SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval of award to the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville to provide Tourist Bureau Services for the City of Jacksonville. Period of service is from three (3) years from date of executed contract in the total expenditure amount of $236,250.00.

Funding Source: CCTD132OP-04904 – To be executed by formal contract through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ for GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Anna Lopez Brosche, Chair, Duval County Tourist Development Council

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(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Leslie-Burney, Annette

From: Hastings, Annette
Sent: Friday, December 08, 2017 11:09 AM
To: Leslie-Burney, Annette
Cc: Peterson, Phillip; Taylor, Kim; Pease, Gregory
Subject: CPSEC Approval Scores Letter Tourist Bureau RFP ESC-0575-17.doc
Attachments: CPSEC Approval Scores Letter Tourist Bureau RFP ESC-0575-17.doc

Importance: High

Good Annette, Please find attached the previous approval letter for CPSEC addressing the funding source and amount for the contract submitted by the TDC. Hopefully this will clarify the different in the contract amount.

The TDC Evaluation Committee now requests permission to forward the recommendation to the TDC for final deliberations and contract award to Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville for a three (3) year term. The amount from January 1, 2018-September 30, 2018 is $236,250.00 for FY 2017-2018 budget. Future funding amounts will be decided by the Duval County Tourist Development Council and the Jacksonville City Council. The source of funding is:

Index Code: CCTD 1320P
Sub Object: 4904

Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL

Annette R. Hastings
TDC EXECUTIVE DIRECTOR
OFFICE (904) 630-7625
FAX (904) 630-2906
E-MAIL: ANNETTEH@coj.net

117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

MEMORANDUM

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

Anna Lopez Brosche, Chair
Duval County Tourist Development Council
President, Jacksonville City Council

RFP: ESC-0575-17

SUBJECT: Request for Award for ESC-0575-17 TDC Plan Component
- Tourist Bureau Services

DATE: December 7, 2017

Pursuant to the interviews held on December 7, 2017, the average combined scores for the written response and interview/oral presentation was 80.

The TDC Evaluation Committee requests recommendation of approval to move forward with the award of Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville and enter into contract negotiations for the Tourist Bureau Services component. The award is based on the outcome of the evaluation scores and requirements set forth in the RFP.

Attachments:
Evaluation Score Sheets-Plan -Tourist Bureau Services

Leslie-Burney, Annette

From: Leslie-Burney, Annette
Sent: Friday, December 08, 2017 8:58 AM
To: Hastings, Annette
Cc: Peterson, Phillip; Nunziato, Christine
Subject: RE: TDC Letter ESC-0575-17/Tourist Bureau Award Amount

Annette, the difference in the budgeted amount and the single source award amount is $271,250.00. Is this the amount you want to use?

Annette L. Burney
Purchasing Analyst
Procurement Division
Finance and Administration Department
214 N. Hogan Street, Suite 800
Jacksonville, FL 32202
Ph.: 904-255-8810
Fax: 904-360-8527
Email: aburney@coj.net

CITY OF JACKSONVILLE

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From: Peterson, Phillip
Sent: Thursday, December 07, 2017 5:35 PM
To: Hastings, Annette; Leslie-Burney, Annette
Subject: RE: TDC Letter ESC-0575-17/Tourist Bureau Award Amount

The index code would be CCTD132OP, Subobject 04904. However, I do not know the award amount as I have not been in any of the RFP discussions. The TDC has an amount budgeted, but also has flexibility within their budget; therefore, I cannot speak to an award amount.

From: Hastings, Annette
Sent: Thursday, December 07, 2017 5:15 PM
To: Leslie-Burney, Annette
Cc: Peterson, Phillip

Subject: RE: TDC Letter ESC-0575-17/Tourist Bureau Award Amount
Importance: High

Annette, This is the account information below that is requested. I know you need this information ASAP for posting on Friday.

However, I need to get verification from Phillip Peterson who I have copied on this e-mail regarding the contract award amount as previous a sole source provider transition contract was awarded to Visit Jacksonville in the amount of $78,750.00 (October-December 31,2017) the award would be for the remaining 9 months even though the RFP and budget presented at CPSEC was $350,000.00.

Index Code:	CCTD 1320P
Subobject:	4904

Thank you,
Annette

Annette R. Hastings
Executive Director
Duval County Tourist Development Council
117 West Duval Street, Suite 425
Jacksonville, FL 32202
Phone: 904-630-7625
Fax: 904-630-2906
E-mail: ANNETTEH@COJ.NET

Please note that under Florida's broad public records law, e-mail communication to and from city officials are subject to public disclosure.

From: Leslie-Burney, Annette
Sent: Thursday, December 07, 2017 4:28 PM
To: Hastings, Annette
Subject: RE: TDC Letter ESC-0575-17

Annette, the memo is missing the account code and award amount. You can email this information to me.

