

**MONROE COUNTY, TENNESSEE**

**Request for Qualifications  
For  
Tourism Infrastructure Asset Development Plan  
For  
Monroe County Government**

**RFQ Number – CGD1029-02-17**

**Date: February 23, 2016**

## **Request for Qualifications for Tourism Infrastructure Asset Development Plan for Monroe County Government**

### **Introduction**

Monroe County is accepting proposals from interested and qualified consultants to provide a tourism infrastructure asset development plan for the Monroe County Government. The county received a Tourism Enhancement Grant from the Tennessee Department of Economic Development and The Tennessee Department of Tourist Development to hire a tourism planning consultant to help identify additions and improvements to existing infrastructures to increase the economic impact throughout Monroe County.

Currently, Monroe County stands at number 38 out of 95 counties in the State of Tennessee. According to the 2015 study, "The Economic Impact of Travel on Tennessee Counties", provided by the Tennessee Department of Tourist Development and conducted by the US Travel Association, Monroe County generated \$38.53 million in direct tourist spending, produced 6.55 million in workforce paychecks, a combined 4.92 million in state and local taxes, and held more than 280 jobs.

Our goal is to enhance the attractions we have and add value to the natural resources in our area that provide a unique experience for our visitors. We plan to incorporate all four cities within the county: Madisonville, Sweetwater, Tellico Plains, and Vonore. Each of these cities have something to offer to our guest and with valuable insight as to how to improve our assets and additions that are needed we will be able to increase the Economic Impact within our communities.

### **General Instructions for Completing RFQ:**

1. Proposals are due on February 23, 2017
2. Any questions concerning this RFQ must be in writing addressed to Jessi Soileau.
3. Questions are due by February 17, 2017

Monroe County  
103 College Street  
Suite 9  
Madisonville, TN 37354  
Telephone: (423) 442-9383  
Fax: (423) 442-7933

Sealed RFQ, subject to the specifications and conditions contained herein and attached hereto, will be received in the Monroe County Department of Finance, until, but no later than 10:00 A.M. (EST) local time prevailing February 23, 2017 and then opened.

To be considered, your RFQ must be submitted to the Monroe County Department of Finance, 103 College Street Suite 9, Madisonville, TN 37354 Attn: Jessi Soileau. RFQ shall be returned in an enclosed envelope, properly marked and sealed. RFQ will not be accepted via fax machine or email.

**Envelopes are to be marked under the mailing address with DO NOT OPEN RFQ INSIDE.**

**If you choose not to participate in this Request for Qualifications, please notify the above address in writing.**

## **RFQ SELECTION PROCESS**

### **1. Selection Criteria**

Qualifications Packages will be evaluated on the consultant's demonstrated ability and experience in providing the professional services described herein. Evaluation Criteria shall include, without limitation:

- a. Experience in providing similar services for similar projects;
- b. Qualifications, certifications, abilities, demonstrated experience on similar projects and geographic location of key individuals identified in the Qualifications Package;
- c. Recent experience with projects comparable to the proposed work;
- d. References;
- e. Qualifications Package responsiveness, appearance and presentation.

### **2. RFQ Interpretation and Addenda**

No interpretation or clarification regarding this RFQ will be made verbally to any consultant. Requests for interpretation or clarification must be submitted electronically to [jessi.soileau@monroetn.com](mailto:jessi.soileau@monroetn.com). When submitting a request for interpretation or clarification, consultants are encouraged to reference the RFQ page and topic number pertinent to the question(s). All questions must be submitted no later than the date and time stated in the RFQ Schedule as the deadline for submission of questions. Any questions received after that time will not be addressed.

Interpretations, clarifications and supplemental instructions from Monroe County will be in the form of a written addendum, which will be posted to the Monroe County website at [www.monroetn.com](http://www.monroetn.com). Consultants shall acknowledge their receipt and review of all posted addenda in their Cover Letter to Monroe County.

Only written interpretations, clarifications or supplemental instructions set forth in the posted addenda shall be binding, and consultants are warned that no other source is authorized to give information concerning, explaining or interpreting this RFQ.

**PROPOSAL CONTENT FOR PROVISION OF TOURISM INFRASTRUCTURE ASSET DEVELOPMENT  
PLAN FOR MONROE COUNTY**

Proposal must include a minimum of two (2) references to demonstrate experience in tourism destination research, assessment, strategic planning, and development. Case studies with client contact information are required.

