

Request for Proposal (RFP):
Destination Strategic Plan 2030

Issued by: Mississippi Gulf Coast Regional Convention and Visitors Bureau
d/b/a Coastal Mississippi
Contact: Judy Young, CEO and Duncan Ing, Executive Administrator
Date Issued: February 28, 2023
Response Deadline: March 17, 2023

MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a COASTAL
MISSISSIPPI BACKGROUND:

On April 4, 2013, Governor Phil Bryant signed House Bill 1716, forming the Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi, herein referred to as “Coastal Mississippi” and, “Bureau.” Pursuant to House Bill 1716, 2013, Local and Private Laws of Mississippi, Boards of Supervisors of Hancock, Harrison, and Jackson Counties appointed members to the Board of Coastal Mississippi. Coastal Mississippi entered into operating agreements with the three Boards of Supervisors. Since that time, Coastal Mississippi has sought to fulfill its mission statement: to “share the secrets of Coastal Mississippi to improve our economy and quality of place for residents and local business.”

INTRODUCTION:

Coastal Mississippi is accepting proposals for a Destination Management Strategic Plan and related research in accordance with the terms, conditions, and specifications contained in the aforementioned documents. Note: responses to this RFP will be confidential and proprietary to Coastal Mississippi. Respondents wishing to participate should ensure they have all the needed qualifications prior to submission of a bid. This project will be posted on the Coastal Mississippi website and MS PTAP. Please note that all times listed within this document are Central Standard Time (CST/CDT), and “close of business” is to be construed as 5:00 PM. The terms “proposal” and “bid” are to be interpreted as synonyms throughout this document.

QUESTIONS:

Each offeror, before submitting his proposal, shall become fully informed as to the extent of the scope of work required. All questions should be submitted via email to duncan@coastalmississippi.com and carbon copy judy@coastalmississippi.com. Questions will be answered in toto and placed on the respective RFP landing page on the Coastal Mississippi website at www.gulfcoast.org March 13, 2023.

QUESTION DEADLINE:

All Questions should be submitted no later than close of business (5:00 PM) on March 9, 2023. Please note: Coastal Mississippi retains the right to disregard questions submitted after the above-mentioned deadline.

FINAL SUBMISSION DUE DATE AND TIME:

All proposals must be received no later than 2:00 PM on Friday, March 17, 2023. Coastal Mississippi reserves the right to reject responses sent after the previously mentioned date.

SUBMITTAL INSTRUCTIONS:

Proposals may be submitted via mail, delivery, or email at the below-listed addresses. Please ensure emailed bids have a read receipt. For responses submitted by email please label the subject as "Coastal Mississippi 2030 Strategic Plan Response".

MAIL:

Coastal Mississippi
Attn: Judy Young
P.O. Box 8005
Biloxi, MS 39535

DELIVERY:

Coastal Mississippi
Attn: Judy Young
2350 Beach Blvd. Ste. A Biloxi, MS 39531

EMAIL:

duncan@coastalmississippi.com

Carbon Copy:

judy@coastalmississippi.com

PROJECT TITLE:

Coastal Mississippi 2030 Strategic Plan

DISCLAIMERS AND NOTICE OF LIABILITY:

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 form. Coastal Mississippi retains the right to refuse any bids received past the aforementioned submittal deadline. All bids submitted shall be binding upon the respondent if accepted by the Coastal Mississippi Board of Commissioners not more than ninety (90) calendar days from the submission date. Negligence upon the part of the respondent in preparing the bid confers no right of withdrawal after the affixed time for the submission of bids.

PROJECT OVERVIEW:

Coastal Mississippi invites proposals from established consulting firms for the development of a 2030 Destination Strategic Plan. The purpose of the 2030 Destination Strategic Plan is to provide a roadmap to maintain and enhance Coastal Mississippi's competitive positioning relative to our competitive destination markets and identify growth markets while anticipating the future state of tourists' needs and possible infrastructure upgrades that may be needed. The current and future needs of group meetings, conventions, and sports are also a priority.

The ideal consulting firm will have expertise in the field of destination, tourism planning, and a successful track record with the complexities of multiple public and private stakeholders. A successful tourism strategic planning process has the potential to result in consideration for additional services.

Coastal Mississippi's service area includes Hancock, Harrison, and Jackson Counties in Mississippi.

