



CONTRACT ADDENDUM

31/12/2019

Contract Addendum
to

Letter of Agreement between Tourism Economics and
Visit Grand Junction, a department of the City of Grand Junction for
Economic Impact RFP contract dated December 2019.

This Extension Addendum ("**Addendum**") to the Letter of Agreement between Visit Grand Junction, a department of the City of Grand Junction ("Destination Marketer"), and Tourism Economic (TE) is made effective as of December 31, 2019. TE and Destination Marketer may be referred to in this addendum individually as a "party" or collectively as "parties."

WHEREAS, TE and Destination Marketer are parties to the Letter of Agreement between TE and Visit Grand Junction, a department of the City of Grand Junction, which governs TE providing an economic impact report to destination marketer, and the parties wish to amend the agreement to provide a hotel demand segmentation report with breakout of 2019 group, leisure transient, business transient, and contract (airline crews and long-term stays) demand for the total cost of \$18,000 (cost is contingent upon available TravelClick and STR data).

NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is hereby acknowledged, and intending to be legally bound hereby, the Parties do hereby agree as follows:

1. Definitions. All capitalized terms used but not defined herein shall have the meanings ascribed in the Agreement.
2. Full Force and Effect. Except as expressly modified by this Addendum, the Agreement remains unmodified and in full force and effect and is hereby ratified, confirmed and continued.
3. Execution. This Addendum may be executed in several counterparts all of which when taken together shall constitute a single agreement. The Parties may sign and deliver this Amendment by facsimile transmission and/or Portable Document Format (pdf).

Please confirm your acceptance of the addendum by countersigning and returning a copy to Erik Evjen, Tourism Economics, eevjen@tourismeconomics.com.

AGREED AND ACCEPTED BY DESTINATION MARKETER

X


Authorized Signature

Elizabeth J. Fogarty, Director
Printed Name and Title

12/31/19
Date



Erik Evjen, December 31, 2019

For further information:

Erik Evjen eevjen@tourismeconomics.com

Tourism Economics
303 W. Lancaster Ave, Suite 2E, Wayne, PA 19087
Tel: +1 610-995-9600



PROFESSIONAL SERVICES CONTRACT

This CONTRACT made and entered into this 23rd day of December 2019 by and between the **City of Grand Junction, Colorado**, a government entity in the County of Mesa, State of Colorado, hereinafter in the Contract Documents referred to as the "Owner" and **Tourism Economics of Wayne, Pennsylvania** hereinafter in the Contract Documents referred to as the "Contractor."

The Contractor shall perform the work set forth and described by the Solicitation Documents and known as **Travel & Tourism Economic Impact Study RFP-4684-19-SH** to conduct a study of travel and tourism economic impacts in Grand Junction and Mesa County. The Solicitation Documents, including the **Travel & Tourism Economic Impact Study RFP-4684-19-SH** are incorporated by this reference as if fully set forth. The services the Contractor will perform are referred to as "Work" or "the Work."

The total amount of the Contract to be paid by the Owner for the Work shall not exceed \$79,260.00; the exact compensation shall be determined as provided herein below.

The Contractor shall be paid in accordance with the schedule set forth in the Solicitation Documents. To receive payment, Contractor must submit invoices to Kim Machado (kimm@gjcity.org) at Visit Grand Junction for Work completed.

Fee Schedule:

Economic Impacts	\$24,000
Two Levels of Analysis (GJ + Mesa Co.)	\$12,000
Data Costs	\$9,000
Quality of Life Analysis	\$7,500
Cost-Benefit Analysis	\$10,000
Increase/Decrease/Eliminate Funding Study	\$10,000
<u>UberMedia Location/Spending Analysis</u>	<u>\$6,760</u>
TOTAL CONTRACT	\$79,260

Contract Administrator for the Owner is Michael Bodman, michaelb@gjcity.org

Contract Administrator for the Contractor is Adam Sacks, adam@tourismeconomics.com

