

**BOARD OF COUNTY COMMISSIONERS, COLUMBIA COUNTY, FLORIDA  
LAKE CITY, FLORIDA  
REQUEST FOR PROPOSALS  
2016-W**

The Board of County Commissioners will receive sealed proposals in the office of Commissioners, 135 NE Hernando Avenue Room 203, Post Office Box 1529, Lake City, FL 32056-1529, (386) 719-2028, until 11:00 A.M. November 17, 2016 for the following:

**The Columbia County Sports Commission seeks a professional sports tourism marketing to develop a strategic plan for Columbia County sports tourism.**

Specifications and information may be obtained from the County's web site at <http://www.columbiacountyfla.com/PurchasingBids.asp>.

## **REQUEST FOR PROPOSAL: SPORTS TOURISM STRATEGIC PLAN**

Columbia County Sports Commission seeks a professional sports tourism marketing company to create a strategic plan to guide its development and marketing efforts for the next five years. The planning effort will focus on assisting the sports commission set long-term goals and objectives in the areas of organizational development, sports tourism promotion and marketing, as well as, assess current sports facilities and recommend future opportunities for sports facilities. The contract shall be effective for the period beginning with the date of executed contract and continuing through completion of work, which shall be completed no later than the defined due dates outlined below.

Columbia County Sports Commission is a governmental entity located in north central Florida. The sports commission purpose is to promote our sports facilities to attract sporting events and in turn increase the number of visitors to our area.

Columbia County Sports Commission maintains a webpage at [www.southsidesportscomplex.com](http://www.southsidesportscomplex.com) as well as a Facebook page at <https://www.facebook.com/southsidereccomplex/>

### **Scope of Work**

The sports commission seeks a professional tourism marketing company with a proven track record within the sports travel and tourism industry of developing five-year strategic plans. The selected company will complete the following components of the 5-year strategic marketing plan:

#### **A: Audit of Existing Sports Marketing Efforts and Public Workshops (Due: January 30, 2017)**

1. Identify and audit the existing sports marketing efforts in Columbia County as follows:
  - a. Interview key stakeholders including, but not necessarily limited to, TDC staff, County and Community leaders, Parks and Recreation Directors, venue managers, hospitality executives, event owners, corporate executives, elected officials and other identified stakeholders to discuss existing and needed sports marketing efforts in the County.
  - b. Evaluate existing venues, events, and TDC marketing efforts. This evaluation will include meetings with key event stakeholders.
  - c. Conduct two 2-hour workshops with persons identified by the county as sports leaders in tourism based on feedback from interviews.
  - d. Prepare a list identifying existing sports marketing efforts in Columbia County.
2. Conduct a minimum of two public workshops to seek community input on the Strategic Plan.
3. Prepare a report identifying and incorporating all information obtained including:
  - a. A summary of phone and in-person interviews.
  - b. A summary of the in-person evaluations of existing venues, events, and TDC marketing efforts.
  - c. A summary of workshops with sports leaders in tourism.
  - d. A list identifying existing sports marketing efforts in Columbia County.
  - e. A summary of what transpired at each public workshop, including input received.

**B: Draft Sports Tourism Strategic Plan. (Due: March 30, 2017)**

1. Based on the audit, evaluations, and workshops, and using industry trends and best management practices, develop a draft 5-Year Sports Tourism Strategic Plan that includes the following components:
  - a. A vision for sports tourism in the County.
  - b. Competitive Market Analysis of the TDC and its competitors.
  - c. Identification of new sports tourism opportunities for the TDC and the Columbia County market.
  - d. Identification of funding and management/community engagement models for each sports tourism opportunity identified.
  - e. An outline of Sports Tourism goals and the measurement methods to evaluate progress toward these goals.
  - f. Identification of collaborative opportunities that may exist.
  - g. The resources needed to obtain the goals and identify the sources or methods necessary to obtain the resources.
  - h. A marketing component on how the TDC can best promote and attract sports tourism to Columbia County.
  - i. Identification of future capital improvements on existing sports facilities and construction of new sports facilities that may be necessary to develop county's sports tourism efforts.
  - j. Recommendations of which sports venues Columbia County should focus on to attract tourism to Columbia County.
  - k. A detailed analysis of financial economic impact to Columbia County of any new sport initiative recommended.