1. Provide the following information:
  - a. Name of firm
  - b. Complete address
  - c. Contact person
  - d. Telephone number
  - e. Fax number
  - f. Internet address
  - g. E-mail address
2. Minimum of three (3) years of membership in statewide, regional, and national tourism industry associations such as Destination Marketing Association, Inc. (DMAI), Southeast Tourism Society, Inc. (STS), Travel and Tourism Research Association (TTRA), ect. Please list industry association memberships and years of membership for each.
3. Minimum Deliverables for Tourism Plan Project
  - a. A written proposal is required for grant application. All deliverables must be outlined in proposal. Proposals must include the following:
    1. Objective of project
    2. Methodology: Specific and Measurable Action Steps
    3. Deliverables
    4. Cost (including expenses)
    5. Project Schedule
  - b. Minimum deliverables include a final on-site presentation of study results, along with a written report, and a video of presentation to community leadership.
4. Provide a General Statement of Qualifications that responds to the project background information given above.
5. Other Content
  - a. Explain the circumstances and outcome of any litigation, arbitration, or other claims filed against your company within the previous ten (10) years. If no such litigation or claims have been made, please specifically so state.
  - b. Consultants must provide proof of professional liability insurance with a minimum of \$30,000, Workman's Comp., and Errors and Omissions Insurance.

## **TERMS AND CONDITIONS**

### **1. Monroe County's Rights and Options**

Monroe County reserves the following rights, which may be exercised at Monroe County's sole discretion:

- a. To supplement, amend, substitute, withdraw or otherwise modify this RFQ at any time;
- b. To issue additional requests for information;
- c. To require a consultant to supplement, clarify or provide additional information in order for Monroe County to evaluate its Qualifications Package;
- d. To conduct investigations with respect to the Qualifications and experience of each consultant;
- e. To waive any defect or irregularity in any Qualifications Package received;
- f. To share the Qualifications Package with County and/or Monroe County employees other than the Selection Committee as deemed necessary;
- g. To award all, none, or any part of the scope of work set forth in this RFQ that is in the best interest of Monroe County with or without re-solicitation;
- h. To discuss and negotiate with selected consultant any terms and conditions in the Qualification Package, including but not limited to, financial terms;
- i. To enter into any agreement deemed by Monroe County to be in the best interest of Monroe County;
- j. To reject any or all Qualifications Packages submitted; and
- k. To re-advertise for Qualifications Packages using this RFQ or a different RFQ or solicitation.

### **2. Right to Terminate Negotiations/Discussions**

A consultant's participation in this RFQ might result in Monroe County selecting the consultant to engage in further discussions including the negotiation of the Agreement. The commencement of such discussions and negotiations, however, does not signify a commitment by Monroe County to execute the Agreement or to continue discussions or negotiations. Monroe County may terminate discussions and/or negotiations at any time and for any reason prior to the award of a binding contract by the County Board, and either abandon the selection process or select another consultant with whom to enter into negotiations.

### **3. Reservation of Right to Amend RFQ**

Monroe County reserves the right to amend or supplement this RFQ at any time during the process, if it believes that doing so is in the best interests of Monroe County. Any such amendment or supplement will be fully explained in an addendum posted to the Monroe County website as described herein.

### **4. Ownership and Effect of Tennessee Public Records Law**

All Qualifications Packages submitted in response to this RFQ will become the property of Monroe County. Consultants are advised that all information included in the material provided may become available to the public except for information that falls under one or more of the statutory exceptions set forth in the Tennessee statutes. Consultant may designate information confidential that is **considered a trade secret or confidential under Tennessee statute**. In submitting a proposal, each consultant agrees that Monroe County may reveal any trade secrets or confidential information to Monroe County

staff or third parties assisting with this RFQ and resulting Agreement. Where information contained in the Statement of Qualifications is marked confidential or proprietary as a Trade Secret, the consultant agrees to indemnify and hold harmless Monroe County and each of its officers, employees and agents from all costs, damages and expenses incurred in connection with refusing to disclose any material which consultant has designated as a Trade Secret.

**Any coordinator selected by Monroe County to provide the services described herein shall not be deemed an employee of the County for any purpose.**