Competition & Confidential Information: Contractor recognizes that due to the nature of its Work and the relationship of Contractor to Owner, Contractor will have access to and will acquire, and may assist in developing, confidential and proprietary information relating to the business and operations of Owner, including without limitation, information with respect to Owner's present and prospective products, customers, agents, processes, and sales and marketing methods. Contractor acknowledges that such information has been and will continue to be of central importance to the business

of Owner and that disclosure of it to or its use by others could cause substantial loss to Owner. Contractor accordingly agrees as follows:

Confidential Information: Contractor will keep confidential any trade secrets, confidential and proprietary information of Owner and its affiliates which may become known to Contractor as a result of its association with Owner and shall not at any time disclose any such information to any person, firm or corporation, or use the same in any way other than in connection with the business of Owner.

Intellectual Property: Notwithstanding any provision to the contrary, all information, ideas, software, inventions, modifications, improvements or other materials developed by Contractor and its subcontractors for the Owner, and any information that arises out of or under this agreement that relate to the methodologies and materials used, owned or developed by Owner and its subcontractors that is shared with the Contractor, shall remain the sole property of Owner. Owner shall have sole ownership of those materials and business processes specifically created for Owner by Contractor.

The Contractor shall indemnify, defend and hold harmless the Owner from and against any and all claims, costs, charges, losses and expenses Owner incurs and/or that are payable to third parties to the extent that the Contractor infringes, uses or is credibly claimed to have used or infringed on the information, ideas, software, inventions or property (Intellectual Property) whether patented, trademarked or copyrighted of any other third party person or entity.

Remedies for Breach: It is recognized that damages in the event of breach by Contractor or Owner would be difficult, if not impossible, to ascertain and it is, therefore, agreed that the non-breaching party, in addition to and without limiting other remedies, including any direct and/or indirect damages that may be proven, shall have the right to an injunction or other equitable relief in any court of competent jurisdiction, enjoining any breach.

Term: The term of this Contract shall be from date of contract signing until December 31, 2020. The parties expect the Work to be completed by April 30, 2020, however, no specific deliverable date(s) has(have) been established. But in no event shall any work be completed later than December 31, 2020.


Contract Documents: It is agreed by the parties hereto that the instruments, drawings, and documents which are attached hereto, bound herewith, or incorporated by reference constitute and shall be referred to either as the "Contract Documents" or "the Contract," and all of said instruments, drawings, and documents together as a whole constitute the Contract between the parties hereto, and they are fully a part of this agreement as if they were set out verbatim and in full herein.

Venue, Governing Law and Dispute Resolution: The validity and performance of this agreement is governed by the laws of the Colorado without reference to choice of law principles. Venue for any action arising out of or under this agreement shall be in state court in Mesa County, Colorado; however, nothing in this agreement prevents either party from seeking equitable, injunctive or declaratory relief to enforce any of its intellectual property rights in any court of competent jurisdiction and wherever located.


In the event of a dispute about the understandings and general agreements established by this agreement that cannot be resolved by the parties, the parties agree that they shall proceed, in good faith, to mediation. The parties will jointly appoint an acceptable mediator and will share equally in the cost of mediation. The obligation to mediate is a precondition to the filing of a litigation.

IN WITNESS WHEREOF, City of Grand Junction, Mesa County, Colorado, has caused this Contract to be subscribed in its behalf; and the Contractor has signed this Contract the day and the year first mentioned herein.

