

PUBLIC NOTICE
REQUEST FOR PROPOSAL #1210

The City of Springfield, TN (“City”) is requesting qualifications from consultants or firms to conduct a tourism asset evaluation and branding study which will result in the development of destination branding and a tourism master plan. This work shall include a thorough and critical assessment (strengths, weaknesses, threats, opportunities) of tourism related economic, social, and ecological potentials of the City.

Proposal requirements may be downloaded at www.springfieldtn.gov. Requests for clarification may be sent to Asailio “Ace” Timmermeier at ace.timmermeier@springfieldtn.gov. Please reference **Proposal Number 1210 “Tourism Master Plan and Branding Development”** on the outside of the sealed envelope. Please provide three (3) hard copies and one (1) digital copy of the proposal. **Sealed** proposals must be received in the Office of the City Recorder, 405 N. Main St., Springfield, TN 37172 by 12:00 PM local time, Friday, July 15, 2022. Late submissions will not be accepted.

The City reserves the right to reject any or all Proposals, to waive any informality or irregularity in any Proposal received, and to be the sole judge of the merits of the respective Proposal received.

Lisa H. Crockett
City Recorder



**Request for Qualifications
Request for Proposal #1210**

TOURISM MASTER PLAN AND BRANDING DEVELOPMENT

Issuing Entity: City of Springfield
405 North Main Street
Springfield, TN 37172

Contact: Questions regarding this solicitation should be directed to:
Asailio "Ace" Timmermeier
(615) 382-2200
ace.timmermeier@springfieldtn.gov

Released: June 16, 2022

I. PURPOSE

The City of Springfield, TN (“City”) is requesting qualifications from consultants or firms to conduct a tourism asset evaluation and branding study which will result in the development of destination branding and a tourism master plan. This work shall include a thorough and critical assessment (strengths, weaknesses, threats, opportunities) of tourism related economic, social, and ecological potentials of the City.

II. SUBMISSION INFORMATION

Three (3) hard copies and one (1) digital copy of the proposal, marked on the outside of the envelope “Request for Qualifications – Tourism Master Plan and Branding Development” should be delivered to:

City of Springfield
Attn: City Recorder
405 North Main Street
Springfield, TN 37172

The proposals must be received (not postmarked) no later than noon central time zone on July 15, 2022.

The City of Springfield reserves the right to reject any or all proposals submitted.

III. PROJECT SCHEDULE

The following is an outline of the anticipated schedule for qualification review and contract award:

Request for Qualifications Issued	June 16, 2022
Proposal Submittal Deadline	July 15, 2022
Interviews (conducted at City’s discretion)	July 18, 2022 (week of)
Contract awarded by Board of Mayor and Aldermen	August 16, 2022

Additional project timeline details are outlined below in Section V.

Note: The City reserves the right to modify the schedule.

IV. BACKGROUND

The City of Springfield was incorporated in 1819. Springfield is a historic, economically and racially diverse community located 30 minutes north of downtown Nashville, TN. Springfield is the county seat of Robertson County, one of the largest agricultural producing counties in the State of Tennessee. The city encompasses 13.4 square miles and serves a population of approximately 18,800 residents.

In September 2021, the City enacted a privilege tax upon the occupancy in any hotel or motel. The newly adopted ordinance states that proceeds will be dedicated solely for the promotion of tourism and tourism development in

the City of Springfield. Hence, the city has identified a need to adopt a tourism master plan to include branding and marketing strategy to further develop tourism opportunities for the city.

V. SCOPE OF WORK

1. TOURISM ASSET EVALUATION

Creating an inventory of key tourism assets is a crucial first step. The consultant or firm shall:

- along with the Tourism Coordinator, conduct a query of the current tourism assets resulting in a comprehensive list;
- consider and outline opportunities for development and/or advancement in the Tourism Master Plan, see subsection 3;
- identify what makes Springfield appealing in a regionally competitive environment to visitors, investors, businesses, retailers and residents.

2. DESTINATION BRANDING

Currently, no destination brand for Springfield exists. The consultant or firm shall:

- conduct the research necessary to support the creation of a name, symbol, logo, word mark and/or other graphic(s) that readily identifies and differentiates Springfield;
- this brand should consistently convey the expectation of a memorable travel experience that is uniquely associated with Springfield;
- the brand should also serve to consolidate and reinforce the emotional connection between the visitor and the destination, creating a destination image that positively influences consumer destination choice;
- design a destination brand that tells the authentic story of what draws people to our community and provides intrigue as we continue to develop and grow;
- develop creative elements for review which include but are not limited to:
 - design concepts
 - logos
 - messages
 - taglines
 - and other features to support the overall brand initiative.

3. TOURISM MASTER PLAN DEVELOPMENT

A tourism master plan is the roadmap for destination success. The consultant or firm shall develop a thorough written plan intended to detail a vision of where the City's tourism industry wants to be in 10+ years, aimed at increasing the economic impact and vibrancy of the visitor economy in our community. At a minimum, the plan should:

- detail ways to leverage current assets;
- detail various ways to strategically align the city for destination success through tangible short- and long-term progress;
- detail ways to cultivate new opportunities to give visitors a reason to stay longer and spend more with local businesses and attractions;

- determine the assets needed to host high-impact meetings, conventions, sporting events, and the like;
- include a proposed budget to accomplish the long- and short-term vision.

