



A REQUEST FOR PROPOSALS

**Facilitator
for Development and Administration of the Colorado Rural
Tourism Development Program, Toolkits and Workshops**

09/11/2017

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INQUIRIES and RESPONSE TIME:

Unless otherwise noted, prospective Offeror may make written inquiries via e-mail to Chelsea Gilbertson at chelsea.gilbertson@state.co.us concerning the RFP to obtain clarification of requirements. All written inquiries must be submitted by the close of business on September 27, 2017 by 5:00 PM Mountain Time. Written responses to the inquiries will be shared in a single document by October 6, 2017.

All proposals must be submitted by email to chelsea.gilbertson@state.co.us by close of business on October 20, 2017 by 5:00 PM Mountain Time.

The winning bidder will be announced November 3, 2017.

Section I

ADMINISTRATIVE INFORMATION

1. Provide the name, address and telephone number of the legal entity with whom the contract would be written.
2. Provide the names, addresses and phone numbers of the principal officers and owners of 10% or more of the equity interest.
3. Provide the names, addresses and phone numbers of the principals of the office that the CTO will be dealing with if different from the names provided above. If any employee of the firm was an employee of the State of Colorado, provide their name and title when employed by the state and their separation date.
4. Type of business entity (partnership, corporation, LLC, etc.)
5. If the company or any party identified above has contracted with the state within the past 24 months, indicate the name, the contract number or any other information available to identify the contract.
6. Identify the CTO's rank in size relative to your other clients in the office that would be working on this contract.

Section II

COMPANY EXPERIENCE AND DEMONSTRATED CAPABILITY

Submit with your proposal a minimum of three (3) up to a maximum of five (5) examples of work completed for other clients that illustrates your capabilities for the CTO's request.

- A. Name of Contracting Agency or Customer:
- B. Type of Contract or agreement:
- C. Brief Description of effort and complexity:
- D. Period of Past Performance: From ___to ___. Explain below:
 - Original Time Schedule(s) met?
 - Scope of Delays or Changes?
- E. Customer Primary Points of Contact: Client Name(s), phone number(s) and email address(es):
- F. Contractor's Key Personnel (names and responsibility):
- G. Identify Contract issues (if any) or problems encountered and explain how they were addressed and resolved: None.
- H. Circumstances Surrounding Termination of the Contract and the Closing Relationship with the Customer:
- I. Identify and explain any litigation involved (by the prime contractor, by any subcontractors, or by the other parties to the contract):

SECTION III

BACKGROUND, OVERVIEW AND GOALS

The Colorado Tourism Office (CTO) is seeking a strategic partner to develop and administer the Colorado Rural Tourism Development Program and to create industry specific Workshops and Toolkits to provide comprehensive training and resources for rural communities across the state.

The CTO's main purpose in seeking development and administration of the Colorado Rural Tourism Development Program is to empower early-stage rural destination partners to develop and promote their tourism assets. This program is meant to be a precursor to the Tourism Promotion and Development Blueprint Initiative and assist destinations that do not yet qualify for other CTO programs, such as the Marketing Matching Grant Program. With this program the CTO intends to provide a six- to eight-module training program that will include education about the tourism industry, visitor readiness, technical skills training, product development options and ideas for strategic partnership development. The facilitator will design a training program to provide in-depth support to rural tourism destinations.

The CTO's main purpose in seeking development and administration of Workshops and Toolkits is to provide support and resources to specific industry segments such as Culinary & Agritourism, Cultural & Heritage Tourism, and Rural Adventure Tourism. The Workshops are intended to be two-module training programs dedicated to a specific industry segment and available to all rural tourism partners. The Toolkits are intended to be an online resource hub of 'how-to' information on each industry segment.

The Director of Destination Development and the Destination Development Committee will provide program oversight. The Destination Development Committee includes two Colorado Tourism Board members and other representatives of rural Colorado.

Value Proposition for participating communities:

Rural communities will receive assistance in development of a comprehensive strategy for sustainable tourism development, including:

- Recommendations for new or expanded product experiences
- Strategies for implementation of new or expanded product experiences
- Deeper understanding of Colorado's tourism industry and available state resources.
- Training in tourism marketing and communications
- Opportunities to improve or develop new culinary & agritourism experiences
- Opportunities to improve or develop new heritage & cultural tourism experiences
- Opportunities to improve or develop new rural adventure tourism experiences
- Coaching on building a network of stakeholders to foster increased collaboration

At a minimum, the development and facilitation of the Colorado Rural Tourism Development Program, Workshops and Toolkits should include:

- The facilitation of the Colorado Rural Tourism Development Program curriculum for two participants selected in a competitive process for a six-month duration
- An understanding that this is the pilot program and the successful bidder must be highly responsive and adaptable to feedback as the program progresses

- Ongoing collaboration with the CTO
- Monthly progress reports for the Destination Development Committee
- A process for gathering and evaluating participant feedback
- End-of-year reporting to demonstrate areas of improvement for future programs