CITY OF GRAND JUNCTION, COLORADO

By:  12/26/2019
Greg Caton, City Manager Date

TOURISM ECONOMICS OF WAYNE, PENNSYLVANIA

By:  December 27, 2019
Adam Sacks, President Date



**Request for Proposal
RFP-4684-19-SH**

**TRAVEL & TOURISM
ECONOMIC IMPACT STUDY**

RESPONSES DUE:

November 8, 2019 prior to 2:30 P.M. Local

Accepting Electronic Responses Only

**Responses Only Submitted Through the Rocky Mountain E-Purchasing
System (RMEPS)**

www.bidnetdirect.com/colorado

(Purchasing Representative does not have access or control of the vendor side of RMEPS.
If website or other problems arise during response submission, vendor **MUST** contact
RMEPS to resolve issue prior to the response deadline. 800-835-4603)

PURCHASING REPRESENTATIVE:

Susan Hyatt

susanh@gjcity.org

970-244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation, and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

REQUEST FOR PROPOSAL

TABLE OF CONTENTS

Section

- 1.0 Administrative Information and Conditions for Submittal**
- 2.0 General Contract Terms and Conditions**
- 3.0 Specifications/Scope of Services**
- 4.0 Preparation and Submittal of Proposals**
- 5.0 Evaluation Criteria and Factors**
- 6.0 Solicitation Response Form**

REQUEST FOR PROPOSAL

SECTION 1.0: ADMINISTRATIVE INFORMATION & CONDITIONS FOR SUBMITTAL

- 1.1 **Issuing Office:** This Request for Proposal (RFP) is issued by the City of Grand Junction. All contact regarding this RFP shall be directed to:

RFP Questions:

Susan Hyatt

susanh@gjcity.org

- 1.2 **Purpose:** The purpose of this RFP is to obtain proposals from qualified professional firms to conduct a formal research study to determine how marketing the Grand Junction, CO area as a destination for travel and tourism impacts the local economy as described in Section 3.
- 1.3 **Compliance:** All participating Offerors, by their signature hereunder, shall agree to comply with all conditions, requirements, and instructions of this RFP as stated or implied herein. Should the City omit anything from this packet which is necessary to the clear understanding of the requirements, or should it appear that various instructions are in conflict, the Offeror(s) shall secure instructions from the Purchasing Division prior to the date and time of the submittal deadline shown in this RFP.
- 1.4 **Submission:** Please refer to section 4.0 for what is to be included. Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing website, www.bidnetdirect.com/colorado. The uploaded response shall be a single PDF document with all required information included. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) For proper comparison and evaluation, the City requests that proposals be formatted as directed in Section 4.0 “Preparation and Submittal of Proposals.” Submittals received that fail to follow this format may be ruled non-responsive. (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline. **800-835-4603**)
- 1.5 **Altering Proposals:** Any alterations made prior to opening date and time must be initialed by the signer of the proposal, guaranteeing authenticity. Proposals cannot be altered or amended after submission deadline.
- 1.6 **Withdrawal of Proposal:** A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror for sixty (60) days following the submittal deadline date, and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.
- 1.7 **Addenda:** All Questions shall be submitted in writing to the appropriate person as shown in Section 1.1. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City. Sole authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be issued electronically through the Rocky Mountain E-

Purchasing website at www.bidnetdirect.com/colorado. Offerors shall acknowledge receipt of all addenda in their proposal. Addenda and solicitations are posted on the City's website, www.gjcity.org/business-and-economic-development/bids, for informational purposes.

- 1.8 Confidential Material:** All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. **“Proprietary or Confidential Information”** is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only submittal information clearly identified with the words **“Confidential Disclosure”** and uploaded as a separate document shall establish a confidential, proprietary relationship. Any material to be treated as confidential or proprietary in nature must include a justification for the request. The request shall be reviewed and either approved or denied by the City. If denied, the proposer shall have the opportunity to withdraw its entire proposal, or to remove the confidential or proprietary restrictions. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary
- 1.9 Response Material Ownership:** All proposals become the property of the City upon receipt and shall only be returned to the proposer at the City's option. Selection or rejection of the proposal shall not affect this right. The City shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP, subject to limitations outlined in the section titled “Confidential Material”. Disqualification of a proposal does not eliminate this right.
- 1.10 Minimal Standards for Responsible Prospective Offerors:** A prospective Offeror must affirmably demonstrate their responsibility. A prospective Offeror must meet the following requirements:
- Have adequate financial resources, or the ability to obtain such resources as required.
 - Be able to comply with the required or proposed completion schedule.
 - Have a satisfactory record of performance.
 - Have a satisfactory record of integrity and ethics.
 - Be otherwise qualified and eligible to receive an award and enter into a contract with the City.
- 1.11 Nonconforming Terms and Conditions:** A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The City reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the City of non-responsiveness based on the submission of nonconforming terms and conditions
- 1.12 Open Records:** All proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified by offer as such shall be treated as confidential by the City to the extent allowable in the Open Records Act.
- 1.13 Sales Tax:** City of Grand Junction is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.

