to Dylan Boyle at dylan@explorewitefish.com AND to Michelle Howke at mhowke@cityofwhitefish.org.

Questions may be directed to Dylan via email.

Budget

Anticipated budget not to exceed \$35,000 for services related to the management plan (phase 1, due June 15).

Anticipated budget not to exceed \$15,000 for implementation of plan initiative (phase 2/ fall 2019) in partnership with STMP, City of Whitefish, and Whitefish Convention and Visitors Bureau. Proposal should outline any additional suggested costs for implementation.

Response requirements

This RFP is designed to provide background information, encourage brevity, and outline expectations for process. We are seeking clear and succinct proposals.

- Introduction: Please introduce your company, your organization and the team that would be working on this account.

- Services: Please list the name(s) of non-profit, governmental or civic entities for which you have developed a similar plan and any relevant projects.
- Outline your plan development process, rounds of feedback, and end deliverables.
- Outline how your budget will be broken down, not to exceed \$35,000.
- Outline your billing procedures, project team and rate schedule.
- Include performance measures for these services.
- Provide two (2) references from clients for which you provide similar services.

Evaluation Criteria & Selection

Proposals will be ranked by a Selection Committee. Contract negotiations will begin with the highest ranked firm as soon as possible following the ranking. If the City determines acceptable terms cannot be reached, the City will terminate negotiations and continue with the next highest ranked firm.

Each Proposal will be ranked according to the following criteria.

30% - Overall quality of the proposal including clarity of the submittal and responsiveness to the Request for Proposals

30% - Qualifications of personnel who would be assigned to the project and the project team's experience, as a group, with similar projects

20% - The public involvement experience of the consultant.

10% - The firm's past work for the City of Whitefish

10% - Office location for personnel who would be assigned to the project

Following review and evaluation of all proposals, the City shall award the contract to the most qualified consultant based on the evaluation score and the proposal that is deemed to be the most responsive to this Request for Proposals. The City may, at its sole discretion interview any or all of the consultants before awarding the contract.