NEGOTIATIONS:

Proposals, negotiations, discussions, demonstrations, and tests may or may not be entered into or required of bidders submitting proposals, which in the sole judgment of Coastal Mississippi, are deemed worthy of continued consideration.

NONDISCLOSURE:

All information about Coastal Mississippi, tourism stakeholders, and respective businesses and organizations in the greater Coastal Mississippi area included in this Request for Proposals (RFP) and all appendices attached hereto should be considered proprietary information. Coastal Mississippi requires you to keep this information confidential. No news release, public announcements, or reference to this RFP, nor any phase of the project described herein, shall be made without the prior written consent of Coastal Mississippi.

To this end, Coastal Mississippi announces a Request for Proposal (RFP) from qualified professionals that meet the following conditions:

- Experience and Understanding of the depth and breadth of the hospitality and tourism industry, with previous regional planning experience.
- Ability to coordinate large stakeholder meetings and have electronic, on-site polling that integrates with live presentation (Interactive Audience Engagement platform).
- A strong working relationship and demonstrated work experience within the tourism community in order to facilitate effective work.
- Demonstrated experience with bringing diverse groups with competing objectives and priorities toward a common goal; and
- Adequate staffing and support.

SCOPE OF WORK:

The scope of work for this project includes, but is not necessarily limited to the following:

Creation of a 2030 Strategic Plan Road Map. Provide a detailed plan of your vision (with input from all stakeholders) to build community support and participation for the 2030 Strategic Plan. Implementation of a Strategic Plan Road Map with tourism-industry stakeholders with oversight from the Coastal Mississippi staff and commissioners. Quarterly reports to the Coastal Mississippi Board of Commissioners.

Consultants wishing to be considered as possible contractors need to supply a concise proposal. Please include a brief description of your firm, history, and experience. Further content should describe, in outline form, the plan that addresses the program elements.

SCHEDULE OF ACTIVITIES:

Upon receipt of this request, respondents will contact the specified party below to provide the name, title, mailing address, phone, and email address for a single, central contact within the respondent's firm for coordination of all questions, clarifications, and follow-up.

duncan@coastalmississippi.com
CC: judy@coastalmississippi.com

The following is a list of key dates for this proposal. Coastal Mississippi, may, at its discretion, extend these dates.

<u>Activity:</u>	<u>Completion Date:</u>
Questions Due	March 9, 2023
Questions Answered	March 13, 2023
Bid Opening	March 17, 2023
Finalists Presentations	March 30, 2023 (morning)
Awarding Contract	March 30, 2023 (Afternoon)
Project begins	April 28, 2023
2024-2030 Strategic Plan Due	August 25, 2023

SCORE CRITERIA:

Capabilities, Experience, and Past Performance:	40 Points
Key Personnel:	20 Points
Ability to Accomplish Work:	25 Points
Cost:	10 Points
Local Experience:	5 Points
Total:	100 Points

FINAL ITEMS OF NOTE:

Coastal Mississippi, at its discretion, may select certain respondents to present a 20–30-minute plan presentation that addresses the program elements as outlined above. This will take place on the morning of March 30, 2023.

FEES:

Propose your estimated costs as a monthly or quarterly cost with the deposit and final fee clarified. All estimates regarding travel expenses should be made in accordance with the per diem reimbursement laws of the state of Mississippi. Please outline and estimate additional hard costs as required.

FUTURE PROJECTS AND FUNDING:

Future projects undertaken by the selected agency that are enumerated or implied to fall under the scope of this RFP may be paid in whole, in part, or not at all, by federal and state grants. The aforementioned grants may be currently awarded to Coastal Mississippi or may be awarded in the future. These funds may be used so long as it is deemed appropriate under the scope of the grant and meets the legal requirements of such. Coastal Mississippi reserves the right to make these determinations on an as-needed basis, and any payments are not to be construed as a grant award unless explicitly stated to be such. Coastal Mississippi makes no warranties express or implied herein, regarding grant awards in this RFP.

SMALL, MINORITY, AND WOMEN-OWNED BUSINESSES:

In compliance with federal and state statutes, Coastal Mississippi encourages small, minority, and women-owned businesses to respond to this RFP. As such, this RFP will also be placed on MS PTAP at the time of publication to ensure equal opportunity for all to respond.

SUBMITTAL PROCEDURES:

Please submit your responses by 2:00 PM on March 17, 2023, via mail, delivery, or email via the avenues provided previously in this document.