JOPLIN CVB Tourism & Hospitality Master Plan BID EVALUATIONS

#1

	JLL (Jones Lang LaSalle Americas, Inc.)		NOTES
1	Review Existing Data/Plans	$ 5,000	Not to exceed
2	Stakeholder Engagement	$ 27,000	Not to exceed
3	Benchmarking & Other Analysis	$ 15,000	Not to exceed
4	SWOT	$ 10,000	Not to exceed
5	Target Markets	$ 15,000	Not to exceed
6	Development of THMP	$ 35,000	Not to exceed
	Total Fees	**$ 107,000**	
7	Estimated Expenses	$ 10,700	Not to exceed
	Total Fees & Expenses	**$ 117,700**	Not to exceed

		STAFF SCORING				
	EVALUATION CRITERIA	**PATRICK**	**ERIN**	**CARRIE**	**DONNA**	**AVG %**
50%	Cost of proposal – must contain a cost for each project/process recommended as well as a "not to exceed" amount.	40	40	30	30	35.0
20%	Methodology - that the vendor will use to conduct work outlined in RFP and evidence of ability to perform the work described herein.	16	16	16	16	16.0
15%	Experience – previous experience performing related projects of complex nature, including, but not limited to, similar size and type of organization.	15	12	12	12	12.8
10%	References – will be based on references submitted as part of RFP, but can include clients not submitted.	6	8	8	10	8.0
5%	Staff - capability and availability of professional staff to serve the project in a competent and timely manner.	3	4	4	4	3.8
					Score:	**75.5**

Evaluation Notes:

10 months to complete. Had amendments/legal notes to draft contract.

#2

	Johnson Consulting		NOTES
1	Review Existing Data/Plans	$ 6,000	
2	Stakeholder Engagement	$ 23,000	
3	Benchmarking & Other Analysis	$ 10,000	
4	Report Findings & recommendations	$ 20,000	
5	Develop & Present Final Plan	$ 6,000	
	Total Professional Fees	**$ 65,000**	Not to exceed
6	Estimated Expenses	$ 6,000	Not to exceed
	Total Fees & Expenses	**$ 71,000**	

		CVB STAFF SCORING				
	EVALUATION CRITERIA	**PATRICK**	**ERIN**	**CARRIE**	**DONNA**	**AVG %**
50%	Cost of proposal – must contain a cost for each project/process recommended as well as a "not to exceed" amount.	40	50	50	50	47.5
20%	Methodology - that the vendor will use to conduct work outlined in RFP and evidence of ability to perform the work described herein.	20	16	16	16	17.0
15%	Experience – previous experience performing related projects of complex nature, including, but not limited to, similar size and type of organization.	12	9	15	9	11.3
10%	References – will be based on references submitted as part of RFP, but can include clients not submitted.	8	10	10	10	9.5
5%	Staff - capability and availability of professional staff to serve the project in a competent and timely manner.	4	5	5	5	4.8
					Score:	**90.0**

Evaluation Notes:

Up to 12 Months to complete.

#3

	Design Workshop		NOTES
1.1	Strategic Kickoff Workshop	$ 8,160	
1.2	Project Management & Meetings with Leadership	$ 5,000	
1.3	Workshop Group Meetings & Working Papers	$ 11,300	
1.4	Competitive Analysis	$ 5,260	
2.1	Recommendations, Prioritization, Resolution of Goals	$ 16,000	
3.1	Draft Master Plan	$ 14,360	
3.2	Final Master Plan	$ 7,020	
	Sub Total	**$ 67,100**	Not to exceed
4	Reimburseable Expenses	$ 8,000	Not to exceed
	Total	**$ 75,100**	

		CVB STAFF SCORING				
	EVALUATION CRITERIA	**PATRICK**	**ERIN**	**CARRIE**	**DONNA**	**AVG %**
50%	Cost of proposal – must contain a cost for each project/process recommended as well as a "not to exceed" amount.	50	40	40	40	42.5
20%	Methodology - that the vendor will use to conduct work outlined in RFP and evidence of ability to perform the work described herein.	20	20	20	20	20.0
15%	Experience – previous experience performing related projects of complex nature, including, but not limited to, similar size and type of organization.	12	15	15	15	14.3
10%	References – will be based on references submitted as part of RFP, but can include clients not submitted.	8	10	10	10	9.5
5%	Staff - capability and availability of professional staff to serve the project in a competent and timely manner.	5	5	5	5	5.0
					Score:	**91.3**

Evaluation Notes:

10 months to complete.

