

REQUEST FOR PROPOSALS:

TOURISM MASTER PLAN DEVELOPMENT

The County of Bertie, NC ("County") is requesting qualifications from consultants or firms to provide services for developing a Bertie County Tourism Master Plan. This work shall include a thorough and critical assessment of tourism-related economic, social, and environmental opportunities of the County.

The County reserves the right to reject any or all Proposals, to waive any informality, or irregularity in any Proposal received, and to be the sole judge of the merits of the respective Proposal received.

Issuing Entity:

County of Bertie, NC
106 Dundee Street
Windsor, NC 27983
Released: 8-23-2023
Posted: www.co.bertie.nc.us

I. PURPOSE

The County of Bertie, NC ("County") is requesting qualifications from consultants or firms to provide services for developing a tourism master plan. This work shall include a thorough and critical assessment of tourism-related economic, social, and environmental opportunities of the County.

II. SUBMISSION INFORMATION

Requests for clarification and proposals may be sent to Robin Payne Bertie Travel and Tourism Consultant at robin.payne@bertie.nc.gov

Please provide an emailed digital copy of the proposal. Emailed proposals must be received by Monday, September 11, 2023 3:00 P.M. Late submissions will not be accepted. The County will provide an emailed acknowledgment of receipt.

III. PROJECT SCHEDULE

The following is an outline of the anticipated schedule for qualification review and contract award:

Request for Qualifications Issued: Wednesday, August 23, 2023
Proposal Submittal Deadline: Monday, September 11, 2023 3:00 P.M.
Contract awarded: Monday, September 18, 2023

IV. SCOPE OF WORK

1. TOURISM ASSET EVALUATION

The consultant or firm shall:

- along with Bertie County Travel and Tourism Committee, conduct a query of the current tourism assets resulting in a comprehensive list;
- consider and outline opportunities for development and/or advancement in the Tourism Master Plan, see subsection 2;
- identify what makes Bertie appealing in a regionally competitive environment to visitors, investors, businesses, retailers and residents.

2. TOURISM MASTER PLAN DEVELOPMENT

The consultant or firm shall develop a thorough written master plan intended to detail a vision of where the County's tourism industry wants to be in 10+ years, aimed at increasing the economic impact and vibrancy of the visitor economy in our community. At a minimum, the plan should:

- detail ways to leverage current assets;
- Detail downtown revitalization processes;
- Brand development;
- detail various ways to strategically align the County for destination success through tangible short- and long-term progress;
- detail ways to cultivate new opportunities to give visitors a reason to stay longer and spend more with local businesses and attractions;
- include a proposed budget to accomplish the long- and short-term vision.

V. EVALUATION CRITERIA

Submittals must include the following:

1. Basic Information. Provide the following information:

- a. Contact person, consultant or firm name, address, phone number, fax number (if applicable), website, and email address.
- b. Subconsultant or firm name(s) and contact information, if applicable.
- c. Location of office(s) that will be primarily involved in completing the scope of work including the location of sub-consultant or firm and assigned areas of responsibility in completion of the scope of work.

2. Firm Experience. Provide the following information:

- a. Firm profile that outlines provided services and general experience and specializations of the consultant or firm.
- b. Specific examples of rural tourism brand development.
- c. Digital examples of a rural tourism master plan.
- c. Identify experience with rural Counties and/or Communities.

3. Team. If a firm employs multiple individuals who will work on this project or if the consultant intends to work collaboratively, identify the names and positions of key personnel anticipated to work on each facet of the scope of work including the primary project manager.

4. Approach. Provide a narrative description summarizing the desired approach the consultant or firm intends to undertake. This should include a summary of the steps to be completed to accomplish the scope of work and the consultant or firm's understanding of the project requirements.

5. Work Plan and Project Schedule. Submit a work plan outlining the approach for completing the tourism master plan and branding development including milestone completion dates. The project schedule should be in the form of a Gantt or similar style format indicating the start and completion dates.

6. References. Provide a list of 3 to 5 project references, including contact name, telephone number, and email address for projects of comparable size and scope performed by key personnel listed in the response. Visual representation of completed projects is welcomed and highly encouraged.

VI. EVALUATION CRITERIA

Proposals will be ranked based upon the merits of the written proposal and the qualifications and experience of the consultant or firm. Each reviewer will use a rubric scoring tool to award a score based on a 100-point total as follows:

- a. Qualifications. (25)
- b. Experience. (35)
- c. Approach. (20)
- d. Work Plan and Schedule. (10)
- e. References. (10)

VII. SELECTION PROCESS

Bertie Travel and Tourism Committee along with Administration will evaluate each submission and select the most qualified consultant or firm.

Following the evaluation, including fee schedule negotiation, the Committee and Administration will recommend the consultant or firm most qualified to the Board of Commissioners for official contract award.

VIII. GENERAL TERMS AND CONDITIONS

The County reserves the right to modify or cancel the selection process or reschedule at any time. Additionally, the County may seek clarification or additional information from respondents. This RFQ shall not be construed as a contract or a commitment of any kind. The County shall not be held responsible for the costs incurred by anyone in the preparation or submittal of a response to this RFP.