



## **Request for Proposal: Visit Beloit Strategic Planning**

**Issue Date: June 19, 2018**

**Proposal Due Date: July 6, 2018**

**Visit Beloit**  
**c/o Celestino Ruffini, Executive Director**  
**25 Eclipse Center**  
**Beloit, WI 53511**  
**Phone: 608.313.1360**  
**Fax: 608.365.6850**  
**Email: [celestino@visitbeloit.com](mailto:celestino@visitbeloit.com)**  
**[www.visitbeloit.com](http://www.visitbeloit.com)**

Visit Beloit, the destination marketing organization for Beloit, Wisconsin, is soliciting proposals from individuals or businesses to conduct a strategic planning session. This Request for Proposal (RFP) contains background information on Visit Beloit and specific information that must be included in the proposal submitted.

**As detailed later in this RFP, all proposals must be submitted to Visit Beloit no later than July 6, 2018.**

### **What You Should Know**

- The Beloit Convention and Visitors Bureau is a 501(c)(3) organization incorporated and doing business as Visit Beloit in the state of Wisconsin.
- Visit Beloit was incorporated in 1987.
- The organization is temporarily based at 25 Eclipse Center, Beloit, WI 53511 and operates from two additional locations.
- Visit Beloit's current mission is to attract visitors to the Greater Beloit area to experience our attractive, vibrant community and to ensure our guests and residents enjoy our friendly and warm hospitality.
- The executive director reports to a 19 member board of directors comprised of tourism-related business owners or managers, education, government, private sector, and civic leaders.
- Funding is primarily derived by local room tax collections.
- The development of a strategic plan has become a high priority of the executive director and the board of directors.

### **Project Objective**

To develop a three to five-year strategic plan.

Visit Beloit is seeking consultant services for the development of a three to five-year strategic plan based on the needs of providing destination management, sales, and marketing services to

the greater Beloit region, an evaluation of existing services, consideration of new services and programming, and redefining the organization's mission, vision, and values. The project has been budgeted for no greater than \$15,000 all-inclusive.

### **Scope of Work**

Visit Beloit is seeking a consultant to lead the board and staff through the process of developing a three to five-year strategic plan. The plan should update Visit Beloit's vision, mission, and value statements and articulate the goals, objectives, and actions steps that will guide the organization for at least the next three years. It will be agile and responsive to the organization's needs during this projected growth period.

A sampling of questions we want to address are as follows:

What should be Visit Beloit's areas of focus?

What partnerships can/should be developed?

Are there new areas of programming that should be considered?

How will funding priorities be set?

What are new funding opportunities to pursue?

Is there a need to eliminate unnecessary services?

Are we addressing the right people?

We want the process to include staff and board members. If possible, to include tourism-related businesses would be beneficial. This could be through a mixture of face-to-face and online interactions.

The consultant will work with the Executive Committee, made up of members of the Board, and the Executive Director, on the details of the strategic planning process, schedule of activities, and selection of background information.

### **Proposal Content**

Each proposal must conform to the following outline. Responses should be as thorough and detailed as possible. Respondent must provide the following information to be considered responsive. All proposals at a minimum must provide the following, but should be constrained to no more than three (3) pages in length, plus attachments:

1. Respondent name, address(s) and telephone number(s)
2. Summary of the Proposal
3. Description of the Planning Activities Recommended
4. Work Plan
5. Staffing Plan
6. Budget
7. References

### **Questions and Inquiries on Submittal**

All questions and inquiries must be submitted via email to Celestino Ruffini at [celestino@visitbeloit.com](mailto:celestino@visitbeloit.com) to receive an official answer. No individual or collective interviews will be scheduled. All answers will be posted on [www.visitbeloit.com/rfp/](http://www.visitbeloit.com/rfp/) five business days prior to the deadline (on June 29, 2018) for submittal.

### **Schedule**

The RFP process commences upon the issuance of this RFP. The steps involved in the process and anticipated completion dates are as follows:

<u>Activity</u>	<u>Planned Dates</u>
Issuance of Request for Proposals	June 19, 2018
Deadline to Submit Questions	June 29, 2018
Deadline to Submit Proposals	July 6, 2018
Completion of Evaluation	July 25, 2018
Notification of Selection	July 26, 2018
Planning Activities	August, 2018
Execution of Activities	September-October, 2018
Strategic Plan Completed	November 28, 2018

In order to be considered, an original proposal containing one (1) original authorized signature, together with five (5) copies must be hand delivered, delivered via U.S. Postal Service, or other mail delivery service by no later than **3 P.M. (CDT) on July 6, 2018** to the following address below:

Visit Beloit  
c/o Celestino Ruffini  
25 Eclipse Center  
Beloit, WI 53511

Mark the outside of the submittals with the title, "Visit Beloit Strategic Planning".

#### **Notes**

The Executive Committee will review all proposals. In evaluating proposals, price will not be a sole factor. The committee may consider any factors it deems necessary and proper, including but not limited to: price, quality of service, response to this request, experience, staffing, and general reputation.

Visit Beloit reserves the right to evaluate all proposals, to reject any or all proposals and solicit again at a later date. Visit Beloit will have final decision in all matters regarding acceptance of proposals and issuance of awards. All materials submitted to Visit Beloit in response to this RFP will become the property of Visit Beloit, which reserves the right at its sole discretion, to use, without limitation, all information, concepts, and data contained therein.

This RFP does not commit Visit Beloit to award a contract to any Respondent, or to pay any costs incurred in preparation of materials filed in response to this RFP.

All proposals shall be exclusive of Federal, State, and City taxes. Visit Beloit is a tax-exempt organization and can provide evidence of such upon awarding the proposal.

Visit Beloit encourages minority and female-owned businesses to submit proposals.

#### **Insurance and other Minimum Requirements**

The following requirements are not required for submittal of the RFP, but only upon the selected firm to perform tasks and scope of the RFP.

#### **Equal Employment Opportunity**

The Respondent shall agree not to discriminate against any employee or applicant because of age, race, religion, color, sex, sexual orientation, ancestry, national origin, disability, genetic information, marital status, order of protection status, military status, or unfavorable discharge from the military service.

**Code of Conduct**

The Respondent shall agree to avoid situations, which could be considered either a conflict of interest, or detrimental to the operation or reputation of Visit Beloit.

**Professional Liability Insurance**

Selected firm shall provide Professional Liability Insurance, naming and protecting firm against claims for damages resulting from the firm’s errors, omissions, or negligent acts. Such policy shall contain a limit of liability not less than one million dollars.

**Other requirements**

Submittal of E-Verify, Affidavit of Work Authorization, and I-9 Status may also be required.

**Laws and Regulations**

Visit Beloit requires that all responses to this RFP, and any contract that may result, be in accordance with all applicable laws, ordinances, rules, and regulations of the State of Wisconsin, City of Beloit, and Visit Beloit. Any contract developed as a result of this RFP shall be governed by the laws of the State of Wisconsin with venue and jurisdiction in Rock County, Wisconsin.

# # #