

**INDIAN RIVER COUNTY  
OFFICE OF MANAGEMENT AND BUDGET  
PURCHASING DIVISION**

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**DATE:** September 9 2019

**TO:** BOARD OF COUNTY COMMISSIONERS

**THROUGH:** Jason E. Brown, County Administrator  
Kristin Daniels, Budget Director

**FROM:** Jennifer Hyde, Purchasing Manager

**SUBJECT:** Ranking of Firms and Approval of Agreement for RFP 2019069 – Visitor and Tourism Study

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**BACKGROUND:**

On behalf of the Tourism Development Council, a Request for Proposals (RFP) was issued to identify firms able to design, execute and present findings of a Visitor and Tourism study for Indian River County. The study will address trends in visitation throughout the year, the economic impact of tourism on the individual sectors of the economy and the economy as a whole, and identify the overall composition or profile of the day-use and overnight visitors.

The intent of the study is for the awarded firm to develop and present recommendations on how to increase and/or maximize tourism and visitation to Indian River County.

**RFP RESULTS:**

Advertising Date:	June 21, 2019
RFP Opening Date:	July 16, 2019
Solicitation Broadcast to:	301 Subscribers
RFP Documents Requested by:	8 Firms
Replies:	3 Firms

**ANALYSIS:**

A selection committee comprised of Dori Stone, President, Indian River County Chamber of Commerce, Amber Batchelor, President/CEO, Sebastian Chamber of Commerce, and Bill Schutt, Chief of Long-Range Planning independently evaluated and scored the received proposals in accordance with the RFP document and Purchasing Manual. These scores were compiled by the committee and an overall initial ranking of firms developed.

All three firms proposed pricing above the available \$50,000 budget (Haas Center at \$75,000, IAMECON at \$57,895 and CRI at \$176,330).

	Proposing Firm	Location
1.	University of West Florida’s Haas Center for Business Research and Economic Development (Haas Center)	Pensacola
2.	Intelligent Analytics and Modeling (IAMECON)	Austin, TX
3.	Carr, Riggs & Ingram (CRI)	Melbourne

The committee determined, based on overall qualifications, only the top ranked proposal warranted further consideration. The committee developed supplemental questions for that proposer, including how their proposed scope of work could be modified to fit within the budget available. After providing responses to the committee’s request for additional information, Haas Center was also invited to participate in a phone interview with the committee, and subsequently satisfied the committee that their approach and experience are sufficient to design and execute a meaningful visitor and tourism study for and make actionable recommendations to the county.

A sample agreement was requested by the committee from the Haas Center for consideration to facilitate project execution as soon as possible after award.

**FUNDING:**

Funding for the study totaling \$50,000 is available via line transfer from unspent funds allocated in the 2018/19 Tourist Tax Fund budget. Funding for this expenditure will also need to be rolled-over into the upcoming fiscal year.

**RECOMMENDATION:**

Staff recommends the Board approve the committee’s final ranking of firms and award the solicitation to the Haas Center. Staff also recommends the Board approve the Contract for Services Agreement and authorize the Chairman to execute the agreement after the County Attorney has approved it as to form and legal sufficiency.

**ATTACHMENT**

Contract for Services Agreement