

REQUEST FOR PROPOSALS – GREENE COUNTY TOURISM ACTION PLAN

I. Introduction

Greene County received funding in the 2008 round of the New York State Office of Community Renewal (OCR) Community Development Block Grant (CDBG) Community Planning Program to assist with preparation of a “Greene County Tourism Action Plan”. The Tourism Action Plan will examine the current state of the Greene County tourism economy; identify key drivers of the tourism and hospitality sector; develop a tourism projects priority list, which may be used for future state and federal grant applications; develop a revenue enhancement profile and marketing profile.

The Greene County Legislature adopted the “*Greene County Comprehensive Economic Development Plan*” in July 2007. The Plan includes a detailed Tourism Section, which should be reviewed by the consultants as part of this project and will provide significant information for the deliverables of the “Tourism Action Plan”. The Plan, Marketing Profile, Brochures and Maps may be reviewed in its entirety on <http://greenebusiness.com/planning/programs-services#edplan>.

II. Scope of Work (Key Tasks)

Greene County is seeking a qualified consultant(s) with experience in tourism based economic development to provide the following services for the County in the creation of the Tourism Action Plan. The project deliverables are as follows:

Tourism Action Plan Report: (A concise, graphically enhanced, executive summary style report)

1. Provide a Financial Snapshot of Greene County Tourism Economy. Review primary and secondary sources of data regarding state, region, and county tourism economy. Demographic information shall be reviewed, such as population, workforce, income, seasonal homeownership, and visitation. This section of the report is designed to establish the baseline of economic impact of tourism to the County and shall establish “key drivers” of Greene County’s tourism and hospitality industry sector and include recommendations on advancing the key drivers. Proprietary data sources such as ESRI Market Place Profile Reports are required. **Deliverable(s): (1) Inclusion in Plan Report.**

2. Provide a Financial Snapshot of Greene County Tourism Revenue and Expenditures. Review county revenue sources (e.g. real property, sales tax, mortgage recording tax, gasoline tax, business and financial data, and state and federal sources) in comparison to county tourism and economic development expenditures (e.g. annual tourism appropriation, Think Big Buy In Greene Campaign, Main Street Revitalization Program). Primary and secondary sources of economic data will be reviewed for the tourism and hospitality sectors of Greene County to examine the demand, supply, gap and leakage of the tourism and hospitality sector. Proprietary data sources such as ESRI Market Place Profile Reports are required. **Deliverable(s): (1) Inclusion in Plan Report.**

3. Develop a Tourism Priority Projects List. The county is interested in developing a short list of initiatives that will build upon or identify new “catalytic projects and

REQUEST FOR PROPOSALS – GREENE COUNTY TOURISM ACTION PLAN

strategic investments”. The Consultant shall work with Greene County staff, County Agencies, and the “Tourism Action Plan Committee” to develop the potential priority projects list. In the development of the potential priority projects list, the Consultant shall be responsible for meeting and interviewing the Executive Directors of several key organizations to assist the county in developing and reviewing ideas for the priority projects list. Joint interviews or meetings are permissible. (e.g. Greene Arts Foundation, Greene County Council on the Arts, Greene County IDA, Cooperative Extension of Greene County, Hunter Foundation, Catskill Mountain Foundation, Greene International Golf Association, Greene County Resort and Hospitality Association, Greene County Chamber of Commerce).

The selected or recommended priority projects shall be analyzed for economic impact, and show the estimated economic impact in the following categories: approximate capital investment; number of projected jobs and estimated wages and spending once operating; multiplier effect; property tax revenue to host community and county; and sales tax revenue to the County. It is anticipated that additional CDBG program-eligible projects will be developed from the project priority list for future applications. **Deliverable(s): (1) Inclusion in Plan Report (2) PowerPoint Presentation.**

4. Develop a Revenue Enhancement Profile. Following the examination of the tourism industry sector key drivers, financial impacts, and the identification of potential catalytic tourism projects, the consultant will examine opportunities to enhance revenue (federal, state, county, public/private) for continued and sustained or alternative tourism investment strategies. As part of this revenue enhancement profile, the consultant will specifically examine the viability of a room occupancy tax. Information to be gathered in conjunction with the occupancy tax discussion may include: list of counties in New York State that collect occupancy tax, and the revenue received from said tax along with the tax rate, number and type of rooms in the county (including full-year or seasonal-year occupancy), average room rates charged, and approximate occupancy rates by season. The room occupancy tax scenario shall also include an assessment regarding: steps involved in a home rule message requesting a room occupancy tax, an estimate of revenue that may be generated based upon various percentage calculations, how funds would be collected, how funds would be used to enhance Greene County’s tourism economy, and how the Legislature will gauge public support for the proposal.

