

## 16-355 - Tourism Asset RFP Responses

Vendor	Cost	Work Plan/Methodology	Related Experience	Firm Background
<b>CS&amp;L</b>	\$87,690.00	<ul style="list-style-type: none"> <li>• Review existing research data</li> <li>• Promotional material and related documents</li> <li>• Stakeholder and community outreach</li> <li>• Review and analyze Broken Arrow peer/competitive destination conditions</li> <li>• External research components (will include Strategic Plan Research and Intercept Surveys)</li> <li>• Development of Broken Arrow Tourism Development Strategic Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor Industry Destination Master Planning Research for OKC</li> <li>• Destination Development Plan for Louisville</li> <li>• Visitor &amp; Destination Strategic Master Plan Development for Arlington</li> <li>• Long Range Visitor Strategic Plan for Osceola County, FL</li> <li>• Visitor Industry Strategic Plan for Cape Cod</li> <li>• Visitor and Industry Master Plan for Kansas City, MO</li> <li>• Destination Development Plan for Palm Springs; Visitor and Industry Master Plan for San Antonio; State-wide Tourism Master plan for State of Nebraska</li> </ul>	Experience with recently conducted studies for Tulsa, Oklahoma City and Norman. They have provided benchmarking for over 1,000 conference, convention, amateur sports and hospitality projects. The Project Lead has directed and managed the Tulsa, Oklahoma City and Norman projects
<b>Destination Strategy Partners</b>	\$24,750.00	<ul style="list-style-type: none"> <li>• Goal alignment</li> <li>• Review existing marketing data</li> <li>• Compile tourism asset inventory</li> <li>• Community stakeholder Session</li> <li>• Conduct Primary Market Research and Competitive Analysis</li> </ul>	Project Manager has over 10 years of experience running research programs for CVBs. Project Manager was the previous director for the Kissimmee, FL CVB	Firm has 2 successful tourism marketing executives that led the transformation of the Kissimmee, FL CVB.

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<b>DMO Proz</b>	\$155,700.00	<ul style="list-style-type: none"> <li>• Review existing data &amp; planning documents</li> <li>• Meetings with Destination Leadership</li> <li>• Onsite Assessment &amp; Asset Inventory</li> <li>• Research will include two options: Visitor Intercept Survey or Online Survey of Regional Residents</li> <li>• Local Engagement, Analysis &amp; Recommendations</li> </ul>	<p>Bill Geist has over 35 years marketing and 25 years in the tourism industry. He was the former CEO of the Greater Madison, WI CVB.</p> <p>Bill has assembled a project lead team with a wide breadth of talent and experience.</p>	Firm has three key assignments that are similar in scope: Sarasota County CVB, Florida; VisitTulsa and Greater Reading CVB, PA.
<b>OSU Hospitality and Tourism Research</b>	\$219,979.00	<ul style="list-style-type: none"> <li>• Exploration &amp; Data Collection</li> <li>• Investigation &amp; Analysis of Tourism Assets</li> <li>• Strategic Planning &amp; Implementation</li> </ul>	Project team would consist of 4 Doctors within the Hospitality Research team as well as graduate students and project team members.	The OSU Center for Hospitality Research was established in 2007 and is affiliated with the School of Hotel and Restaurant Administration.
<b>Vendor</b>	<b>Cost</b>	<b>Work Plan/Methodology</b>	<b>Related Experience</b>	<b>Firm Background</b>
<b>Young Strategies</b>	\$54,160.00	<ul style="list-style-type: none"> <li>• Client meeting/organization review</li> <li>• Lodging survey, STR analysis and hotelier interviews</li> <li>• Visitor profile research by market segment (online and intercept surveys)</li> <li>• Community leader and resident surveys</li> <li>• Strategic Planning Workshop</li> <li>• Strategic Action Plan</li> </ul>	The project team, both individually and collectively, have conducted destination research in many states across the US including Oklahoma (Enid CVB).	Previous experience includes benchmark destination research and CVB reorganization, strategic planning and comprehensive market analysis

Bids were sent to 13 of vendors