#4

	Hunden Strategic Partners		NOTES
1	Kickoff, Project Orientation & Interviews	$ 7,400	
2	Destination Overview & History of Area Development	$ 3,300	
3	Joplin CVB Profile & Programming	$ 3,400	
4	Local Tourism Market Analysis	$ 8,300	
5	Identification of Peer & Competitve Markets	$ 4,200	
6	Preliminary Recommendations PowerPoint	$ 3,700	
	Sub Total	**$ 30,300**	Not to exceed
7	Direct & Travel Expenses	$ 1,800	Not to exceed
	Total Fees & Expenses	**$ 32,100**	

Estimates PER PHONE CONVERSATION:
Phase 1: $30,300
Phase 2: $20,000
Phase 3: $20,000

		CVB STAFF SCORING				
	EVALUATION CRITERIA	**PATRICK**	**ERIN**	**CARRIE**	**DONNA**	**AVG %**
50%	Cost of proposal – must contain a cost for each project/process recommended as well as a "not to exceed" amount.	30	10	10	10	15.0
20%	Methodology - that the vendor will use to conduct work outlined in RFP and evidence of ability to perform the work described herein.	8	12	12	12	11.0
15%	Experience – previous experience performing related projects of complex nature, including, but not limited to, similar size and type of organization.	9	15	15	12	12.8
10%	References – will be based on references submitted as part of RFP, but can include clients not submitted.	4	10	6	10	7.5
5%	Staff - capability and availability of professional staff to serve the project in a competent and timely manner.	3	5	5	5	4.5
					Score:	**50.8**

Evaluation Notes:

8 weeks to complete, however, bid only phase 1. Follow up phone regarding other phases estimated them to be $20K each - an additional $40,000 to the budget = could reach above $74,000.

#5

	Destination Services	FEE SCHEDULE	
1	Project Initiation, Destination Visit and Project Preview	$ 6,000	Initiation Fee
2	Stakeholder Survey/Political Landscape Analysis	$ 5,000	Month 1
3	Hotel Market Research & Analysis	$ 5,000	Month 2
4	Visitor/Meeting Planner Surveys & Interview	$ 5,000	Month 3
5	Competitve Analysis	$ 5,000	Month 4
6	Regional Forum/Tactical Planning Workshop/Recommendation	$ 5,000	Month 5
7	Strategic Action Plan	$ 4,000	Month 6/Final
	Sub Total	**$ 35,000**	
8	Travel & research Expenses	$ 3,000	Not to exceed
	Total Cost	**$ 38,000**	

	EVALUATION CRITERIA	CVB STAFF SCORING				
		PATRICK	ERIN	CARRIE	DONNA	AVG %
50%	Cost of proposal – must contain a cost for each project/process recommended as well as a "not to exceed" amount.	40	40	30	40	37.5
20%	Methodology - that the vendor will use to conduct work outlined in RFP and evidence of ability to perform the work described herein.	12	16	16	16	15.0
15%	Experience – previous experience performing related projects of complex nature, including, but not limited to, similar size and type of organization.	9	9	9	9	9.0
10%	References – will be based on references submitted as part of RFP, but can include clients not submitted.	6	6	8	6	6.5
5%	Staff - capability and availability of professional staff to serve the project in a competent and timely manner.	3	5	5	5	4.5
					Score:	**72.5**

Evaluation Notes:

6 months to complete. Task breakdown and monthly billing.

SUMMARY	RATING RESULTS	PROPOSED BUDGET	DURATION
JLL (Jones Lang LaSalle Americas, Inc.)	75.5	$ 117,700	10
Johnson Consulting	90.0	$ 71,000	12
Design Workshop	91.3	$ 75,100	10
Hunden Strategic Partners ** SEE EVALUATION NOTES	50.8	$ 74,000	**
Destination Services	72.5	$ 38,000	6 Months