



## Visit Vancouver USA Sports Feasibility Request for Proposal

Visit Vancouver USA seeks a firm to complete a sports feasibility study for our destination. The purpose of this study is to identify whether there are opportunities to grow the current sports business (groups conducting events, tournaments, etc. that occupy TPA collecting hotel room nights). This is not a study to evaluate the feasibility of building a new sports facility, venue, arena, etc.

### Project Objectives

Visit Vancouver USA (VVU) is evaluating our current sports tourism strategy and seeking to address gaps in product promotion and development. This will result in a revised strategy for our tourism office and sports commission and ensure that we are maximizing opportunities related to sports tourism in our market.

- Complete a product inventory that provides a detailed list of products and gaps, specifically:
  - Facilities of all types, whether they are currently utilized by our office or not
  - Hotel inventory
    - Team or sport appropriate properties seeking/willing to host this type of business
    - Quantity of these properties
- Make recommendations to increase the market-readiness (bookability) of existing products in the market
- Complete an analysis of major sporting events and special events in the market, regardless of whether they are VVU assisted
- Provide guidance and analysis towards maximizing the tourism impact of existing events
- Provide guidance and suggestions on seasonality
  - Peak and low periods where there is/is not capacity to increase sports business
- Opportunity assessment and recommendations
  - Determine what additional opportunities exist
  - What groups could be attracted to Vancouver
    - What shifts, organizational tools, strategy, budget or staff would be needed to attract these groups
    - What locations are these groups currently booking
- Benchmarking and measurement: establish a process to assess VVU's current sports tourism presence against regional and national standards, establish measurement tools to assess the effectiveness of recommended actions

### About Visit Vancouver USA

Visit Vancouver USA is the official destination marketing organization for Vancouver USA and the surrounding areas. The organization also markets the region as a venue for sports events through the Vancouver USA Sports brand. Visit Vancouver USA's mission is to increase visitor spending in Vancouver and Clark County through competitively marketing the area as a destination for meetings, conventions, sporting events, group tours and leisure travelers.

Vancouver USA Sports promotes Vancouver USA and Clark County as a sports event destination. Our sports development efforts bring numerous youth, amateur, collegiate, and professional sports events to the community.



Sporting events do not just provide entertainment or inspire our youth; sporting events drive economies. Vancouver USA Sports brings thousands of sports teams and enthusiasts to Clark County to sleep in our hotels, enjoy our attractions, eat in our restaurants, and spend money in the local community. Vancouver USA Sports supports local tournaments and reaches out to solicit new opportunities, ensuring that sports will continue to positively impact the Clark County economy. Vancouver USA Sports is a proud member of both the National Association of Sports Commissions and the Washington Association of Sports Commissions.

**Schedule & Budget**

Schedule	
Release	Week of July 22
Questions due	August 5
Responses posted	August 12
Proposals due	August 23
Interview top submitters	Week August 26
Firm selected and notified	Week of September 2
Final report delivered	By March 1, 2020 or earlier

Visit Vancouver USA has allocated a maximum budget of \$30,000 to complete the sports feasibility study. Please include pricing for each element of your work in your proposal, including estimated hours, dedicated employees and resources where appropriate.

**Scope of Work**

- Market needs assessment: Complete an analysis of current needs in the market; sports participation trends in the youth, adult, individual and team markets
- Comparative market analysis: Conduct a comparative analysis of our sports tourism market versus a competitive set of at least four similar sized cities, including at least two in Washington state to help determine our current market position
- Develop a sports tourism SWOT analysis and market assessment that utilizes and builds on existing sports facilities to attract new sporting events
- Evaluate existing needs and gaps for sports tourism through user group interviews and surveys
- Review and leverage Vancouver USA Sports and VVU’s data related to available demand
- Provide market demand information to identify the needs of residents separate from the needs of sports tourism
- Financial analysis:
  - Recommend programming and operational approach
  - Recommend methods to improve and expand partnerships between community entities, opportunities to connect and coordinate existing facilities and programs, and additional funding opportunities
  - Identify potential/anticipated economic impact of an expanded sports tourism marketing strategy
- Analyze external community stakeholder capacity and willingness to support recommendations outlined in this study
- Identify key areas to improve economic outcomes (ex: focus on a particular sport or season)



### **Project Deliverables and Expectations**

- Conduct a kickoff meeting with VVU staff
- Provide regular (bi-weekly) updates to VVU team on progress, needs, feedback requests, etc.
- Conduct interviews or surveys with local and regional stakeholders
- Contact venues, hotel properties, etc. as needed to collect information not owned by VVU
- After conducting research and analyzing findings, provide recommended approach(es) to VVU team for feedback
- Compile findings and recommendations into final report delivered via PDF/PPT and in-person presentation to VVU board of directors

### **Proposal Format, Requirements and Scoring**

In your response to this proposal, please include the following elements:

- A cover letter describing the proposer's background, clients, experience, and specific areas of expertise in relation to the scope of work outlined above. Include number of years in business and scope of general services provided to clients
- Your approach: 40%
  - Given what you understand about this project from this document and any answered questions, briefly outline how you would ideally approach fulfilling this contract with particular reference to the requirements above.
- Experience: 20%
  - Detail experience conducting sports feasibility research or other relevant research projects, project management, meeting timelines, presenting to stakeholders, successfully providing new strategy which led to favorable outcomes
- Staff: 10%
  - Outline staff members dedicated to this project and relevant skills/experience
- References: 10%
  - At least two client references for which the proposer has provided similar services
- Cost and value: 20%
  - Provide an overview of your costs, fees, hourly rates, etc. as well as your best estimates. Detail any added value or cost savings you are able to provide in fulfilling this contact

### **Contact and Submission Process**

Please submit your response to this request as a PDF of no more than 10 pages via email to:

Michelle McKenzie

[mmckenzie@visitvancouverusa.com](mailto:mmckenzie@visitvancouverusa.com)

360-750-1553 ext. 519

Visit Vancouver USA Business Office

1220 Main Street

Vancouver, WA 98660

Please submit all questions via email to: [mmckenzie@visitvancouverusa.com](mailto:mmckenzie@visitvancouverusa.com). Questions and answers will be posted collectively for all potential applicants to view by August 12, 2019.

**Disclaimer**

This RFP does not form or constitute a contractual document. Visit Vancouver USA and Vancouver USA Sports shall not be liable for any loss, expense, damage or claim arising out of response to the RFP, nor shall the aforementioned entities be responsible for any expenses which may be incurred in the preparation of a response to the RFP.

**Proposal Rejection and Reservation**

Visit Vancouver USA reserves the right to reject the lowest cost proposal, or any, or all proposals. Prospective consultants shall be responsible for all costs of preparing and presenting the proposal. Proposals shall be binding for 60 days from the RFP closing date and time. Proposals may be withdrawn or modified via written request prior to the RFP closing date and time. Prospective consultants may not change the proposal after the closing of the RFP unless requested by Visit Vancouver USA and agreed to be the prospective consultant.

**Ownership of work**

The work completed by the selected contractor shall be fully owned and retained by Visit Vancouver USA.