**Request for Proposals**

**Tourism Master Plan**

**Fredericksburg Convention and Visitor Bureau**

Fredericksburg CVB

302 E. Austin Street

Fredericksburg, Texas 78624

Questions/Inquiries: [bclosson@fbgtx.org](mailto:bclosson@fbgtx.org)

# Introduction/Purpose

Fredericksburg Convention and Visitor Bureau, located in Fredericksburg, Texas, (hereinafter referred to as “Fredericksburg CVB”) is requesting proposals from qualified agencies and/or consulting firms to develop a Tourism Master Plan for Fredericksburg and Gillespie County, Texas.

This plan will identify effective operational methods to engage both new and traditional visitors, as well as strategies and tactics to grow, empower, and diversify Fredericksburg/Gillespie County’s tourism industries. This Tourism Master Plan will effectively guide those activities by supplying an aligned road map that will respond to the needs of residents, visitors, and stakeholders ranging from the tourism industry to local economic development and regional long-term planning efforts.

Fredericksburg and Gillespie County have been visitor destinations for decades. However, over the last 5-10 years, both have seen monumental growth with relocations as well as development. It is imperative that Fredericksburg and Gillespie County understand and predict these trends with the aid of subject matter experts, to ensure both Fredericksburg and Gillespie County can appropriately accommodate and capitalize on shifting trends.

A Tourism Master Plan is needed to advance and develop methods to: identify practical tools and opportunities to improve local tourism; target and market to specific and diverse audiences; generate ideas for enhancing existing attractions and the visitor experience; and help visitors successfully navigate those experiences. As Fredericksburg and Gillespie County continue to experience increased demand, a Tourism Master Plan will identify a course for sustainable responsible growth.

The hospitality and travel industry in Fredericksburg and Gillespie County supports small businesses, fills market gaps, adds to the quality of local life, and helps diversify the economy.

# Background

Fredericksburg, Texas is in central Texas and is known as the Heart of Texas Hill Country as well as home to the diverse and ever-growing Texas wine country. Fredericksburg is located 60 minutes north of San Antonio and 75 minutes west of Austin. Fredericksburg was settled back in 1846 by a group of German immigrants, looking for a new start. To this day, Fredericksburg maintains many of its German traditions that make it unique and full of charm, adding another draw for visitation.

# Scope of Work / Anticipated Deliverables

A Tourism Master Plan (TMP) will provide a roadmap to help sustain current businesses, encourage entrepreneurship, and foster new business start-ups. It will set a course for future growth based on a collective vision, well-researched opportunities with recommended tools, and prioritized actions.

Fredericksburg CVB will support the Consultant by establishing and managing a steering committee of tourism professionals and stakeholders. The steering committee will meet a minimum of two times over the course of the project. Each meeting of the steering committee will be used as milestones to check progress. The steering committee will review the draft report and make comments, which the Consultant will review and incorporate into the final report. This is the third milestone of the project.

The Consultant will provide the following services and provide the following anticipated deliverables:

* + Engage Fredericksburg CVB staff via kick-off online call or preferably onsite meeting.
  + Communicate with stakeholders and particularly the TMP Steering Committee on an on-going basis.
  + Conduct research to formalize the Destination Assessment
    - Survey visitors and residents
    - Engage local tourism organizations like Fredericksburg CVB, Travel Texas, Texas Hill Country Trail Region and others to assess and evaluate Fredericksburg’s market position, tourism events, attractions, and target markets.
    - Review official planning documents of local entities (i.e. City, County) and related organizations so they are aligned with TMP directions
    - Host collaborative visioning workshops with related stakeholders
    - Conduct a funding evaluation including existing Tourism Promotion Area (TPA) and other funding mechanisms for future opportunities.
  + Utilize the Destination Assessment to develop a Situational Analysis which includes:
    - Detailed SWOT analyses
    - Related conclusions
    - Strategies and Action Plan tactics with specific Key Performance Indicators (KPIs) and measurements to strategies
  + Incorporate all work completed into a DRAFT Final Report/Tourism Master Plan to be presented to the TMP Steering Committee for review based on above feedback.
  + Revise Final Report/Tourism Master Plan accordingly.
  + Deliver formal presentation9s) of the Final Report/Tourism Master Plan

With the need to conduct working session(s) with the TMP Steering Committee, it is anticipated that several site visits will be necessary for the Consultant to achieve the final deliverables. All related expenses for these anticipated visits are to be included in the final Proposal.

Fredericksburg CVB will provide the company that is awarded the bid, access to the following data sets:

* + Smith Travel Research
  + Key Data
  + Zartico Insights platform
  + Mindecology visitor persona study – August 2022
  + DesinationNEXT study - 2018

# 2023 Project Timeline (proposed ‘no later than’ dates)

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| --- | --- |
| RFP Available | April 6, 2023 |
| PROPOSALS DUE | By 3pm CST on April 24, 2023 |
| Optional Interviews if proposals shortlisted | April 25 - May 1, 2023 |
| Consultant Selected | May 5, 2023 |
| Contract Commences | May 5, 2023 |
| Scope of Work Performed and Draft  Report Delivered | September 15, 2023 |
| Incorporate Feedback Received and  Final Report Delivered | September 29, 2023 |
| Formal Presentation of Final Report | October 20, 2023 |

Questions may be submitted to Brady Closson, President & CEO at 830-307-3421 or [bclosson@fbgtx.org](http://bclosson@fbgtx.org) by April 14, 2023, which is prior to the proposal due date of April 24, 2023. Answers to submitted questions will be sent to all known respondents by April 17, 2023.

