



REQUEST FOR QUALIFICATIONS

SPECIAL EVENT ECONOMIC IMPACT RESEARCH
STUDY

Issue Date: July 29, 2019

Proposal Due Date: August 23, 2019

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Introduction and Study Background

Study Location

South Padre Island, Texas is a tropical municipality that resides about 28 miles North of the border with Mexico on the Gulf of Mexico. 85% of its economy is based on leisure travel with the peak season being the months of March and June-August. The South Padre Island Convention and Visitors Bureau is charged with all of the major Destination Marketing responsibilities including leisure travel for groups, families, couples and Spring Break, as well as meetings and conventions and Special Events development and marketing. Nature tourism, miles of beach, sports fishing and wind and water sports dominate the primary features that attract visitors. Restaurants and nightlife are abundant, as well. South Padre Island attracts approximately 5.8 million visitors annually, according to the latest SPIEDC study.

Mission Statement

The Convention and Visitors Bureau's mission is to position South Padre Island as a premier destination through brand integration, thus driving year-round, sustainable economic growth and quality of life.

Study Goals

- The SPICVB is charged with administering and granting Special Events funds to eligible Special Events Organizers and/or Promoters.
- The current policies governing Special Events funds do not contain language nor methodology requirements explicit and consistent enough to guarantee uniform measurement of individual events economic impact, and to ensure clear ROI data for post event reports to the Board. Key performance indicators to measure ROI should include, at a minimum; occupancy, average daily rate, revenue per available rooms, sales tax generated, beverage tax generated, lodging tax generated, net promoter score and total retail spending. The SPICVB will provide any all relevant date from the promoter of each event as well as purchased data (STR, etc.) as required.
- As a result of the above, the contract language is too general in its requirements for post-event reporting and event performance economic impact mandatory standards.

The SPICVB is soliciting proposals for the following to rectify and strengthen the Special Events Grants Program:

- Contract with a third party entity to develop and administer an ongoing Economic Impact Research program to evaluate ROI from all Special Events
- grant funded parties annually. Key performance indicators to measure ROI should include, at a minimum; occupancy, average daily rate, revenue per available rooms, sales tax generated, beverage tax generated, lodging tax generated, net promoter score and total retail spending. The SPICVB will provide any all relevant date from the promoter of each event as well as purchased data (STR, etc.) as required.
- Methodology, scope of work and metrics to be utilized to establish ROI criteria (Roughly 10-12 events annually).

- Interact with the Special Events Committee, CVA Board & CVB Director to make certain that well-aligned applications and evaluation forms are designed.
- Timeline for process to be completed by research firm post event for the Board of Directors. (Our meetings are monthly on the 4th Wednesday)
- Proposed cost and fees for developing and administering this program.

Consultant Selection Criteria

Consultant proposals will be evaluated using the following criteria as a respondents' ability to successfully complete the project scope of work. Cost will not be the sole basis for selection, since it is in the Bureau's best interest to retain a firm/team that has significant professional credentials.

The Convention and Visitors Bureau reserves the right to accept, reject, or negotiate any or all proposals, including the right to award the contract in whole or in part if it is deemed in the Bureau's best interest.

The merit of each submittal will be assessed using the following evaluation criteria:

1. Experience and Qualifications as evidenced by:
 - Company background and history
 - Relevant experience with other projects
 - Client references
 - Project samples
2. Strength of the proposed Project Team as evidenced by:
 - Appropriateness of management personnel and technical staff Proposed.
 - Organizational approach to project management including workflow, reporting and quality assurance procedures.
 - Relevant experience with other projects.
3. Quality of the proposed approach to the scope of work as evidenced by:
 - Understanding and discussion of technical issues.
 - Methodology and technical plan of operations.
 - Project management plan and quality assurance procedures.
 - Innovation and thoughtfulness in work approach.
4. Ability to successfully complete the project as evidenced by:
 - Understanding of task sequencing and major milestone events.
 - Adequacy of resources.
 - Ability to complete work on a timely basis and meet deadlines.
 - Efficiency in use of available study resources.
5. Response Characteristics
 - Adherence to the required format.
 - Completeness of submittal.

6. Proposal cost
 - Overall Budget
 - Budget Breakdown by Phase

RFQ Submission Instructions

Deadline for Submittal

In order to be considered for funding, an original proposal containing one (1) authorized signature, together with three (3) copies must be hand delivered, delivered via U.S. Postal Service, or other mail delivery service by no later than 5:00 pm on August 23, 2019 to the following address below:

**South Padre Island City Hall
4601 Padre Blvd
South Padre Island, TX 78597
Attn: Susan Manning, City Secretary**

Mark the outside of the submittals with the titles, “SPI CVB Special Event Economic Impact Research Study.”

Statement of Qualifications Content

All proposals at a minimum must provide the following:

1. Firm(s) name, address(s), telephone number and email address
2. Type of services firm(s) particularly qualified to perform
3. Names of key personnel, experience of each, and the length of service with the firm(s)
4. List of completed or in progress projects of similar nature was/were the principal professional or serviced as a subcontract
5. Willingness and capability to meet the time requirements
 - a. Statement of Understanding of the study's intent and related issues
6. Total proposed consultant budget (i.e., fee) by major task broken down by staff, materials, and other study expense
7. List of similar projects or experience (references)
8. Proposed Scope of Work
9. Supply two (2) names of projects in which you presented a report that indicated the project was not feasible – if applicable