The consultant shall assist the County in developing a public participation strategy acceptable to the Greene County Legislature, which will provide suitable methods for informing Greene County residents, businesses and affected organizations, should the Legislature decide to proceed with the room occupancy tax scenario, which does not currently exist in Greene County. The Consultant shall be responsible for meeting with the Executive Directors of identified Greene County Tourism and Hospitality Sector Associations, Chambers of Commerce, and other groups as may be necessary to gauge support and assist in the development of the room occupancy tax scenario. In addition, the Consultant shall also be responsible for presenting the PowerPoint Presentation to the full membership of several of these key organizations. **Deliverable(s): (1) Inclusion in Plan Report; (2) PowerPoint Presentation on Room Occupancy Tax Scenario(s); (3)**

REQUEST FOR PROPOSALS – GREENE COUNTY TOURISM ACTION PLAN

Two Page Summary of Room Occupancy Tax Scenario – Frequently Asked Questions (FAQ) in Newsletter Style, Color Newsletter Template Provided by Greene County).

5. Marketing Profile. A review of the county’s existing marketing efforts will also be reviewed and updated accordingly, to reflect the recommendations resulting from the Tourism Action Plan, based upon budget and resources available to the County in the present, and scenarios based on future revenue enhancements or budget modifications. An updated written marketing plan for the County will be produced, and a clear statement of goals and objectives, both with current funding and future potential enhancements will be provided. **(1) Stand alone Marketing Profile.**

The final report should include a concise, visual, and easy-to-read and understand section that can be used in presentation format for the general public and lay people. An appendix that has more technical and detailed information can be added.

There will be a special **“Tourism Action Plan Committee”** to provide guidance and oversight of the Tourism Action Plan project and the design of its deliverables. The Committee will be composed of staff of the Department of Economic Development, Tourism & Planning, County Administrator, and several County Legislators. **It is anticipated that the Tourism Action Plan Committee will meet six times, twice a month for three months, and that the total timeframe for the Plan will be approximately five months.**

The Tourism Action Plan will be submitted to the Greene County Legislature for adoption. It is expected that the consultant will make a Final Presentation of the Plan to the Legislature, as well as be present for the six committee meetings.

III. Development of Proposal

Section 1: Introduction and General information.

Proposers should summarize their understanding of the objectives and requirements of this RFP. They should include a brief identification of key information about their organization and any other organizations that are part of the proposer’s team. Proposers should demonstrate why they are qualified to perform and complete the services requested under this RFP.

Proposers must include the following information in their responses. If subcontractors are included as part of the proposer’s team, include the following information for each subcontractor as well.

- Firm or organization name, address, telephone and fax number, E-mail address and contact person.
- Federal Employer Identification Number, as well as DUNS Number.
- Year firm or organization was established.
- Name and address of parent company (if applicable).

Section 2: Scope of Work

REQUEST FOR PROPOSALS – GREENE COUNTY TOURISM ACTION PLAN

Proposers should summarize their understanding of the Scope of Work set forth in Part One of this RFP. Alternate approaches to delivering these services are permissible, however, they should be well documented and provide a clear understanding of how they will achieve the objectives of the key tasks identified in Section 1.

Section 3: Qualifications and Experience of Key Personnel

The proposer's response to this RFP must include a description of the proposer's experience in developing similar plans and in facilitating the creation of economic development and tourism planning products.

Provide a description of the responsibilities of each key person in the execution of the proposed scope of work, including subcontractors. Include an organization chart showing the relationships among all parties including subcontractors. Include a description of the experience and qualifications of each of the key personnel assigned to the project.

Full resumes of key personnel should be included as appendices.

Include examples of work for which the Contractor has performed similar work.

Section 4: Schedule and staffing plan

The proposer should include:

- A time line for completing each task identified in the Scope of Work.
- A staffing plan should identify the key personnel, including any subcontractors or other resources, responsible for completing each task.
- The anticipated number of hours each key person or subcontractor will spend on each task and the total hours per task.
- An outline or summary of the products that will be provided to the County as part of the consultancy.
- If there are any subcontractors, include letters of commitment, signed by a person authorized to bind the organization, for all participating subcontractors.
- Any other supporting documentation.

Section 5: Cost Proposal

The consultant shall submit five (5) copies of the proposal. The proposal shall be submitted as a lump sum not-to-exceed project budget. Please submit a contract proposal pricing form that details labor and all direct and indirect costs itemized for the five (5) components that comprise the Tourism Action Plan Project, as described above. Please also include an hourly remuneration schedule for professional services for additional work the County may wish to pursue beyond the not-to-exceed project proposal. Funding for the consultant services sought in this RFP

REQUEST FOR PROPOSALS – GREENE COUNTY TOURISM ACTION PLAN

comes from a combination of Community Development Block Grant Technical Assistance Grant Support from the NYS Office of Community Renewal and local funds from Greene County. Greene County's contract for CDBG funds expires on March 12, 2010. The RFP anticipates a five-month planning process that will allow sufficient time to complete the project and submission of any necessary paperwork to the New York State Office of Community Renewal.

