



Leon County

Board of County Commissioners

301 South Monroe Street, Tallahassee, Florida 32301
(850) 606-5302 www.leoncountyfl.gov

Purchasing Division
2284 Miccosukee Road
Tallahassee, Florida 32308
(850) 606-1600

Commissioners

BILL PROCTOR
District 1

JANE G. SAULS
District 2

JOHN DAILEY
District 3

BRYAN DESLOGE
District 4

BOB RACKLEFF
District 5

CLIFF THAELL
At-Large

AKIN AKINYEMI
At-Large

PARWEZ ALAM
County Administrator

HERBERT W.A. THIELE
County Attorney

May 18, 2009

RE: Request for Proposals for Tourism Research Services
Proposal Number: BC-05-21-09-31
Opening Date: Thursday, May 21, 2009 at 2:00 PM

ADDENDUM #1

Dear Vendor:

This letter serves as Addendum #1 for the above referenced project.

The attached page contains questions received and their answers.

Acknowledgment of this addendum is required as part of your submittal. Failure to acknowledge this addendum may result in rejection of your proposal

Should you have any questions, feel free to call me at (850) 606-1600.

Sincerely,

Keith M. Roberts
Purchasing Director

KMR

Addendum #1
Proposal Number: BC-05-21-09-31

1. We understand that the Florida State University School of Hospitality was the previous supplier for this work. However, neither FSU nor Dr. Bonn is on the current plan-holder list. What role, if any, will FSU play in the proposed work? If none, will they participate in the transition to a new supplier?

We are not sure what, if any, role Dr. Bonn or FSU would play in a transition. The TDC would ask that they meet with the new supplier to provide history and guidance, but there is no contractual obligation to do so that I am aware of.

2. What is the reason for issuing the current RFP? It is an automatic review of vendors or was it caused by special circumstances?

Since a contract has not been in place for some time, the County felt it was appropriate to issue a new RFP.

3. In the RFP, potential suppliers are asked to make suggestions on how to get "most bang for the buck" and to provide "rationale for maintaining versus changing what/how studies have historically been done." What is the mechanism for giving proposers timely access to previous full reports (including methodology sections) in order to make these determinations?

Previous reports can be provided for review. Methodology is proprietary to the most recent vendor of record.

4. How can we get access to information concerning current protocols for choosing events, site selection criteria, sampling procedures, etc. for the research previous conducted for the TDC?

The Tourist Development Council (TDC) would determine events to be surveyed. Other sampling criteria would be part of the methodology determined by the respondent to the RFP with the final survey instrument approved by the TDC.

5. How will all data in previously published reports be made available to the selected vendor?

PDF versions of the reports are available from 2005 to the latest report which was the 3rd Quarter of 2008.

6. Will the specifics and/or name (e.g., IMPLAN) of the economic impact forecasting model and software currently used by the TDC be made available to proposers?

The economic impact forecasting model that was previously used is owned by the vendor and not property of the TDC.

7. There seem to be conflicting statements on the fees for special projects.

Section III-Budget:

"The proposed annual budget...is \$80,000, including special projects research.

Section III-Research Provided. 4. Special Projects:

"These projects are not part of the research firm's annual fee...."

Does the \$80,000 "projected annual budget" include the four special studies? Will the annual fee be prorated for the 15 month initial contract period, i.e., \$100,000?

The budget is developed as \$70,000 and \$10,000 for special project research (\$2500 per project with a maximum of four). Therefore, approximately \$17,500 would be allocated from the FY09 budget to pay for the period July – September 2009, and then \$80,000 would be in the budget for FY10.

8. For the *short-listed* vendors, how will the follow-up interviews by TDC staff or the Board of Commissioners be conducted -- in-person, video conference, telephone?

They are usually done in person with the Evaluation Committee.