Specific deliverables required of vendor over period of 8-month contract:

- 1 six- to eight-module training program to provide in-depth education on rural tourism development and the creation of new tourism assets and facilitation of that program
**This training program is the priority and should be developed first, then followed by the Toolkits, and then the 4-module workshops.)*
 - New name for program
- Eight Toolkits to provide partners with online 'how-to' resources on the following topics:
 - Rural Tourism
 - Visitor Readiness
 - Marketing & Social Media
 - Tourism Entrepreneurship
 - Culinary & Agritourism
 - Cultural & Heritage Tourism
 - Rural Adventure Tourism
 - Bicycle Tourism
- 4 two-module workshops to provide in-depth education on the following areas
 - Culinary & Agritourism
 - Heritage & Cultural Tourism
 - Rural Adventure Tourism
 - Bicycle Tourism
- Monthly progress reports for the Destination Development Committee
- Process for gathering and evaluating participant feedback in support of ongoing program improvements.
- End of contract report to demonstrate areas of improvement for future programs

SECTION IV

REQUIREMENTS / STATEMENT OF WORK

The purpose of this request for proposal (RFP) is to solicit proposals to develop and administer the Colorado Rural Tourism Development Program, Toolkits and Workshops.

Respond to the requirements in the same sequence as outlined in this section, and restate the requirement followed by your response. Proposals that do not follow the sequence, outline, and response format of this RFP, may be deemed non responsive and disqualified from further consideration.

1. Describe your approach to developing the key components of the Colorado Rural Tourism Development Program, Workshops and Toolkits.
2. Describe how you would deliver the program elements and facilitate the program.
3. Describe how you would collaborate with tourism experts to create and facilitate the curriculum.
4. Describe timing and cadence of the program.
5. Describe your approach to communicating with the CTO staff and Destination Development Committee throughout the program duration.
6. Describe how you would create metrics to determine the success of the program, providing examples.

OTHER REQUIREMENTS

Risk Assessment

Include a risk assessment and how your firm proposes to minimize those risks including vendor self-assessment and quality control for a successful engagement meeting the goals and expected outcomes described in this RFP and RFP proposal response.

Key Personnel

Describe how your company will manage this project, identifying key personnel who will be assigned to the project and describe their experience. Explain how you will ensure that equally qualified persons are assigned to the project if these individuals leave the project. The state expects that the awarded Offeror will continue to make the key project personnel available through the life of the contract as long as they remain in offeror's employ. The state reserves the right to approve any replacement personnel.

Cost Proposal

This RFP will result in a contract not to exceed \$80,000, including all travel and expenses. Provide in a separately sealed package identified as "Cost Proposal" all pricing and costs tied to the requirements and work being proposed. If appropriate, provide the number of hours, hourly rate by level of staffing, and deliverables.

The proposal must state the total fixed-price fee for performance of and completion of services that

will become part of a contract between the State and awarded vendor.

Delivery Schedule

The proposal must include a schedule of the work to be performed and delivery dates for each of the required steps.

Additional Data

Since the preceding sections are to contain information that is specifically requested, the firm may include any additional information considered essential to the proposal in this section. The firm should not include general information publications, such as marketing, directories or client lists.

Location

Proposals from companies based in Colorado strongly preferred.

SECTION V

EVALUATION AND AWARD

A. EVALUATION OF PROPOSALS

The award decision ultimately is a business judgment that will reflect an integrated assessment of the relative merits of the proposals using the factors set forth in the RFP. The Department intends to award the contract to the Offeror whose proposal, conforming to the RFP, will be most advantageous to the Department, price and other factors considered.

The Department will conduct a comprehensive, fair, and impartial evaluation of the proposals received in this solicitation effort. A Proposal Evaluation will evaluate Proposals that meet the minimum general requirements. Evaluation criteria for the proposals will be used for the purpose of ranking the proposals in a relative position based on how fully each proposal meets the requirements of this RFP. Such ranking will not necessarily be conclusive in selection of a prospective Contractor, but will be evaluated with other information that may come to the attention of the State, and may, in their judgment, impact the prospective Contractor's ability to perform the services.

Offerors should not assume that they would have an opportunity for oral presentations or revisions of proposals. Therefore, Offerors should submit their most favorable proposal as their initial proposal. If an award is not made based on the initial proposals, Offerors considered most competitive may be provided an opportunity to make an oral presentation. The competitive range determination will be based exclusively on the written proposals. Offerors are therefore cautioned to ensure that their proposals adequately convey a sound approach and a comprehensive understanding of the scope of work requirements. If proposal revisions are permitted after the conclusion of oral presentations and discussions, the Department will establish a date, in writing, for submission of best and final offers. The purpose of this step would be to submit revisions only, not to submit comprehensive proposal rewrites.