# Proposal Submission Requirements

The proposal should include, as a minimum, the following information:

1. An introduction to the firm, including principals involved with the project. If applicable, please indicate any firms you will be hiring as subcontractors.
2. A brief narrative of your understanding of the project and a discussion of why your firm is best qualified to complete this work.
3. A description of your approach and methodology, including a preliminary project schedule reflecting major activities, milestones, and deliverables. In addition, describe any variations from the scope of work that will enhance the outcome.
4. Names and qualifications of key personnel who will be assigned to the project.
5. A proposed cost to complete the project, including pricing information relative to performing the work as described herein and clearly note all assumptions that were used to create the estimate, highlighting any areas of concern. Fredericksburg CVB will not be responsible for expenses incurred in preparing and submitting the proposal thus such costs should not be included in the proposal.
6. The name, title, address, and telephone number of the organizations and individuals (lead consultant and/or subcontractors) with authority to negotiate and execute contracts and who may be contacted during the evaluation process.

Proposals shall be limited to 15 pages in length, not including cover letter, table of contents and resumes. Consultants may contact Brady Closson, President & CEO at 830-307-3421 or [bclosson@fbgtx.org](mailto:bclosson@fbgtx.org) prior to April 17, 2023, but not thereafter.

# Selection Criteria

The qualifications of the Consultant selected include experience with providing tourism assessment and evaluation for similar sized destinations, proven ability to involve stakeholders, and a track record of successfully assisting an area as confirmed by former clients.

Proposals will be evaluated based on the information submitted in the proposals. Cost, while in consideration, will not be the sole or primary factor for award of contract.

Proposals will be rejected if they do not meet Fredericksburg CVB’s needs irrespective of

cost. Proposals will be evaluated using the following basis:

* + Firm and principal qualifications (10%)
  + Qualifications of the project team responsible for this project (15%)
  + Recent similar project experience (15%)
  + Project understanding and project approach (40%)
  + Cost to complete project (20%)

Fredericksburg CVB will evaluate each written proposal, determine whether oral discussions with the firms are necessary, then based on the content of the written proposal and/or oral discussions, select the best qualified for the assignment and which is most advantageous to Fredericksburg CVB with price and all other factors considered. Fredericksburg CVB may, at its option, select a firm strictly based on the initial proposals, without short-listing firms or conducting oral interviews.

Further, Fredericksburg CVB has the option to reject all proposals, request clarifications, or to waive irregularities in any proposal.

# Special Conditions

1. General Terms. This request for proposals does not commit Fredericksburg CVB to enter into an agreement, to pay any costs incurred in the preparation of the proposal or subsequent negotiations, or to contract for the project. All information furnished in this request for proposals was gathered from sources deemed to be reliable. No representation or warranty is intended as to the accuracy or completeness of the information contained herein and Fredericksburg CVB reserves the right to alter or cancel this request for proposals.
2. Reservation of Rights by Fredericksburg CVB. The issuance of this request for proposals does not constitute an agreement by Fredericksburg CVB or any services agreement will be executed by Fredericksburg CVB.
3. Negotiation Rights. The acceptance of a proposal and invitation to negotiate an agreement does not commit Fredericksburg CVB to accept any or all of the proposal terms. Final terms of any agreement will be agreed upon during negotiations. Negotiations may be terminated for failure to reach mutually acceptable terms.
4. Preparation Costs. Each respondent will be responsible for all costs incurred in preparing a response to this request for proposals. All materials and documents submitted by the respondents in response to this request for proposals will become the property of Fredericksburg CVB and will not be returned. The selected respondent will be responsible for all costs incurred by it during negotiations.
5. Affirmative Action Requirements. Respondent, by submission of a response, agrees to not discriminate against any worker, employee, subcontractor, or any member of the public because of age, sex (including sexual orientation and gender identity), race, color, religion, creed, marital status, familial status, national origin, honorably discharged veteran or military status, the presence of any sensory, mental or physical disability, or use of a service animal by a person with disabilities, or otherwise commit an unfair employment practice and further agrees to comply with all Federal, State, and City equal employment opportunity requirements.
6. Ownership of Work. The work completed by the selected Consultant shall be fully owned and retained by Fredericksburg CVB.

# Submission Requirements

Please communicate your intention to submit an RFP by email to [bclosson@fbgtx.org.](mailto:bclosson@fbgtx.org.) and include your firm’s primary contact by Monday, April 10, 2023.

To be considered for this project, no later than April 24, 2023 at 3:00 pm CDT, one digital and/or hard copy of the proposal must be received at the offices of

Fredericksburg CVB ATTN: Brady Closson

302 E. Austin Street

Fredericksburg, TX 78624 [bclosson@fbgtx.org](mailto:bclosson@fbgtx.org)

# Thank you for your consideration.