



# TOWN OF BOONSBORO

21 NORTH MAIN STREET ♦ BOONSBORO, MARYLAND 21713

WWW.TOWN.BOONSBORO.MD.US ♦ 301-432-5141

## REQUEST FOR PORPOSALS

### Tourism Visitor Profile & Economic Impact Study

The Town of Boonsboro (the Town), in accordance with its Charter, Article VII Section 719 - Purchasing and Contracts, is inviting potential contractors to submit proposals to the Town. A firm will be selected for negotiation based on the demonstrated competence and qualification for the required work. Proposals will be received at the Town of Boonsboro, 21 N. Main St. Boonsboro, MD 21713 until \_\_\_\_\_, 2019. Award of the contract(s) is subject to approval of the Mayor and Council of the Town of Boonsboro.

The Town of Boonsboro is an equal opportunity employer. Discrimination based on age, race, sex, handicap, national origin, or any unlawful basis is expressly prohibited. The Town of Boonsboro reserves the right to accept or reject any and all proposals based on the best interests of the Town.

The contract type for this procurement is a Firm-Fixed-Price, Indefinite Delivery Contract. Contract period is not to exceed two (2) years, which will consist of one (1) base year and one (1) option.

To be eligible for award of contract, firms must be licensed and insured in the State of Maryland and must have at least 3-years of experience in the tourism industry.

The Town Manager will consider the following factors in deciding which contractor will be selected to negotiate an order:

- Past performance on like/similar needs the Town requires
- Current capacity to accomplish expected functions
- Uniquely specialized experience

The Town's Economic Development Commission (EDC) seeks proposals for a qualified consulting firm with proven experience, resources, and expertise to complete a Visitor Profile & Economic Impact Study of the Boonsboro tourism market, to include but not limited to the leisure, business, tour group, and outdoor enthusiast / sports markets.

Through a Visitor Profile and Economic Impact Study, the Town seeks to have a better understanding of who is visiting Boonsboro, why they are visiting, how long is their visit(s), what businesses they are impacting, which travel & hospitality assets are economically benefiting, which portion(s) of the local economy are being underutilized,



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and which trends will have immediate and lasting impacts on commerce. In short, the Visitor Profile & Economic Impact Study should clearly define who is visiting the Town of Boonsboro and the economic impact their visits are having.

Scope of Services includes, but is it not limited to, the following orders:

1. Demographic and trip specific data such as: where visitor resides, purpose of stay, mode of travel, accommodation while in the market, visitor satisfaction, visitor income level, favorite activities, and travel influencers.
2. Visit estimates, average party size, average length of stay, day trip or overnight, average party spending, reach of daily activities.
3. Strategic recommendations for the Town on how to catalyze tourism investment as an economic driver. Recommendations developed from a series of information and data gathering with local tourism operators such as hotels, restaurants, and retailers to understand the challenges and needs of the local economy that will support the development of a tourism industry in the region.
4. Destination awareness and overall perceptions of the Town.
5. Formal presentations at Boonsboro's Town Hall on or near the start, and conclusion, to present the course of the research, summarize the project, and communicate findings, respectively, before the EDC, Mayor & Council, and other elected officials.
6. Final report that compiles all data from both the Visitor Profile & Economic Impact Study.

Applicant firms must submit three references for consulting work including: company name, primary client name, contact details, and a brief explanation of services provided.

Firms must also submit a schedule of hourly rates and charges for services. Each position, title, or standard task must list a corresponding hourly rate or charge. The rates and charges listed will be included in any future contracts and any changes in amounts must be approved by the Town Manager, in advance.

The Town of Boonsboro reserves the right to reject any, or all, submissions due to any defects, or waive informalities and accept any submissions that in their judgment will be in the best interest of the Town. The Town will award contract(s) no later than 60 days from \_\_\_\_\_, 2019, the date of public notice.