

Request for Qualifications
City of Ennis Tourism Strategic Plan

City of Ennis, Texas



Issued: Sunday, June 18, 2023

Submittal Deadline: 5:00 PM August 18, 2023

Contract Term: Approximately 12 months

to:

City of Ennis

Finance Department

107 N Sherman

Ennis, TX 75119

Attn: Finance Department

Email: Finance@ennistx.gov

City of Ennis Tourism Strategic Plan
Request for Qualifications
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City of Ennis Tourism Strategic Plan Request for Qualifications

I. Introduction

The City of Ennis Tourism Department is seeking proposals from qualified strategic planning consultants/firms to conduct and assist with the development of a Tourism Strategic Plan. The selected firm will be responsible for assisting the City's Tourism Department with the full scope of developing the Strategic Plan.

The purpose of this Request for Qualification (RFQ) is to solicit proposals from qualified Strategic Planning Firms to provide the services identified on the RFQ cover sheet and further described in Section 3 of this RFQ to the City of Ennis (City). The City intends to award a Contract(s) beginning on the date listed on the RFQ cover sheet, and the City.

The Ennis Tourism Strategic Plan is a means to set priorities, provide strategic guidance with decision-making, and create a roadmap for the future.

1.1 Definitions. For the purposes of this RFQ and the resulting contract, the following terms shall mean:

- 1.1.1 "Proposal" means the Contractor's proposal submitted in response to the RFQ.
- 1.1.2 "Contract" means the contract(s) entered into with the successful Contractor(s).
- 1.1.3 "Contractor" means a vendor submitting Proposals in response to this RFQ.
- 1.1.4 "City" means the City of Ennis.
- 1.1.5 "Responsible Contractor" means a Contractor that has the capability in all respects to perform the requirements of the Contract. In determining whether a Contractor is a Responsible Contractor, the City may consider various factors including, but not limited to, the Contractor's competence and qualifications to provide the goods or services requested, the Contractor's integrity and reliability, the past performance of the Contractor and the best interest of the City.
- 1.1.6 "Responsive Proposal" means a Proposal that complies with the material provisions of this RFQ.
- 1.1.7 "RFQ" means this Request for Qualifications and any attachments, exhibits, schedules, or addenda hereto.

1.2 Overview of the RFQ Process. Contractors will be required to submit their Proposals in hardcopy and electronically. It is the City's intention to evaluate Proposals from all

Responsible Contractors that submit timely Responsive Proposals and award the Contract(s) in accordance with Section 5, Evaluation and Selection.

1.3 Background Information.

1.4 This RFQ is designed to provide Contractors with the information necessary for the preparation of competitive Proposals. The RFQ process is for the City's benefit and is intended to provide the City with competitive information to assist in the selection process. It is not intended to be comprehensive. Each Contractor is responsible for determining all factors necessary for submission of a comprehensive Proposal.

The City's Tourism Department will act as the lead agency in overseeing the development of the plan.

II. About the City of Ennis

Brand Story: The City of Ennis is pure Texas. And we're not just saying that like every other Texas town. As the "Official Texas Bluebonnet City," we know what it truly means to epitomize everything Texas.

It's true. You can find bluebonnets throughout our great state. But in Ennis, bluebonnets are more than visual beauty. They give us a certain spirit that's a part of our everyday life. It's why families from all over our state—in fact, from all over the world—make their Texas Bluebonnet memories here. Bluebonnet spirit is friendliness, love of neighbors, hospitality and a get-it-done mindset. So, you see, while bluebonnet beauty surrounds you, here it's also a part of you.

Our welcoming Bluebonnet Spirit can be felt in every aspect of life in Ennis, Texas. With a population of nearly 20,000, Ennis visitors benefit from the convenience of Dallas (approximately 30 miles away) while still enjoying the charm, affordability and pace of small-town living.

In addition to being an "Official Texas Bluebonnet City" and part of the Bluebonnet trail, we value our city's history and heritage and celebrate our multi-cultural traditions throughout the year. Visitors enjoy a variety of fun events from the three-day Ennis Bluebonnet Trails Festival and The National Polka Festival to our Freedom Fest, Cinco de Mayo Festival, Unity in the Blues on Main, Autumn Daze and a month-long Christmas celebration.

