



Financial Services

## REQUEST FOR PROPOSAL

The City of Durango Colorado, by and through the Purchasing Administrator, is accepting proposals for **Destination Management Master Plan and Related Research**, in accordance with the terms, conditions, and specifications contained in these documents.

Bidders wishing to participate should ensure they have all addenda prior to submission of a Bid. Failure to acknowledge receipt of any addenda applicable to this project could result in the rejection of your Bid.

This project and any subsequent addenda will be posted to the Rocky Mountain E-Purchasing website ([www.bidnetdirect.com/colorado](http://www.bidnetdirect.com/colorado)) then click on Vendor Login or Vendor Registration, as applicable).

### Questions

Each offeror, before submitting his proposal, shall become fully informed as to the extent and character of work required. All questions must be submitted via Rocky Mountain E-Purchasing, [www.bidnetdirect.com/colorado](http://www.bidnetdirect.com/colorado).

**Question Deadline: July 19, 2022, Time: 3:00 p.m. (Local Time)**

(Questions received after the deadline may not be accepted.)

**Final Addendum: July 22, 2022, 4:00 p.m. (Local Time)**

### Submittal Instructions:

Submittal requirements are outlined in the Submittals Section of the Bid Documents.

**Project Title: Destination Management Master Plan and Related Research**

**Due Date and Time: July 28, 2022, Time: 3:00 p.m. (Local Time)**

**Deliver Bid Via: Rocky Mountain E-Purchasing [www.bidnetdirect.com/colorado](http://www.bidnetdirect.com/colorado)**

It is the sole responsibility of the respondent to see that the bid is received before the submission deadline. The respondent shall bear all risks associated with delays of any kind. **Late bids will not be considered.**

All bids submitted shall be binding upon the respondent if accepted by the City within sixty (60) calendar days of the submission date. Negligence upon the part of the respondent in preparing the bid confers no right of withdrawal after the time fixed for the submission of bid. This project is being bid in accordance with the City of Durango Purchasing Policy.

Bob Grogan

Date: June 30, 2022

Purchasing Administrator 949 E 2<sup>nd</sup> Avenue · Durango CO 81303 · 970.375.4994 ·

Published July 1 & 6, 2022

## **I. INVITATION / INTENT**

The City of Durango is issuing this Request for Proposals (“RFP”) for the development of a 10+ year sustainable Destination Management Master Plan (DMMP) and related research projects. The City of Durango and Visit Durango (the destination management and marketing organization or “DMMO”) will lead the process in a phased approach.

The first phase will be to develop and execute foundational research to learn more about the impact of tourism on the economy of Durango and the quality of life of its residents. Based on the results of these studies, Durango will then engage in a full Destination Management Master Plan and implementation.

The DMMP will provide a thorough plan and indicators for destination stewardship for the Durango area in line with the community’s common values of ecosystem stewardship, growth management, and quality of life preservation. This plan will be built on a collaborative process with the public and private sector communities. This plan will catalog actions to implement the community’s vision for tourism, including the responsible parties for implementing action.

Firms are invited to submit a proposal for individual components of the scope of services or in its entirety.

## **II. INVITATION / INTENT**

Durango is in Southwest Colorado and was founded in 1880 by the Durango and Rio Grande Railroad Company to serve the mining industry. The local economy has historically been tied to extractive natural resources, but now relies heavily on recreational opportunities that attract much of the region’s growth.

For many years Durango was marketed to prospective visitors in an extractive fashion, where the costs of tourism were not fully considered. This has transitioned to marketing from a sustainable tourism perspective, which is effectively a “do no harm” approach analogous to the “Leave No Trace” ethos for hiking. The latest evolution for tourism thinking is under a “regenerative” marketing approach, where tourism creates an overall benefit to the community beyond the immediate economic gains.

It is within this concept of regenerative tourism that the city recognizes and values the critical role that visitors play in Durango's economy, but acknowledges the potential for tourism impacts that run contrary to the goals established in the 2021 Strategic and Comprehensive Plans, and which include:

- Create housing to enhance a multigenerational community workforce, as well as attainable and affordable housing overall.
- Reducing our community’s carbon footprint in line with adopted goals.
- Increasing the availability of renewable energy.
- Improving the quality of natural resources.
- Enhancing livability and quality of life.
- Reduce emissions through multimodal transportation.

The City of Durango did its due diligence in 2021 to ensure the successful use of tax dollars by conducting a prior RFP for Sustainable Tourism and Destination Management and Marketing Services. In March of 2022 Visit Durango, the community's existing DMMO, was chosen to continue the important work of:

- Destination Management
- Strategic Planning
- Marketing, Advertising & Public Relations
- Group Sales
- Community Relations
- Operating the Durango Welcome Center

Durango now seeks a consultant to conduct background research and create a 10+ year tourism master plan that can serve as a guiding document for Visit Durango and the City of Durango.