- 1.14 Public Opening:** Proposals shall be opened in the City Hall Auditorium, 250 North 5th Street, Grand Junction, CO 81501, immediately following the proposal deadline. Offerors, their representatives and interested persons may be present. Only the names and locations on the proposing firms will be disclosed.

SECTION 2.0: GENERAL CONTRACT TERMS AND CONDITIONS

- 2.1. Acceptance of RFP Terms:** A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Cover Letter by the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Offeror of all terms and conditions, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the City's RFP requirements. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- 2.2. Execution, Correlation, Intent, and Interpretations:** The Contract Documents shall be signed by the City and Contractor. By executing the contract, the Contractor represents that they have familiarized themselves with the local conditions under which the Work is to be performed, and correlated their observations with the requirements of the Contract Documents. The Contract Documents are complementary, and what is required by any one, shall be as binding as if required by all. The intention of the documents is to include all labor, materials, equipment, services and other items necessary for the proper execution and completion of the scope of work as defined in the technical specifications and drawings contained herein. All drawings, specifications and copies furnished by the City are, and shall remain, City property. They are not to be used on any other project.
- 2.3. Acceptance Not Waiver:** The City's acceptance or approval of any work furnished hereunder shall not in any way relieve the proposer of their present responsibility to maintain the high quality, integrity and timeliness of his work. The City's approval or acceptance of, or payment for, any services shall not be construed as a future waiver of any rights under this Contract, or of any cause of action arising out of performance under this Contract.
- 2.4. Assignment:** The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the City.
- 2.5. Compliance with Laws:** Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements. Contractor hereby warrants that it is qualified to assume the responsibilities and render the services described herein and has all requisite corporate authority and professional licenses in good standing, required by law.
- 2.6. Debarment/Suspension:** The Contractor hereby certifies that the Contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Governmental department or agency.
- 2.7. Confidentiality:** All information disclosed by the City to the Contractor for the purpose of the work to be done or information that comes to the attention of the Contractor during the course of performing such work is to be kept strictly confidential.

- 2.8. Conflict of Interest:** No public official and/or City employee shall have interest in any contract resulting from this RFP.
- 2.9. Contract:** This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the City, shall constitute a contract equally binding between the City and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Amendment.
- 2.10. Cancellation of Solicitation:** Any solicitation may be canceled by the City or any solicitation response by a vendor may be rejected in whole or in part when it is in the best interest of the City.
- 2.11. Contract Termination:** This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.
- 2.12. Employment Discrimination:** During the performance of any services per agreement with the City, the Offeror, by submitting a Proposal, agrees to the following conditions:
- 2.12.1.** The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - 2.12.2.** The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.
 - 2.12.3.** Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 2.13. Immigration Reform and Control Act of 1986 and Immigration Compliance:** The Offeror certifies that it does not and will not during the performance of the contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et seq.* (House Bill 06-1343).
- 2.14. Ethics:** The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the City.
- 2.15. Failure to Deliver:** In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the City, after due oral or written notice, may procure the services from other sources and hold the Offeror responsible for any costs resulting in

additional purchase and administrative services. This remedy shall be in addition to any other remedies that the City may have.