A family friendly community, Ennis provides all the amenities that make our city the perfect place to visit and make unforgettable memories with family and friends. Moving ahead, the city of Ennis has an exciting, vibrant future as our Downtown Master Plan revitalizes our downtown community for the beautification of the heart of our city. Simply stated, the future is Ennis.

III. Specifications

3.1 Overview. The successful Contractor shall provide the services to the City in accordance with the objectives as provided in Section 3.2.

3.2 Objectives. The successful Contractor shall provide services that meet the following objectives:

a. Create a 3-year Tourism Strategic Plan that addresses the strengths of the City's current tourism assets and products and identifies areas for tourism product development, as well as segments for growth.

b. Create a plan to improve industry collaboration and partnerships and recommend new or adjustments to existing tourism programs/policies to leverage marketing dollars for the greatest impact.

3.3 Proposed Scope of Work and Deliverables. The Contractor shall outline a proposed Scope of Work and Deliverables to successfully accomplish the Objectives in Section 3.2.

3.4 Timeframe. It is anticipated that the project will begin no later than March 14, 2024.

3.5 Schedule. Provide a proposed schedule for the project. Please also consider an alternative schedule that affords additional time to complete a quality project and any benefits and tradeoffs associated with a longer schedule.

3.6 Estimated Project Pricing. Provide a detailed cost analysis for the entirety of the project.

IV. Form and Content of Proposal

4.1 Instructions. These instructions prescribe the format and content of the Proposal. They are designed to facilitate a uniform review process. Failure to adhere to the Proposal format may result in the rejection of the Proposal.

4.1.1 The Proposal shall be formatted to print on 8.5" x 11" paper and timely submitted via email to: finance@ennistx.gov

4.1.2 Proposals shall not contain promotional or display materials.

4.1.3 The Contractor shall guarantee in writing the services offered in the Proposal are currently available and that all Proposal terms, including price, will remain firm 30 days following the deadline for submitting Proposals.

4.1.4 Contractor Background Information. The Contractor shall provide general background information, including:

- Contact information and brief company bio
- Bios and basic information about Contractor team members to be engaged on this project.
- Information about similar projects completed.
- Three (3) references

V. Evaluation and Selection

All proposals will be evaluated by a City of Ennis Selection Committee. The Committee may be composed of City of Ennis Staff and other parties that have expertise or experience in the services described herein. The City reserves the right to accept or reject any and all proposals and to award the contract to the proposer who offers the best value to the City of Ennis. There is no expressed or implied obligation for the City to reimburse the responding team for any expense incurred in preparing submittals in response to this request. Proposals submitted to the City shall become property of the City and will not be returned to the respondent.

Negotiation and execution of the Contract shall be completed no later than thirty (30) days from the date of the Notice of Intent to Award or such other time as designated by the City. If the successful Contractor fails to negotiate and deliver an executed Contract by that date, the City, in its sole discretion, may cancel the award and award the Contract to the remaining Contractor the City believes will provide the best value.

Proposals shall be evaluated in accordance with the following criteria. See the attached scoring sheet for a more detailed description.

Criteria	Description	Points
Qualifications & Capacity	Company will have the ability, capacity, skill, creativity, and organization to provide the services required.	20
Team Experience & Project Experience	The team has relevant and innovative experience with an in-depth understanding of destination and meetings industries. Experience with rapid growth destinations is a plus. Team demonstrates successful completion of similar size and scope by the firm and the individuals assigned to the project.	35
Project Approach	Firm proposes, logical sequencing, and organizational methods to complete the projects as well as any innovative methods or concepts outlined. Attention will be focused on a clear understanding of the City's specific situation and needs.	20
Proposal Cost	The cost effectiveness of the proposal and the ability of the company to focus on the proposal in a way that will maximize funding allocated toward this project.	20
Understanding of Ennis Culture	Demonstrated understanding of the project and the Ennis Community.	5
	Total Number of Possible Points	100