Additional background on the City of Durango's goals, objectives and policies is available from the City's 2017 comprehensive plan.

### **III. SCOPE OF SERVICES**

Firms are invited to submit a proposal for individual components of the scope of services or in its entirety.

#### **A. Broad Overview**

The consultant shall:

1. Perform an analysis of current conditions to identify problems and opportunities (SWOT).
2. Conduct a tourism economic impact study.
3. Conduct a study to identify tourism impacts on quality of life for local residents.
4. Work with the City of Durango, Visit Durango, the Steering Committee, stakeholders, and the community to develop the vision, principles, objectives, strategies, prioritized actions, timeframe, and measures for success. This will include listening sessions and public meetings facilitated by the consultant.
5. Create the DMMP.
6. Return annually to conduct meetings with the Steering committee and public to make updates and amendments to the DMMP, as necessary, and an annual action plan.

#### **B. Proposed Workplan**

*Initial Project Period:*

1. Review existing strategy documents and data:
  - a. City of Durango Strategic & Comprehensive Plans.

- b. Visit Durango 2021-2022 Destination Management & Marketing Strategic Plan.
  - c. Durango and La Plata County visitor industry statistics.
  - d. Visit Durango’s Resident Sentiment Survey and Tourism Business Stakeholder Survey results.
  - e. Visit Durango’s Year-In-Review.
  - f. Workshop Recommendations from the Colorado Tourism Office’s Restart Destinations Community Workshop.
  - g. Data and feedback from Visit Durango Sustainability & Policy Manager Stakeholder Strategic Planning & Listening Sessions tour.
  - h. And other relevant documents.
2. Design and execute a tourism economic impact study.
  3. Design and execute a study to measure tourism’s impacts on quality of life for local residents.
  4. Work with the designated staff and Steering Committee to design the stakeholder listening sessions and public meetings.
  5. Conduct stakeholder listening sessions and public meetings.
  6. Compile results from all resources, the above feedback systems, and the Steering Committee to draft the vision, objectives, strategies, and actions. Share these results at a public meeting for final public feedback. Data to be shared using stakeholder engagement platform (Citizenlab).
  7. Create a final draft document of the DMMP and distribute to Steering Committee for final comments.
  8. Write, design, and layout an ADA compliant final digital and printed version of the DMMP.
  9. Conduct a public meeting to present the final DMMP.

*Ongoing Project Period:*

10. Return each year following to conduct Steering Committee, stakeholder, and public meetings (3-5 meetings total) to gather feedback necessary for any needed amendments to the DMMP.
11. Create an annual action plan, each year, for the length of the DMMP (10+ years) to guide the execution of the DMMP by Visit Durango, the City of Durango, and other responsible agencies and organizations.

C. DMMP Components

The components of the Destination Management Master Plan shall include but not be limited to:

- a. Co-development of a vision.

- b. Providing background information on tourism trends, statistics, metrics, and previous KPIs.
- c. Research results regarding the value of tourism for the regional economy and quality of life.
- d. Preparation of a SWOT, integrating any data already gathered by Visit Durango.
- e. Identification of objectives, strategies, and prioritized actions.
- f. Identification of responsible agencies/organizations to carry out the actions.
- g. Identification of a timeline for completion.
- h. Identification of measures for success, key performance indicators, and other metrics, as well as recommended methods of measurement for each data point.

#### **IV. BID SUBMISSION**

RFP responses must be completed and prepared in a form that provides an insightful, straightforward, and concise overview of the capabilities of your company. Elaborate proposals beyond that sufficient to present a complete and effective proposal are not necessary or desired. Additional facts and information other than those listed below may be included if it will help to highlight your company's qualifications and experience.

One (1) electronic copy of each proposal shall be submitted and organized in the format indicated below. **Electronic copies shall be submitted as a single .pdf file, labeled with the name of the firm.** Proposals shall not exceed ten (10) pages in length. Page limit shall include all required submittals. Each side of each page containing text or images counts as one page. The minimum font size is 12. The City desires submittals that are clear, concise, and specific to the needs and conditions of this project.

All materials submitted in response to this RFP shall become the property of the City of Durango and shall be considered a part of the public record except for any proprietary financial information that should be clearly marked as confidential.

**Proposals shall not exceed 10 pages in length.**

Each proposal shall be organized using the following format:

Cover Transmittal Letter

- Provide a narrative that introduces the company and team highlighting the special strengths of the company to perform the work requested in this RFP. The Cover Letter shall include the legal name of the Proposer, office and email address, telephone and fax numbers, and the name, title, and signature of the person authorized to submit the proposal on behalf of the company. The Cover Letter should also acknowledge that the Proposer will comply with all the terms and conditions set forth in the Request for Proposals, unless otherwise agreed by the city.