- 2.16. Indemnification:** Offeror shall defend, indemnify and save harmless the City and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.
- 2.17. Oral Statements:** No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the City.
- 2.18. Remedies:** The Offeror and City agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.
- 2.19. Venue:** Any agreement as a result of this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.
- 2.20. Expenses:** Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and can not be charged to the City.
- 2.21. Public Funds/Non-Appropriation of Funds:** Funds for payment have been provided through the City's budget approved by the City Council/Board of County Commissioners for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City's fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.
- 2.22. Collusion Clause:** Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The City may or may not, at the discretion of the City Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.
- 2.23. Gratuities:** The Contractor certifies and agrees that no gratuities or kickbacks were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the Contractor breaches or violates this warranty, the City may, at their discretion, terminate this contract without liability to the City.
- 2.24. Performance of the Contract:** The City reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of resulting contract award.

- 2.25. Cooperative Purchasing:** Purchases as a result of this solicitation are primarily for the City. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the City. It does not include quantities for any other jurisdiction. The City will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The City accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.
- 2.26. Public Disclosure Record:** If the Proposer has knowledge of their employee(s) or sub-proposers having an immediate family relationship with an City employee or elected official, the proposer must provide the Purchasing Representative with the name(s) of these individuals. These individuals are required to file an acceptable "Public Disclosure Record", a statement of financial interest, before conducting business with the City.

SECTION 3.0: SPECIFICATIONS/SCOPE OF SERVICES

- 3.1 General:** The City of Grand Junction, Colorado (City) is seeking proposals from qualified firms with the experience, resources and expertise to complete a research study to determine how marketing the Grand Junction, CO area as a destination for travel and tourism impacts the local economy, including sales tax revenue. The City would like to know more about how the local economy is affected by travel and tourism.

The Economic Impact Study should incorporate a consistent methodology that communicates the value of the tourism industry to the Grand Junction area. The end result should include a cost benefit analysis to identify the direct and indirect costs associated with tourism, and the impact on services and quality of residential life. The information should be able to be tracked over time and updated on a periodic basis.

- 3.2 Scope of Work:** The City is soliciting proposals to design and implement an Economic Impact Study using scientific research. Proposals should also:

- Collect current data related to the topic of the study.
- Analyze data using statistically valid techniques.
- Uncover meaningful and actionable insights about the economic impact of travel and tourism.
- Present economic impact data, insights and conclusions to local travel and tourism stakeholders.
- Tell the story behind the numbers related to the economic impact of tourism.

3.3 RFP Tentative Time Schedule:

- | | |
|--|--------------------------------|
| • Request for Proposal available | on or about October 22, 2019 |
| • Inquiry deadline at <u>noon</u> , no questions after this date | October 30, 2019 |
| • Addendum issued, if needed | November 1, 2019 |
| • Submittal deadline for proposals prior to 2:30 PM | November 8, 2019 |
| • City evaluation of proposals | November 8 – 15, 2019 |
| • Invitations to Interview (video conferencing will be considered) | November 15, 2019 |
| • Interviews expected | November 25 – December 6, 2019 |
| • Selection of Agency/Contract execution | on or about December 13, 2019 |

3.4 Questions Regarding Scope of Services:

Susan Hyatt
susanh@gjcity.org

- 3.5 Contract:** The initial contract period shall be for a period of time sufficient to execute the awarded contract as mutually agreed by the City and the Consultant. It is unlikely contract extensions will be necessary.

SECTION 4.0: PREPARATION AND SUBMITTAL OF PROPOSALS

Submission: Each proposal shall be submitted in electronic format only, and only through the BidNet website, www.bidnetdirect.com/colorado. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline; **800-835-4603**). For proper comparison and evaluation, the City requests that proposals be formatted as directed. The uploaded response to this RFP shall be a single PDF document with all required information included. Offerors are required to indicate their interest in this Project, show their specific experience and address their capability to perform the Scope of Services in the Time Schedule as set forth herein. For proper comparison and evaluation, the City requires that proposals be formatted **A** to **E**.