Questions on the project should be directed to Warren Hart, AICP, Director, at business@discovergreene.com or by phone 518-719-3290.

Section 6: Billing and Client Approval Process

Greene County processes bills on a monthly basis and are due to the Department of Economic Development, Tourism and Planning no later than the first Monday of the month. Checks are normally available the Friday after the Legislature meeting, which meets on the third Wednesday of each month. Billings must reflect the cost of services delivered, and no advance billings may be processed under CDBG rules.

Consultants responding to this Request for Proposals should build a schedule based on a completion date of January 31, 2010 in order to ensure that all funds are disbursed in advance of the final date of completion of the contract required by OCR. Consultants responding to the RFP must show how they are qualified and capable to meet the timeline proposed by the County.

IV. Criteria for Evaluation

Greene County will evaluate Proposals based on the following criteria:

- 50% -- Experience with economic impact analysis for economic development and tourism projects.
- 25% -- Cost of service.
- 25% -- Ability to deliver service in accordance with the County's needs in a timely manner.

Greene County reserves the right to waive informalities in the selection process, and to ask candidates for interviews as part of the decision-making process. Greene County will require a list of professional references as part of the Proposal.

Greene County will evaluate the Proposals, and anticipates that the contract for this Proposal will be let following approval by the Greene County Legislature at their meeting on the night of August 19, 2009.

V. Proposal Due Date and Address for Submission

RFP Release Date: June 13, 2009

RFP Name: Greene County Tourism Action Plan

REQUEST FOR PROPOSALS – GREENE COUNTY TOURISM ACTION PLAN

RFP Due Date: Greene County will accept proposals from consultants until 4 p.m. on Monday, July 13, 2009. Proposals must arrive in the office by that time and date, either by mail or hand-delivered. The office of the Department of Economic Development, Tourism and Planning is located at 411 Main Street, Catskill, NY, Room 419. All proposals shall be date and time-stamped at the time of receipt. No faxed or e-mailed applications shall be accepted.

VI. GENERAL CONDITIONS

CONTRACT AWARD

The County anticipates making one award under this solicitation. It may award a contract(s) based on initial proposals without discussion, or following discussion or negotiations.

LIMITATION

This solicitation does not commit the county to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. The county reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in its best interest. Minority Business Enterprises (MBEs) and Women Business Enterprises (WBEs) are strongly encouraged to propose services as part of this RFP. All applicable State and Federal rules and regulations must be adhered to by the contractors including stipulations on equal opportunity employment, affirmative action, nondiscrimination, and record keeping.

DISCLOSURE REQUIREMENT

The proposer shall disclose any indictment for an alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each. When a proposer is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of the county after the award of a contract, they may exercise their stop-work right pending further investigation, or terminate the agreement; the Contractor may be subject to penalties for violation of any law, which may apply, in the particular circumstances. Proposers must also disclose if they have ever been debarred or suspended by any agency of the U.S. Government or the New York State Department of Labor.

REQUEST FOR PROPOSALS – GREENE COUNTY TOURISM ACTION PLAN

NON-COLLUSION BIDDING CERTIFICATION

By submission of this proposal, each proposer and each person signing on behalf of the proposer, and in the case of a joint proposal, each party thereto certifies as to its own organization under penalty of perjury, that to the best of his or her knowledge and belief;

1. The prices in this proposal have been arrived at independently without collusion, consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other contractor or with any competitor.
2. Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the proposer and will not be knowingly disclosed by the proposer prior to opening, directly or indirectly, to any other proposer or to any other competitor, and
3. No attempt has been made or will be made by the proposer to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

Name of Proposer: _____

Signature of Proposer
Or Representative: _____

Title: _____

Date: _____

FALSE STATEMENTS MADE HEREIN ARE PUNISHABLE PURSUANT TO SECTION 240 OF THE NEW YORK STATE PENAL LAW

NOTE: A proposal shall not be considered for award, nor shall any award be made where items (1), (2), and (3) above have not been complied with provided, however, that if in any case the proposer cannot make the foregoing certification, the proposer shall so state and furnish with the proposal a signed statement which sets forth in detail the reason therefore. Where items (1), (2), and (3) above have not been complied with, the proposal shall not be considered for award, nor shall any award be made unless the head of the purchasing unit or the political subdivision, public department, agency or official thereof to which the proposal is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.