4. SCOPE OF WORK TIMELINE & EXPECTATIONS

The City anticipates the entire process shall take no more than a period of six (6) months to complete. Ideally, the consultant or firm shall have a final report available both digitally and in print no later than March 1, 2023.

At a minimum, the consultant or firm shall conduct a monthly overview of work completed to-date for the City. The method for delivery of information shall include a written report delivered electronically and reviewed either in-person or via videoconference.

VI. EVALUATION CRITERIA

Submittals must include the following:

1. Basic Information. Provide the following information:
 - a. Contact person, consultant or firm name, address, phone number, fax number (if applicable), website, and email address.
 - b. Subconsultant or firm name(s) and contact information, if applicable.
 - c. Location of office(s) that will be primarily involved in completing the scope of work including the location of sub-consultant or firm and assigned areas of responsibility in completion of the scope of work.
2. Firm Experience. Provide the following information:
 - a. Provide a narrative description of the firm or consultant and why it or they are best qualified to provide the desired services.
 - b. Describe the general experience and specializations of the consultant or firm.
 - c. Identify specific experience with development of a tourism brand and development of a tourism master plan.
3. Team. If a firm employs multiple individuals who will work on this project or if the consultant intends to work collaboratively, identify the names and positions of key personnel anticipated to work on each facet of the scope of work including the primary project manager. Identify and describe tasks assigned to each team member.
4. Approach. Provide a narrative description summarizing the desired approach the consultant or firm intends to undertake. This should include a summary of the steps to be completed to accomplish the scope of work and the consultant or firm's understanding of the project requirements.
5. Work Plan and Project Schedule. Submit a work plan outlining the approach for completing the tourism master plan and branding development including milestone completion dates and monthly project check-in dates. The project schedule should be in the form of a Gantt or similar style format indicating the start and completion dates.

6. References. Provide a list of 3 to 5 project references, including contact name, telephone number, and email address for projects of comparable size and scope performed by key personnel listed in the response. Visual representation of completed projects is welcomed and highly encouraged.

VII. EVALUATION CRITERIA

Proposals will be ranked based upon the merits of the written proposal and the qualifications and experience of the consultant or firm. Each reviewer will use a rubric scoring tool to award a score based on a 100-point total as follows:

- a. Qualifications. (25)
- b. Experience. (25)
- c. Approach. (20)
- d. Work Plan and Schedule. (20)
- e. References. (10)

VIII. SELECTION PROCESS

City staff will evaluate each submission and may select a consultant or firm to interview. Following the staff evaluation, including interviews and fee schedule negotiation, the City Manager will recommend the consultant or firm most qualified to the Board of Mayor and Alderman ("Board") for official contract award.

VIV. GENERAL TERMS & CONDITIONS

The City reserves the right to modify or cancel the selection process or reschedule at any time. Additionally, the City may seek clarification or additional information from respondents. This RFQ shall not be construed as a contract or a commitment of any kind. The City shall not be held responsible for the costs incurred by anyone in the preparation or submittal of a response to this RFQ.

IRAN DIVESTMENT ACT NOTICE

Tenn. Code Ann. § 12-12-106 requires the chief procurement officer to publish, using credible information freely available to the public, a list of persons it determines engage in investment activities in Iran, as described in § 12-12-105.

For these purposes, the State intends to use the attached list of “Entities determined to be non-responsive bidders/offerers pursuant to the New York State Iran Divestment Act of 2012.”

While inclusion on this list would make a person ineligible to contract with the state of Tennessee, if a person ceases its engagement in investment activities in Iran, it may be removed from the list.

If you feel as though you have been erroneously included on this list please contact the Central Procurement Office at CPO.Website@tn.gov.

List Date: August 24, 2021

Source: <https://www.ogs.ny.gov/iran-divestment-act-2012>

1. Ak Makina, Ltd.
2. Amona
3. Bank Markazi Iran (Central Bank of Iran)
4. Bank Mellat
5. Bank Melli Iran
6. Bank Saderat Iran
7. Bank Sepah
8. Bank Tejarat
9. China Precision Machinery Import- Export Corporation (CPMIEC)
10. ChinaOil (China National United Oil Corporation)
11. China National Offshore Oil Corporation (CNOOC)
12. China National Petroleum Corporation (CNPC)
13. Indian Oil Corporation
14. Kingdream PLC
15. Naftiran Intertrade Co. (NICO)
16. National Iranian Tanker Co. (NITC)
17. Oil and Natural Gas Corporation (ONGC)
18. Oil India, Ltd.
19. Persia International Bank
20. Petroleos de Venezuela (PDVSA Petróleo, SA)
21. PetroChina Co., Ltd.
22. Petronet LNG, Ltd.
23. Sameh Afzar Tajak Co. (SATCO)
24. Shandong FIN CNC Machine Co., Ltd.
25. Sinohydro Co., Ltd.
26. Sinopec Corp. (China Petroleum & Chemical Corporation)
27. SKS Ventures
28. SK Energy Co., Ltd.
29. Som Petrol AS
30. Unipet (China International United Petroleum & Chemicals Co., Ltd.)
31. Zhuhai Zhenrong Co.

IRAN DIVESTMENT ACT

“By the submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not a person included within the list created pursuant to § 12-12-106.”

Signature: _____

Date: _____

Title: _____