



REQUEST FOR PROPOSAL STRATEGIC FIVE-YEAR MASTER PLAN

OVERVIEW

INTRODUCTION & PURPOSE

VisitDallas is the official destination marketing organization (DMO) for the city of Dallas, an independent, not-for-profit 501 (c)(6) corporation comprised of professionals promoting Dallas as a destination for business and pleasure.

The mission of VisitDallas is to promote Dallas as the ideal business and leisure destination to the local, regional, national, and international marketplace, and to favorably impact the Dallas economy through conventions and tourism.

VisitDallas is seeking the services of a qualified strategic planning firm for the facilitation and development of a five-year strategic plan to guide the organization over the next five years.

To accomplish this, VisitDallas is soliciting proposals for these services following the instructions outlined in this Request for Proposal (RFP). There is no expressed or implied obligation for VisitDallas to reimburse responding firms for any expenses incurred in preparing the proposal.

SCOPE OF WORK

The scope of work for this contract will include but may not be limited to developing a staff and board-aligned Strategic Plan with a focus on community engagement to include the following:

- Review current plan, mission, values, vision, and other relevant documents identified by VisitDallas
- Pre-meeting(s) with VisitDallas President & CEO and Strategic Plan Committee
- Engage and conduct interviews with key stakeholders and VisitDallas leadership
- Engage a broader group of key industry, community, and government leaders to determine community alignment and complete a detailed survey of group
- Assess the destination strengths, weaknesses, opportunities, threats (SWOT)
- Plan and facilitate a strategic planning session(s) with the VisitDallas Board of Directors and community stakeholders
 - In-person event(s) concluded no later than **September 30, 2021**
 - Board planning session no longer than a half-day (in Dallas)
 - Pre-event survey
 - Post-event survey
- The strategic plan should include achievable goals and how the accomplishments will be measured
- Prepare, produce, and present the initial draft to the President & CEO and Strategic Plan Committee by **October 29, 2021**
- Prepare, produce, and present the final plan for ratification by the Board of Directors no later than **December 15, 2021**, to include vision, mission, values alignment process, goals, and reporting metrics

EXPECTATIONS OF FIRM

The firm should fully understand VisitDallas' differentiating factors in the market. VisitDallas seeks a firm that:

- Has experience working with government offices in the field of Economic Development
- Has experience developing a strategic plan with a Destination Marketing Organization (DMO)
- Familiar with DestinationNext Futures Study and authorized to perform a DestinationNext assessment

VISITDALLAS RESEARCH & PLANS

VisitDallas contracts industry-specific research and may provide the firm with reports from these providers for the sole purpose and intent to deliver the strategic plan.

- Arrivalist
- AirDNA
- CBRE
- Tourism Economics
- STR
- Strategic Marketing & Research Insights

The last strategic plan was developed in 2015 as a five-year plan. Annually, VisitDallas prepares a business plan for the ensuing fiscal year and an annual report. These plans and reports will be available for the selected firm.

PROPOSAL REQUIREMENTS

To be considered, RFP proposals must be complete and include the following:

1. Firm Background and Experience

Provide a brief description of the firm's background, experience, and specific areas of expertise. The firm shall specify how long the individual/company submitting the proposal has been in the business of providing services similar to those requested in this RFP.

2. Key Personnel

Provide a professional biography for the personnel who will be assigned to the project, including any credentials.

3. Price Proposal

The firm shall provide a fee structure deemed necessary to provide the scope of work outlined in this RFP.

4. References

Provide a list of at least three client references for which the firm has provided similar services. Include a contact name, organization's name, email, phone number, and relationship for each reference. These references may be contacted to verify the firm's ability to perform the contract. VisitDallas reserves the right to use any information or additional references deemed necessary to establish the ability of the firm to perform the conditions of the contract.

VISITDALLAS CONTACT

RFP Administrator

Please direct your questions or proposals to:

Barbara Altom

Contract Administrator

214.571.1376

barbara@visitdallas.com

325 N. St. Paul Street, Suite 700

Dallas, TX 75201

To be considered, all RFP responses must be sent to the email address above by **4 p.m. CST on July 16, 2021.**

EVALUATION PROCESS

VisitDallas will conduct a comprehensive, fair and impartial evaluation of all proposals received in response to this RFP. All Firms will be subject to the following evaluation criteria.

1. Background and relevant experience (up to 35 points)
 - a. Experience
 - b. Knows tourism and meetings industries
 - c. Knowledge of Dallas market
 - d. Client list
2. The overall quality of recommendations (up to 35 points)
 - a. Experience with destinations recognized as achieving DMAP accreditation will receive a higher rating
3. Diversity & Inclusion (up to 10 points)
 - a. VisitDallas is committed to Diversity & Inclusion, and those efforts are a cornerstone of our organization. Ten points to organizations that show commitment to D&I or provide documentation that the firm is MWBE or HUB certified.

REJECTION OF PROPOSALS/CANCELLATION OF RFP

VisitDallas reserves the right to reject any or all proposals, to waive any irregularity or informality in a proposal, and to accept or reject any item or combination of items, when to do so would be to the advantage of VisitDallas. **It is also within the right of VisitDallas to reject proposals that do not contain all elements and information requested in this document.** VisitDallas reserves the right to cancel this RFP at any time. VisitDallas will not be liable for any cost/losses incurred by the Firms throughout this process.

SERVICE AGREEMENT AWARD

The selected firm will be invited to enter into a service agreement with VisitDallas for the program of work. VisitDallas reserves the right to award one or multiple service agreements for the outlined scope of work. VisitDallas also reserves the right at its sole discretion and for any reason not to award a service agreement to any respondent.