B. GENERAL CRITERIA

Proposals will be rated/scored in the following categories detailed in this RFP:

Category 1 – Business Proposal (Weight 60%)

- Technical criteria - comprehensiveness and appropriateness of the work plan, and realistic time estimates to complete each segment of the work based on staff to be assigned.
- Adequacy and completeness of the proposal with regard to the requirements specified in the RFP.

Category 2 – Cost Proposal (Weight 10%)

- Proposed price/costs tied to the requirements, and statement of number of hours by level and hourly rate.
- Affordable and within budget.

Category 3 – Demonstrated Experience and Capabilities (Weight 30%)

- Breadth and depth of relevant experience in planning for tourism-based organizations.

- Qualifications and experience of staff, including specialists and consultants to be assigned to the project, minimizing the risks and the greatest potential for meeting or exceeding goals and outcomes.
- Organization, size, and stability of the firm.

C. BASIS FOR AWARD

The business and technical factors will be assessed based on the soundness of the Offeror's overall approach and the Respondent's understanding of the requirements. The experience and/or demonstrated capabilities factor will be assessed by considering the extent to which the qualifications, experience and past performance are likely to foster successful, on-time performance. Strategies for meeting expedited implementation timeframes will be assessed based on their reasonable likelihood of success. Assessments may include a judgment concerning the potential risk of unsuccessful or untimely performance, and the anticipated amount of State involvement necessary (beyond that reasonably necessary) to ensure timely, successful performance.

The State may contact client references provided, and in addition, obtain information concerning the Offeror's performance on other work performed for the State of Colorado. Client references will be used as a verification of information provided by the Offeror and as a means to validate the performance of the Offeror on prior work and will have a bearing on the scoring of Proposals. The State cannot assume any liability for statements made by client references provided by Offerors.

The Offeror recommended for an award must provide (upon request) documentation of financial responsibility, financial stability, and sufficient financial resources to provide the services sought in this RFP. This response must include financial information by which the State may reasonably formulate an opinion about the relative stability and financial strength of the Offeror and a credit rating by a rating service. These statements shall include at least a balance sheet and income statement (including footnotes). These statements must be certified by a certified public accountant (CPA).

The State may disqualify from consideration any Offeror who is involved in bankruptcy proceedings or whose financial condition is deemed to pose a risk to the State for successful performance of the contract.

D. PERFORMANCE OF AWARD

Proposed changes or exceptions to any requirement, or State's Contract Terms and Conditions (Exhibit A), may disqualify Offeror's proposal response from consideration. A completed contract is expected within 30 days following the letter of intent to award. In the event a contract is not signed (through no fault of the State) by the awarded Offeror within 30 days, and barring any protest that may delay the completion of a contract, the State may elect to cease negotiations, withdraw the award, and award to the next most advantageous Offeror.

E. PUBLIC CONTRACTS FOR SERVICES. CRS 8-17.5-101 (EXCLUDED; SECURITIES, INVESTMENT ADVISORY SERVICES OR FUND MANAGEMENT, SPONSORED PROJECTS, INTERGOVERNMENTAL AGREEMENTS, OR INFORMATION TECHNOLOGY SERVICES OR PRODUCTS AND SERVICES).

Effective May 13, 2008, contractors who enter into or renew a public contract for services with Colorado state agencies or political subdivisions must participate in either the Federal ***E-Verify program***, or the Colorado Department of Labor and Employment Program. For more information see:

E-Verify Program: <http://www.dhs.gov/e-verify> or,

Colorado Department of Labor and Employment Program and notice forms: Division of Labor:
<http://www.colorado.gov/cs/Satellite/CDLE-LaborLaws/CDLE/1248095356380>

F. 24-102-206 Contract Performance for Services Outside US or CO - Now requires Contractors to give written notice in accordance with the following State Contract terms and conditions:

If any services are performed outside the United States or Colorado.

Performance Outside the State of Colorado and/or the United States

[Not applicable if Contract Funds include any federal funds] Following the Contract Effective Date, Contractor shall provide written notice to the State, within 20 days of the earlier to occur of Contractor's decision to perform, or its execution of an agreement with a Subcontractor to perform, Services outside the State of Colorado and/or the United States. Such notice shall specify the type of Services to be performed outside the State of Colorado and/or the United States and the reason why it is necessary or advantageous to perform such Services at such location or locations. All notices received by the State shall be posted on the Colorado Department of Personnel & Administration's website. Knowing failure by Contractor to provide notice to the State shall constitute a material breach of this Contract.

Noncompliance

Contractor's failure to provide reports and notify the State in a timely manner may result in the delay of payment of funds and/or termination as provided under this Contract.

Subcontracts

Copies of any and all subcontracts entered into by Contractor to perform its obligations hereunder shall be submitted to the State or its principal representative upon request by the State. Any and all subcontracts entered into by Contractor related to its performance hereunder shall comply with all applicable federal and state laws and shall provide that such subcontracts be governed by the laws of the State of Colorado.