City of Jacksonville, Florida

PROCUREMENT DIVISION

ONE CITY. ONE JACKSONVILLE.

MEMORANDUM

October 30, 2019

TO: Gregory Pease, Chairman
Professional Services Evaluation Committee

FROM: Lillian Graning, Executive Director
Tourist Development Council

Subject: **Certification Letter for RFP for P-07-20 TDC Strategic Research & Analysis**

Please take appropriate action to issue a Request for Proposal (RFP) for the referenced professional services.

The following information is furnished in accordance with chapter 126.302 of the City Ordinance Code.

1. **The general purpose of the service or study:** See attached RFP

2. **The Objective of the study or services:** To provide current, quality data to guide TDC strategic planning efforts.

3. **The estimated period of time needed for the service or study:** One year contract

4. **The estimated cost of the service or study:** $34,000-77,000

5. **Whether the proposed study or service would or would not duplicate a prior or existing study or service:** No current contract for these services.

6. **List of current contracts or prior services or studies which are related to the proposed study or service:** Longwoods, STR, and DestinationMAP

7. **A statement as to why the service/study cannot be done by department or agency staff:**
The Department does not have the equipment or staff to perform a regional industry assessment.

8. The **names** and **telephone numbers** of **two** representatives from the using agency designated to serve on the evaluation committee as subcommittee members:
    a. Lillian Graning – 904-255-5504, LGraning@coj.net

9. A project funding account number: CCTD132DE

10. The **names** and **addresses** of **specific consultants** the using agency wishes to be included in the solicitation process:

    - ✓ Ruth Stanat - Research@sisinternational.com
    - ✓ Dan Mishell - Dan.Mishell@deanrunyan.com
    - ✓ Joseph St. Germain, Ph.D. - Joseph@dsg-research.com
    - ✓ info@sbfriedman.com
    - ✓ hello@planning-next.com
    - ✓ jjordan@mkskstudios.com
    - ✓ admin@urbanstrategies.com

11. **A signed statement to the effect the individuals responsible for developing the scope and Certification letter and the two individuals named herein to serve as subcommittee Members have read and understand the Procurement Manual and Procurement Committee Guidelines dated May 2018.**

Executive Director, Tourst Development Council

TITLE:

TDC MEMBER

TITLE: