



REQUEST FOR PROPOSAL

STUDY OF SUMMIT COUNTY RESIDENT SENTIMENT TOWARDS TOURISM

Issuance Date: July 11, 2024

Submission Deadline: August 16, 2024

Proposals Acceptance: Proposals will be accepted electronically on an ongoing basis until the deadline.

Contact: Becca Gerber, beccagerber@visitparkcity.com

The applicant is responsible for understanding all of the information contained in this RFP. All applicants should read the information carefully before submitting proposals. Incomplete proposals will not be processed. Applicants will not be notified if a proposal is incomplete.

Park City Chamber of Commerce & Visitors Bureau may or may not contract for work with any firm or firms that submit proposal materials and reserves the right to end this process or modify the anticipated work at its sole discretion.

GENERAL INFORMATION

About Park City Chamber of Commerce & Visitors Bureau

The Park City Chamber of Commerce & Visitors Bureau, PCCVB, has served as the official destination marketing organization (DMO) for Summit County, Utah for more than 40 years. A 501(c)(6) organization, the PCCVB enhances the economic prosperity of the region through global destination branding along with competitive programs and campaigns in leisure travel marketing, convention sales, and overseas tourism development.

Overview & Objectives of the Resident Sentiment Study

THE PCCVB is seeking a research team that can work collaboratively with its team to implement a comprehensive strategy for measuring resident perceptions and sentiment of tourism-related industries and the impacts and benefits that visitors bring to the local economy and quality of life. The goal of these efforts is to establish a baseline which will help the PCCVB understand what and how much residents know about the benefits of tourism and to identify what messages could resonate with them when it comes to communicating the impact of these industries for the PCCVB.

Scope of Service

The study will summarize resident data based on pre-defined population segments such as generations, income, location of residence, years of residency, and association with a tourism-related industry/entity (ie business owner or employee of a tourism business.) The PCCVB is interested in partnering with a firm that will collaborate with research staff to design and implement a comprehensive Resident Sentiment Study that can be replicated in future years at regular intervals.

The major deliverables of the project include:

- Questionnaire developed with input from the PCCVB team which can be used for future surveys.
- Sampling plan that is representative of the Summit County population and can be adjusted in the future based on the city's changing demographics.
- Comprehensive written report and appropriate visualizations.
- A comparison of current results with the last sentiment survey conducted in 2021.
- The raw quantitative and/or qualitative data

Qualifications

The proposal should summarize the applicant's range of relevant expertise and capabilities in conducting research studies for the tourism industry and in particular, resident sentiment studies. Applicants should provide the following:

Detailed project methodology including:

- Sampling methodology and sample size
- Data collection (primary data collection methods: online, virtual, telephone, and/or secondary data sources)
- Data cleansing and weighing plan
- Detailed project timeline outlining deliverables.

Detailed budget outlining the costs for each component of the research project and payment schedule.

Company Information: describe the company's relevant experience conducting other resident sentiment studies and how these have benefited clients.

- Examples of similar studies and a list of clients to contact regarding these studies.

Expertise: The proposal should demonstrate the company's expertise in the following Research Design/Methods (qualitative and/or quantitative)

- Data Collection (primary and secondary data)
- Data cleaning, weighting, and analysis
- Data visualization and presentation
- Data communication through different media (presentations, reports)
- The ability to work with multiple stakeholders within an organization to execute projects

Key personnel:

- Bios of team members that may play a role in the execution of the work
- Individual on the applicant's team who will manage the contract work
- Identify the role of each member who will service the account and the estimated percentage of time each will spend on the project
- The location(s) of the office(s) from which the primary work on this contract would be performed.

APPLICATION PROCESS

Application Format

The PCCVB's preference is electronic receipt of materials in PDF format. It is incumbent on the applicant to ensure all required proposal materials are submitted.

- Submit electronic application materials to: beccagerber@visitparkcity.com
- Subject line: Resident Sentiment Study 2024
- Deadline: 5pm, MST, Friday August 16, 2024

Incomplete Applications Materials

Applicants will not be notified if submitted materials are incomplete. Incomplete proposals will be disqualified.

Proposal Process

The applicant is responsible for all information contained in this proposal and materials submitted. Materials submitted by the applicant will not be returned to the applicant.

Applicants must successfully meet all requirements of the RFP to contract with the PCCVB. The PCCVB reserves the right to award a contract based solely upon information submitted.

The PCCVB may also choose to request additional information or to conduct interviews to provide clarification or answer questions regarding the response to this request.