**C. Review and Adoption or Approval of 5-Year Sports Tourism Strategic Plan. (Due: May 31, 2017)**

1. Prepare a 5-Year Sports Tourism Strategic Plan for adoption or approval by the County as follows:
  - a. Present draft 5-Year Sports Tourism Strategic Plan to the TDC Board.
  - b. Conduct a minimum of one public workshop to present the draft 5-Year Sports Tourism Strategic Plan to Columbia County elected officials, community leaders and community groups, and hospitality and industry leaders.
  - c. Finalize the proposed 5-Year Sports Tourism Strategic Plan.
  - d. Present the final 5-Year Sports Tourism Strategic Plan to the TDC Board for adoption.
  - e. Conduct one advertised public hearing before the Columbia County Board of County Commissioners for adoption or approval of the final 5-Year Sports Tourism Strategic Plan.

**General**

The selected proposer will be expected to work closely with the Strategic Planning Committee of The Columbia County Sports Commission through all phases of the project.

In addition to the items listed herein, the sports commission will consider other concepts for its five-year strategic plan. Proposers are therefore encouraged to present other concepts and features not contained herein.

## **Responses**

If you would like to respond to this Request for Proposals, please provide the following:

- A description of how the above scope of work will be implemented.
- An explanation of coordination and communication with the Columbia County Sports Commission throughout the project.
- A detailed implementation timeline.
- A complete proposal summary page covering each item, their costs and/or a total overall cost for the project.
- A description of your company, the year it was founded, and information about your philosophy for successful sports tourism marketing.
- A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services.
- An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.
- Specifically state which staff would be assigned to manage The Columbia County Sports Commission account.
- Submit a list of all subcontracted vendors to be used in the proposed project, including a description of your work experience with them and the specific role each will have in the project.
- An itemized budget and proposed set of deliverables.
- Any terms and conditions that might affect the project.

## **Ranking and Selection Criteria**

Preliminary Ranking: All proposals received will be reviewed and ranked by the Strategic Planning Committee of The Columbia County Sports Commission using the following criteria based upon a total of 100 points, as follows:

1. Capacity to complete the work by the outlined due dates listed in the scope of work (20 points)
2. Past experience with the development and maintenance of sports tourism-oriented strategic plans (25 points)
3. Quality of proposal regarding items A through C listed under Scope of Work as well as other proposed added-value not contained herein (30 points)
4. Letters of reference (15 points)
5. Overall Cost (10 points)

The total score from these criteria will be used to establish the rank order for the selection of the proposals by Strategic Planning Committee members. The rankings, as established by the individual Strategic Planning Committee members, will be combined to result in a Committee ranking of proposers based on the average rank order of proposals assigned by individual Committee members, not the total number of points assigned by individual Committee members.

Final Ranking: Unless oral presentations are requested by the Strategic Planning Committee, the Preliminary Ranking shall be the Final Ranking. Should the Committee request oral presentations from the highest-ranking proposers, the finalists will be re-reviewed and re-ranked after the oral presentations by the Strategic Planning Committee using the same criteria and method used for the Preliminary Ranking.

An attempt will be made to reach an agreement with the highest-ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

### **General Information**

The Columbia County Sports Commission is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.

### **Responses are due by 11:00 a.m. Thursday, November 17, 2016**

Submit two copies of your proposal in writing to:

Ray Hill, Purchasing Director  
Columbia County Board of County Commissioners  
135 NE Hernando Avenue  
Suite 203  
Lake City, FL 32056-1529

### **Final Ranking Scheduled for 10:00 a.m. Monday, November 28, 2016**

Ranking Committee will review and rank bids at:

Columbia County Tourist Development Council  
971 W Duval Street  
Suite 145  
Lake City, FL 32055

All submitted proposals shall be submitted on 8.5" x 11" paper stapled in the top left corner and in electronic format on a jump-drive. Proposals submitted in any other size format will not be accepted. Proposals submitted in three-ring binders or other bindings will not be accepted. Facsimile and electronically mailed responses will not be accepted.

If you have any questions concerning the request for proposals, please contact Paula Vann by email at [pvann@columbiacountyfla.com](mailto:pvann@columbiacountyfla.com) or by telephone at 386.758.1312.