Annette L. Burney
Purchasing Analyst
Procurement Division

Finance and Administration Department
214 N. Hogan Street, Suite 800
Jacksonville, FL 32202
Ph.: 904-255-8810
Fax: 904-360-8527
Email: aburney@coj.net

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From: Hastings, Annette
Sent: Thursday, December 07, 2017 4:15 PM
To: Leslie-Burney, Annette
Cc: Kekec, Nihal
Subject: Re: TDC Letter ESC-0575-17

Annette and Nihal, Thank you for all your help with this award. Please find attached a copy of the letter which I am now going to bring you the hard copy so meet deadline of posting.

Duval County Tourist Development Plan: Tourist Bureau Services							
ESC-0575-17							
	20 Points	40 Points	10 Points	20 Points	10 Points	OVERALL	Rank
FIRM	Experience & Qualifications of Professional Personnel	Tourist Bureau Conceptual Operation	Financial Stability	Budget	Interview and/or Oral Presentation	Must Score > 65	2
Bold City Tours							
Bowman	14	38	7	17		76	
Boyer	10	30	1	12		53	
Brosche	13	34	9	15		71	
Goodman	7	13	0	10		30	
Orender	14	32	2	11		59	
Patidar	18	34	10	19		81	
Smith	12	36	8	19		75	
Truhlar	10	30	5	10		55	
Average	12	31	5	14	0	63	

Duval County Tourist Development Plan: Tourist Bureau Services

ESC-0575-17

	20 Points	40 Points	10 Points	20 Points	10 Points	OVERALL	Rank
FIRM	Experience & Qualifications of Professional Personnel	Tourist Bureau Conceptual Operation	Financial Stability	Budget	Interview and/or Oral Presentation	Must Score > 65	1
Visit Jacksonville							
Bowman	18	35	10	18		81	
Boyer	16	35	1	18	8	78	
Brosche	19	38	6	20	8	91	
Goodman	14	33	10	15	8	80	
Orender	17	31	5	9		62	
Patidar	17	38	9	18	8	90	
Smith	18	34	9	15	8	84	
Truhlar	15	35	5	15		70	
Average	17	35	7	16	8	80	

ATTACHMENT B - EVALUATION CRITERIA MATRIX

The evaluations will be based upon the following criteria, and Contractors are requested to provide, as a minimum, the information listed under each criterion. **Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive.** The response to each of the criterion will be evaluated relative to the other responses received and will be awarded a score of 1 through the maximum points allowed for each criteria. **Contractors are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion.**

1. **EXPERIENCE AND QUALIFICATIONS OF PROFESSIONAL PERSONNEL (20 POINTS MAXIMUM SCORE)**
   The proposal will be evaluated based on the strength of the Contractor (and any approved subcontractors); including the experience and qualifications of managerial and professional personnel assigned to the project (the duties of each individual will be stated by the Contractor). In response to this criterion, the Contractor shall do the following:

   i. Describe Contractor's knowledge of attractions, points of interests, cultural venues and special events, local history, recreation opportunities, restaurants and accommodations in Jacksonville and the Beaches. Basic knowledge of surrounding day trip destinations is highly recommended;
   ii. Describe Contractor's years of experience of firm and personnel and number and quality of previous and present tourism marketing clients;
   iii. Provide recommendations from previous and present tourism marketing clients regarding the quality of work performed on their behalf;
   iv. Describe organization depth, facilities and support staff;
   v. Describe Contractor's previous experience in researching existing tourist attractions and facilities, establishing sortable databases for public use and packaging existing attractions into visitor experiences; and
   vi. Describe Contractor's previous experience operating forward facing leisure tourist service facilities such as visitor center, visitor kiosks, and concierge facilities including size and scope of services, numbers of visitors served, etc.

2. **TOURIST BUREAU CONCEPTUAL OPERATION PLAN (40 POINTS MAXIMUM SCORE)**
   The proposal will be evaluated based on the Contractor's understanding of the needs and goals of the Tourist Development Council as demonstrated in the strategies, approaches and resources to be applied to the Tourist Development Council's account as described in the proposal and the three year plan for operation of the Tourist Bureau. In response to this criterion the Contractor shall describe the following:

   i. Provide a three year conceptual plan for operation of this Tourist Bureau component of the Tourist Development Plan which should include at a minimum, discussion of goals and objectives for staffing, training, physical facilities and equipment, experiential exhibits and tracking of visitors served. Included in this section should be a discussion of how we can better serve the tourists who visit and pass through our area with a goal toward encouraging longer stays and return visits. How will Contractor become the premier expert on what our City has to offer, how will that expertise be used in our Visitor Centers, to increase tourism? Discuss any "Big Ideas" contractor may have. Such plan should identify how the requirements contained in the scope will be met, what additional services or facilities will be provided within the budget provided, and what additional services or facilities would be recommended if additional funding were available and the costs associated with each;
   ii. Describe Contractor's concept for transition from the current Visitor Center locations and kiosks to both a more robust network of facilities; and, a fully functional, highly visible,

and easily accessible Downtown Visitor Center that not only connects and informs visitors about all there is to do in Jacksonville but also provides an entertaining visitor experience in itself. Discuss the process by which a new Downtown location or facility should be chosen, the essential characteristics and size you envision, the timeline for transition from the current Laura Street location, and the content that would be incorporated. As to the current Airport and Beaches facilities, discuss any changes you envision in location, size and content to enhance the visitor experience.