At any point, the PCCVB may decide that an applicant's response to the request is sufficiently inadequate, so-as-to, disqualify the applicant from providing services. The PCCVB may withdraw, reopen, or otherwise amend the RFP at any time, and reject any or all proposals and materials, in whole or in part, when the PCCVB determines that it is in its best interest to do so.

An evaluation committee that consists of the PCCVB staff will review each proposal and determine if the applicant is qualified to perform the desired services. The PCCVB reserves the right to consider as part of the evaluation verification of references and feedback from clients who contracted with the firm for similar studies.

Proposal Review Process

The proposals received in accordance with the RFP directions will be reviewed and ranked by the evaluation committee for their consideration and designation. In particular, the evaluation committee intends to consider the following when awarding the project for this RFP:

- Proposal contains sufficient information to answer the RFP Scope. (20% weight)
- Proposal demonstrates the ability, capacity, and skill of the Proposer to complete and operate the Project. (30% weight)
- Proposal demonstrates creative/innovative thinking in project design intended to reduce costs, while serving the needs of the RFP. (20% weight)
- Proposal compares favorably with others submitted on cost per level of service. (10% weight)
- Proposal demonstrates feasible timeline for project completion. (10% weight)
- Proposal provides quality references of work in comparable destinations. (10% weight)

Tentative Timeline

The deadline for proposal submissions is Friday August 16, 2024 at 5 p.m. MST. Once completed proposal materials are received, the PCCVB will determine if any applicants are qualified to provide services.

Applicants will be notified in within three (3) weeks of proposal due date if they have been selected. This tentative schedule may be altered at any time at the discretion of the PCCVB.

Proposal due Friday August 16, 2024 at 5 p.m. MST
Evaluation period August 19 to September 6, 2024
Tentative notice of award Tuesday, September 10, 2024

Services and Rates

Contracted services require authorization through a written, executed contract that specifies types, amounts and durations of services to be provided prior to commencing work. The PCCVB will not reimburse for services outside the scope of the contract or for work completed without prior PCCVB authorization.

The PCCVB will pay a contractor for any services listed in the resulting contract at approved upon rates. The PCCVB reserves the right to negotiate rates and consideration with an applicant prior to an awarded contract. If the PCCVB and applicant cannot agree upon consideration, a contract will not be issued to the applicant.

General Information Regarding Contracts

The guidelines and specifications contained in this RFP will be considered a part of any contract awarded for this study. Successful applicants awarded a contract under this RFP will be required to enter into a new agreement or amendment to an existing agreement approximately every two (2) years and will be subject to re-evaluation.

The PCCVB reserves the right to enter into a new contract or amend any contract resulting from this application one or more times for changes in terms, conditions, time, money, services, or any combination of the forementioned. The PCCVB will have no obligation to amend and extend the contract and will incur no liability for electing not to exercise its option.

Submission of a proposal, materials, or prior contracting for the Resident Sentiment Study does not guarantee that an applicant will receive a contract. The PCCVB reserves the right to extend the awarded contract into a term longer than two (2) years if deemed necessary. The PCCVB cannot predict a long-term need for these services and does not guarantee any volume of business will be offered to any applicant who qualifies to provide services, nor is there any guarantee that the PCCVB will continue to use the services of any applicant who is issued a contract.

All services must be provided in accordance with the specifications and requirements of an awarded contract between the contractor and the PCCVB. Applicant must agree to abide by the guidelines set forth in an awarded contract and these RFP materials.

Fully Executed Agreement

Work under an awarded contract cannot begin until the PCCVB has a fully executed contract. Any successful contractor shall complete only the specific services identified and authorized in writing (e-mail acceptable) by the PCCVB Administrator or designee. Under no circumstances should services be

rendered without written authorization and a contract which details the services which are being authorized. Contractors will not be paid for services which exceed the maximum amount not-to-exceed of approved services.

Other Contract Responsibilities and Considerations

- Contractors will be expected to participate in meetings with the PCCVB pertaining to this study including videoconference calls.
- Material Rights/Ownership:
 - Materials developed and produced by contractors pursuant to the Resident
 - Sentiment Study identified here or as a result of contracting with the PCCVB are owned by the PCCVB.
 - Materials may not be repurposed or republished by contractor, their employees, or subcontractors in whole or in part without expressed written consent from the PCCVB.
- Cost for Preparation of Proposals:
 - The PCCVB is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the respondent's proposals.
- Equal Opportunity:
 - The PCCVB encourages minority and women-owned businesses to submit proposals in response to this RFP.