VI. Administrative Information

- 6.1 Questions, Requests for Clarification, and Suggested Changes. Contractors are invited to submit written questions and requests for clarifications regarding the RFQ. The questions must be in writing and received by the Issuing Officer before the date and time listed on the RFQ cover sheet. Oral questions will not be permitted. If the questions pertain to a specific section of the RFQ, Contractor shall reference the page and section number(s). The City will send written responses to questions, requests for clarifications, or suggestions received from Contractors on or before the date listed on the RFQ cover sheet. The City's written responses will become addenda to the RFQ.
- 6.2 Amendment to the RFQ. The City reserves the right to amend the RFQ at any time using an addendum. The Contractor shall acknowledge receipt of all addenda in its Proposal.
- 6.3 Submission of Proposals. The City must receive the Proposal before the "Proposals Due" date and time listed on the RFQ cover sheet.
- 6.4 Award Notice and Acceptance Period. Notice of Intent to Award the Contract will be sent to all Contractors submitting a timely Proposal. Negotiation and execution of the Contract shall be completed no later than thirty (30) days from the date of the Notice of Intent to Award or such other time as designated by the City. If the successful Contractor fails to negotiate and deliver an executed Contract by that date, the City, in its sole discretion, may cancel the award and award the Contract to the remaining Contractor the City believes will provide the best value.

VII. Request for Information

Please direct any request for information via the shared public google sheet [City of Ennis Tourism RFQ Questions and Clarifications](https://docs.google.com/spreadsheets/d/1pw9o1A9YtDo30hrHWqwoSn6ikrwNHwE8RaKFO3M5F_k/edit#gid=0). Requests must be submitted in written format to https://docs.google.com/spreadsheets/d/1pw9o1A9YtDo30hrHWqwoSn6ikrwNHwE8RaKFO3M5F_k/edit#gid=0 and received by 07/18/2023.

VIII. Summary Table

TITLE OF RFQ:	City of Ennis Tourism Strategic Plan
Department:	Tourism
City of Ennis seeks to purchase:	City of Ennis is seeking proposals to assist with the development of a tourism strategic plan.
Initial Contract Term:	Approximately 12 months
Possible Extensions:	0
Anticipated Contract Term:	
Issuing Officer:	Becky McCarty
Email:	bmccarty@ennistx.gov
Address:	201 NW Main, Ennis, TX 75119

PROCUREMENT TIMETABLE—Event or Action:	Date/Time (Central Time):
City Issues RFQ:	June 18, 2023
Questions Due:	July 18, 2023
Response to Questions on or before:	July 25, 2023
Proposals Due Date:	August 18, 2023 before 5pm cst
Selection of Finalist:	on or before September 1, 2023
Anticipated Date to Execute Contract:	On or before September 15, 2023
Website where Addenda to this RFQ will be posted: https://www.ennistx.gov/PublicNotices	
Number of Copies of Proposals Required to be Submitted: 2 hard copies and 1 electronic	
Firm Proposal Terms - The minimum Number of Days following the deadline for submitting proposals that the Contractor guarantees all proposal terms, including price, will remain firm:	

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

(i) a contract between the local governmental entity and vendor has been executed;
or

(ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

2 Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7
Signature of vendor doing business with the governmental entity

Date

CERTIFICATE OF INTERESTED PARTIES

FORM 1295

OFFICE USE ONLY

Complete Nos. 1 - 4 and 6 if there are interested parties.
 Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.

1 Name of business entity filing form, and the city, state and country of the business entity's place of business.

2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed.

3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the services, goods, or other property to be provided under the contract.

4 Name of Interested Party	City, State, Country (place of business)	Nature of Interest (check applicable)	
		Controlling	Intermediary

5 Check only if there is NO Interested Party.

6 UNSWORN DECLARATION

My name is _____, and my date of birth is _____.

My address is _____ (street) _____ (city) _____ (state) _____ (zip code) _____ (country)

I declare under penalty of perjury that the foregoing is true and correct.

Executed in _____ County, State of _____, on the _____ day of _____, 20____.
 (month) (year)

Signature of authorized agent of contracting business entity
 (Declarant)

ADD ADDITIONAL PAGES AS NECESSARY