iii. As part of the Operation Plan, describe strategy for staffing and operation of visitor centers including quality and responsiveness of proposal to the Scope of Services;

iv. As Part of the Operation Plan, describe hiring policy, background checks, minimum qualifications, and selection criteria Contractor will use for selection and hiring of employees; proposed use of volunteers, if any, who would interact with the public;

v. As Part of the Operation Plan, describe orientation program upon hiring and on-going training program, if any, that will be implemented;

vi. As part of the Operation Plan, describe research, information gathering and assimilation strategy including quality and responsiveness of proposal to the Scope of Services; and

vii. As Part of the Operation Plan, describe the methodology the Contractor proposes to use in order to research and continuously update knowledge base of tourist facilities, attractions, points of interest, etc. in Jacksonville and the Beaches, even if such facilities or features are not currently promoted as tourist destinations. This discussion should include information on research experience of key personnel. Such experience may include backgrounds in local history, arts, culture, waterways and similar fields which may interest visitors.

3. **FINANCIAL STABILITY (10 POINTS MAXIMUM SCORE)**

Provide financial statements that describe the Contractors ability to utilize its own financial resources to fund at least two (2) months of the Services described in Tourist Bureau Operating Plan, including reliable proof of financial capacity to obtain immediate access to those resources (e.g., letter of credit; cash deposit). If a Contractor is a newly created entity or is being established solely for the purpose of performing the scope of work under this RFP, the Contractor shall provide the same financial statements previously described herein for each sole proprietor, general partner, member of a limited liability company or partnership, or the majority shareholder.

4. **BUDGET (20 POINTS MAXIMUM SCORE)**

The Tourist Development Council is seeking a proposal that offers significant value and maximum tourist impact. The proposal will be evaluated on the allocation of resources within the budget allowed and the level of service, including enhanced services, and value included in the proposed budget.

Provide a recommended annual budget, not to exceed $350,000, for the first based on the Scope of Work. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on the Tourist Development Council as part of its annual budget approval process with Buyer. Provide annual budget breakdown in the following format:

i. Amount of proposed budget allocated to subparts (i) thru (iii) of the Tourist Bureau component of the Tourist Development Plan (Section 666.108(b)(1)).

In addition to the foregoing budget, the annual budget shall also contain a distinct breakout of the following items which are acknowledged to be contained within the three services above:

ii. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses;

iii. Amount of proposed annual budget allocated to buildings and equipment and general

overhead not including staffing;

iv. Amount of proposed annual budget allocated to staffing and number of employees by job category; and

v. Amount of proposed annual budget allocated to purchase lists, databases and research.

vi. If there are services or items that cannot be provided due to the not to exceed amount of $350,000, please provide details.

vii. Any capital line items for the construction or purchase of a kiosk should not be a part of this budget.

5. **INTERVIEW AND/OR ORAL PRESENTATION (10 POINTS MAXIMUM SCORE)**
Interviews will only be offered to shortlisted Contractors. See Sections 2.5 and 2.6 of this RFP.

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) one (1) year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to allow the Tourist Bureau Services Evaluation Committee to conduct an interview with the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville in accordance with the specifications. Per Section 2.6B of the specifications, bidders must score a minimum of 65 out of 90 on the written response in order to be shortlisted for interviews. Bold City Tours LLC did not meet the minimum score requirement, and therefore will not be interviewed.

1. Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville
2. Bold City Tours

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: _____ Annette Burney **RESPECTFULLY SUBMITTED** _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Anna Lopez Brosche, Chair, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 11/30/17

Annette R. Hastings _____ OTHER: _____
Teresa R. Eikner _____
_____
_____
_____

ACTION OF AWARDING AUTHORITY DATE 12/4/17

APPROVED X DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION Anna L Brosche

QWS3270X 12/8/2017 8:52 AM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 12/08/2017
LINK TO: ACCOUNT SUMMARY INQUIRY 8:52 AM

FISCAL MO/YEAR : 03 2018 CURRENCY CODE :
INDEX CODE : CCTD132OP TDC OPERATIONS
SUBOBJECT : 04904 TRUST FUND AUTHORIZED EXPENDITURES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	DEC 2017	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	6,764,757.40	6,764,757.40
EXPENDITURES	.00	471,428.37	471,428.37
ENCUMBRANCES	.00	5,447,845.79	5,447,845.79
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	.00	845,483.24	845,483.24

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO
G014 - RECORD FOUND