



STRATEGIC PLANNING SERVICES

Release Date: March 9, 2020

RFP Response Deadline: March 31, 2020

Submit to:

Visit KC – Teresa Martinez

1321 Baltimore Ave

Kansas City, MO 64105

816-691-3800

tmartinez@visitkc.com

EXPECTED OUTCOMES

Visit KC is seeking qualified offers from highly respected professionals to develop and facilitate the organization's strategic planning process. Your company is kindly invited to submit your best offer for the requested services. Your proposal could form the basis for a contract between your firm/institution and Visit KC.

OVERVIEW OF VISIT KC

Visit KC will serve as a primary catalyst for extraordinary and continuous economic growth of the Kansas City region's convention and visitor industry.

Formed in 1918 as the hospitality arm of the KC Chamber of Commerce, the Convention and Visitors Bureau of Greater Kansas City became independently incorporated in 1966, as a not-for-profit corporation (501 c 6). Now known as Visit KC, the marketing and sales organization is engaged on an annual basis by the City of Kansas City, Mo., and is responsible for promoting the region as a top-of-mind travel destination for the leisure, convention and group tour audiences.

BACKGROUND INFORMATION

Visit KC is the official destination marketing organization for Kansas City, MO. Visit KC is dedicated to generating convention, trade show and leisure travel business for Kansas City, MO and the greater Kansas City region.

The last full revision of our Strategic Plan was completed in 2017, however each year since then, we have updated and reported on progress made towards the goals outlined in that document. The selected firm will be given copies of the 2017 plan and all relevant updates which will assist them in leading the development of this new plan.

SCOPE OF WORK

We are planning a one and half-day session with Visit KC's Board of Directors, engaged community influencers along with Visit KC's senior managers in a comfortable setting located in the Kansas City area in the month of July 2020.

Facilitation of following tasks, which may or may not include the following:

- Environmental scan to identify opportunities and threats both inside the organization and out
- Review of current mission, vision and values
- Establishment of measurable achievable organizational goals for the next 3-5 years
- Any other metrics your firm has used in similar situations.
- Development of the overall Strategic Plan document which outlines the process, the goals and the reporting metrics.

QUESTIONS

In anticipation of some questions, the following is a list of generally anticipated questions:

- Is the firm selected, responsible for facilitating the planning process and producing the Strategic Plan Document?
Yes.
- What is the timeline for the Completion of the Strategic Plan Document?
We anticipate that the completed plan will be to us within one month of the planning session.

- What 3 results from the half-day session will lead Visit KC to consider the process effective and productive?
We expect to produce a Strategic Plan that is measurable, achievable and engages the staff and board.
- How was our previous Strategic Plan produced?
Visit KC's 2018-2020 Strategic Plan was created internally with the input of our board and through an integrated approach, the exercise yield objectives, strategies and tactics targeted to four customer segments.
- What research has been conducted for Visit KC in the last two years?
There is numerous research available at both the industry and destination level on which we rely heavily. Some of this information is generated by us, some is generally available. We subscribe to PKF, STR and a number of DMAI and other industry research projects.
- Will the research results be made available to the selected firm?
All research results will be available to you for use in relation to the Visit KC Strategic Plan process only.
- Does Visit KC survey its Board or Partnership annually? Are these results available to the firm selected?
Yes, we conduct a number of surveys annually and will make the results available to you for use in relation to the Visit KC Strategic Plan process only.
- Will the selected firm have pre-approved access to communicate with staff, Board, Stakeholders, government funding sources and partners?
Yes, however we expect that the firm will provide us with a schedule of contact so that we may facilitate communications.
- Is there an opportunity to hold more than one half day planning session?
No, unfortunately our board has only committed to one half day session.
- What are your biggest challenges?
 - ✓ Perceptual challenges of Kansas City
 - ✓ Rapid growth of hotel assets
 - ✓ Proper resources to effectively capitalize on community assets.
- What are your biggest organizational opportunities?
The growing positive image and community energy in Kansas City

Additional questions about this request for proposal should be sent to tmartinez@visitkc.com on or before March 31, 2020.

SELECTION CRITERIA & SPECIAL EXPERTISE

Based on responses, Visit KC will choose the organization or individual best suited for this assignment based on experience and knowledge of DMOs, Economic Development agencies, the interplay between government and private sector organizations. It will be important for the firm selected to be familiar with *DestinationNext Futures Study* and authorized to perform a DestinationNext assessment. All selected firms for interviews will be provided with a copy of our current Strategic Plan.

STAFF CONTACT

Please direct your proposal to Teresa Martinez, Special Assistant to the President/Government Affairs Manager at 1321 Baltimore Avenue, Kansas City, MO 64105

NOTIFICATION DATE

Firms selected for an interview will be notified no later than April 10, 2020. Firms not selected will be notified before the same date.

Selection of the firm to be retained will be announced no later than April 24, 2020.

INFORMATION REQUIRED

Please include with your response the following information:

- A brief history of your firm
- Credentials of individuals that will be assigned to the project
- A reference listing of similar organizations you service
- Your written permission to contact your references
- Anticipated fee for services and implementation as requested above

DEADLINE

To be eligible for consideration, your response must be received by March 31, 2020. Extensions of time will not be granted.

We trust the information provided in this request is sufficient, but if further information is required, please limit your inquiries to the staff contact noted.

Thank you for your time, and we are looking forward to receiving your proposal.

Very truly yours,



Jason Fulvi
President and CEO