#### Executive Summary

- Provide an outline of your general approach to the provision of services in addition to a brief summary of your qualifications to engage in a professional service relationship with the city.

#### Company Qualifications, Experience, and References

- The successful company must have at least three (3) years of proven experience in the field of developing and implementing surveys for municipalities.
- Provide at least two (2) professional references that are or were clients of your company and received comparable services to those requested in this RFP.

#### Company Narrative & Experience

- Provide a narrative of the types of services offered by your company. The narrative shall describe the company's qualifications to perform the scope of services, including past relevant experience.
- Describe your company's experience working with other clients involving the size and level of the complexity of the proposed scope of services.
- Describe the qualifications and experience of the key personnel of your company. Include names, titles, licenses, certificates, and fields of expertise defining the role of each person and outlining his/her experience.

#### Fee for Services

- Provide a unique fee for each of the five individual tasks outlined in the scope of services contained within Section 3 (three) of this RFP.
  - Submit a fully detailed budget including staff costs, hourly rates for all proposed team members, and any expenses to be charged in producing the deliverables requested under this RFP.

#### Firms Insurance

- The selected firm (Contractor) must maintain Insurance for the duration of the contract.

#### Proposals Requirement

- The Proposal (Contractors Bid Documents) shall not exceed 10 pages in length.

### **V. SELECTION PROCESS**

A Selection Committee will review all qualified proposals. The Selection Committee reserves the right to contact any or all of the Proposers during the review process for clarification and/or understanding. Additionally, Proposer(s) may be asked to sit for a committee interview. Questions and interviews are at the sole discretion and option of the committee and may not be afforded to any or all Proposer(s).

Any Interviews will be at the sole expense of the respondents. The quantity and quality of responses will dictate this process.

After the proposals are reviewed, the Selection Committee will make their selection recommendation to the Director of Media and Community Engagement. After the recommendation is made, the director will determine which proposal, if any, will be accepted. The Director of Media and Community Engagement reserves the right to accept or reject any committee recommendation.

Following the acceptance of a proposal, the selected Proposer and the city must reach a contractual agreement prior to the start of any work.

Each proposal shall be evaluated and scored based upon the following criteria:

	<b>Points</b>
1. Company’s experience, past performance & resource capability for required services	35
2. Qualifications and experience of staff to be assigned to the account	30
3. Proposed approach to provision of services	25
4. Proposed fees and expenses	<u>10</u>
<b>Grand Total for Written Proposal</b>	<b>100</b>

Direct contact with City of Durango elected officials or City staff, other than the Purchasing Administrator during the proposal process may render the proposal as non-compliant. At the Purchasing Administrator’s discretion, no further consideration may be given to the proposal.

## **VI. CONTRACT**

The contract shall be effective on the date indicated on the contract execution date and shall run for two (2) years from that date, with an option by mutual agreement of the City and contractor, to renew for two (2) additional one (1) year periods.

All media produced by the Contractor while delivering services for the contract shall remain the property of the City of Durango and can be reused/reproduced for other City purposes at the city’s discretion.

The City reserves the right to negotiate any and all elements of this proposal or the proposals submitted for this project. City of Durango Standard Agreement is provided herein and is non-negotiable.

This RFP includes a project description, scope of work, submission requirements, selection process and criteria, insurance requirements, and Sample Standard Form of Agreement between City and Contractor for Professional Services Agreement.

Any bid that fails to conform to the essential requirements of the Request for Proposals will be rejected.

- a) Any bid that does not conform to the applicable specifications shall be rejected unless the invitation authorizes the submission of alternate bids and the items or services offered as alternates meet the requirements specified in the RFP.
- b) Bid shall be rejected when the bidder imposes conditions that would modify requirements of the invitation or limit the bidder's liability to the Owner, since to allow the bidder to impose such conditions would be prejudicial to other bidders. For example, bids shall be rejected in which the bidder:
  - 1) Protects against future changes in conditions, such as increased costs, of total possible costs to the Owner cannot be determined
  - 2) Fails to state a price and indicates that price shall be "price in effect at time of delivery".
  - 3) Takes exceptions to the RFP terms and conditions.
  - 4) Inserts the bidder's terms and conditions

Prospective firms are encouraged to carefully read this RFP in its entirety.

## **VII. INSURANCE**

- A. The Successful Contractor shall not commence work under this Agreement until it has obtained all insurance required by the contract documents and such insurance has been approved by the City. The Contractor shall not allow any subcontractor to commence work on this project until all similar insurance required of the subcontractor has been obtained and approved. For the duration of this
- B. Agreement, the Contractor must maintain the insurance coverage required in this section.
- C. The Successful Contractor shall procure and maintain, at its own cost, the following policy or policies of insurance. The Contractor shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant to the contract documents by reason of its failure to procure or maintain insurance or by reason of its failure to procure or maintain insurance in sufficient amounts, durations, or types.
- D. Successful Contractor shall procure and maintain and shall cause each Subcontractor of the Contractor to procure and maintain (or shall insure the activity of Contractor's Subcontractors in Contractor's own policy with respect to), the minimum insurance coverages listed below. Such coverages shall be procured and maintained with forms and insurers acceptable to the City. All coverages shall be continuously maintained from the date of commencement of the Work. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage.

1. Worker's Compensation insurance to cover obligations imposed by the Workers' Compensation Act of Colorado and any other applicable laws for any employee engaged in the performance of Work under this contract, and Employers' Liability insurance with minimum limits of One Million Dollars (\$1,000,000) each accident, One Million Dollars (\$1,000,000) – policy limit, and One Million Dollars (\$1,000,000) disease – each employee.
  2. Comprehensive General Liability insurance with minimum single limits of One Million Dollars (\$1,000,000) each occurrence and Two Million Dollars (\$2,000,000) aggregate. The policy shall be applicable to all premises and operations. The policy shall include coverage for bodily injury, broad form property damage (including completed operations), personal injury (including coverage for contractual and employee acts), blanket contractual, independent contractors, products, and completed operations. The policy shall include coverage for explosion, collapse, and underground hazards. The policy shall contain a severability of interest's provision.
  3. Comprehensive Automobile Liability insurance with minimum combined single limits for bodily injury and property damage of not less than Five Hundred Thousand Dollars (\$500,000) each occurrence and One Million Dollars (\$1,000,000) aggregate with respect to each of Contractor's owned, hired and/or non-owned vehicles assigned to or used in performance of the services. The policy shall contain a severability of interest's provision.
- E. The policies required above, except for the Workers' Compensation insurance and Employer's Liability insurance, shall be endorsed to include the City, and its officers and employees, as additional insured. Every policy required above shall be primary insurance, and any insurance carried by the City, its officers or its employees, shall be excess and not contributory insurance to that provided by
- F. Contractor. The additional insured endorsement for the Comprehensive General Liability insurance required above shall not contain any exclusion for bodily injury or property damage arising from completed operations. The Contractor shall be solely responsible for any deductible losses under each of the policies required above.
- G. Certificates of insurance shall be completed by the Contractor's insurance agent as evidence that policies providing the required coverages, conditions, and minimum limits are in full force and effect, and copies of such certificates shall be forwarded to the City prior to start of Work. Each certificate shall identify the Project and shall provide that the coverages afforded under the policies shall not be cancelled, terminated or materially changed until at least 30 days prior written notice has been given to the City. If the words "endeavor to" appear in the portion of the certificate addressing cancellation, those words shall be stricken from the certificate by the agent(s) completing the certificate. The City reserves

the right to request and receive a certified copy of any policy and any endorsement thereto.

- H. Failure on the part of the Contractor to procure or maintain policies providing the required coverages, conditions, and minimum limits shall constitute a material breach of contract upon which the City may immediately terminate the contract, or at its discretion may procure or renew any such policy or any extended reporting period thereto and may pay any and all premiums in connection therewith, and all monies so paid by the City shall be repaid by the Contractor to the City upon demand, or the City may offset the cost of the premiums against any monies due to Contractor from the Owner.

**VIII. REQUIREMENTS AND GENERAL INFORMATION**

- Selected Vendor must have or obtain a current City Business License as applicable upon award.
- Selected Vendor must complete a W-9 form (Taxpayer Identification No.) upon award.
- The City of Durango is exempt from all local, state, and federal taxes.
- The City of Durango reserves the right to reject any and all bids and to waive informalities and minor irregularities in bids received and to accept any portion of the bid or all items proposed if deemed in the best interest of the City of Durango.

**IX. TIME SCHEDULE**

The following timeline is intended to provide a tentative schedule for this project. The City of Durango reserves the right to modify the timeline, without prior notice, at its sole convenience.

Publication	<b>July 1 &amp; 6, 2022.</b>
Questions Due	<b>July 19, 2022. 3:00 p.m. (MST)</b>
Final Addendum Issued, if necessary	<b>July 22, 2022. 4:00 p.m. (MST)</b>
Proposals Due	<b>3:00 p.m. (Local Time), July 28, 2022.</b>
Evaluation of Proposals, week of	<b>August 1, 2022.</b>
Interviews, if necessary, week of	<b>August 8, 2022.</b>
Notice of Award, week of	<b>August 15, 2022.</b>