- A. Cover Letter:** Cover letter shall be provided which explains the Firm’s interest in the project. The letter shall contain the name/address/phone number/email of the person who will serve as the firm’s principal contact with City’s Contract Administrator and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The statement shall bear the signature of the person having proper authority to make formal commitments on behalf of the firm. By submitting a response to this solicitation the Contractor agrees to all requirements herein.
- B. Qualifications/Experience/Credentials:** Proposers shall supply their qualifications for consideration as a contract provider to the City of Grand Junction, including any prior research conducted in the State of Colorado. Include experience designing and conducting economic impact studies; as well as capabilities for data collection, analysis and technology. Staff profiles are necessary for those assigned to this project.
- C. References:** A minimum of three (3) **references** with name, address, telephone number, and email address that can attest to your experience in projects of similar scope and size. Include a brief narrative of the relationship.,
- D. Fee Proposal:** Provide total cost using Solicitation Response Form found in Section 6.
- E. Additional Data (optional):** Provide any value-added products or services/modules in addition to the RFP scope of work.

SECTION 5.0: EVALUATION CRITERIA AND FACTORS

- 5.1 Evaluation:** An evaluation team shall review all responses and select the proposal or proposals that best demonstrate the capability in all aspects to perform the scope of services and possess the integrity and reliability that will ensure good faith performance.
- 5.2 Intent:** Only respondents who meet the qualification criteria will be considered. Therefore, it is imperative that the submitted proposal clearly indicate the firm's ability to provide the services described herein.

Submittal evaluations will be done in accordance with the criteria and procedure defined herein. The City reserves the right to reject any and all portions of proposals and take into consideration past performance, if available. The following parameters will be used to evaluate the submittals (in no particular order of priority):

- Responsiveness of submittal to the RFP (12%)
- Understanding of the project and the objectives (18%)
- Experience, necessary resources and skills (18%)
- Data collection, analysis and technology capabilities (15%)
- References (15%)
- Fees (18%)
- Additional value added products and services/modules (4%)

- 5.3 Oral Interviews:** The City may invite the most qualified rated proposers to participate in oral interviews. Video conferencing will be considered.
- 5.4 Award:** Firms shall be ranked or disqualified based on the criteria listed in Section 5.2. The City reserves the right to consider all of the information submitted and/or oral presentations, if required, in selecting the firm.

SECTION 6.0: SOLICITATION RESPONSE FORM
RFP-4684-19-SH

Offeror must submit entire Form completed, dated and signed.

Total cost to provide services as described: \$ _____

WRITTEN: _____ dollars.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of _____ percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: _____.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

Company Name – (Typed or Printed)

Authorized Agent – (Typed or Printed)

Authorized Agent Signature

Phone Number

Address of Offeror

E-mail Address of Agent

City, State, and Zip Code

Date



Purchasing Division

ADDENDUM NO. 1

DATE: November 1, 2019
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Travel & Tourism Economic Impact Study RFP-4684-19-SH

Offerors responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

1. **Question:** RFP 4683 addresses a portion of the data collection to support the work in the RFP 4684. Is it possible to provide a single proposal that addresses both in an integrated fashion or are two separate proposals required?
Answer: Both studies will remain separate.
2. **Question:** For RFP 4684, is it the intent of the City to utilize the same modeling system (RIMS II) that was used in the last economic impact study of tourism as completed in 2017?
Answer: Please propose your recommended modeling system.
3. **Question:** What is the timeline/deadline for completion of both studies?
Answer: This will be determined with the awarded firm.
4. **Question:** Is there a budget range for each study, or for the combined studies?
Answer: Yes, there is a budget, but it will not be provided at this time.
5. **Question:** Is it possible to elaborate more as to what the RFP seeks concerning impacts on resident quality of life?
Answer: The City of Grand Junction and Visit Grand Junction would like to learn about how residents are affected by tourism.
6. **Question:** Is it possible to postpone the response due date to the week of November 11, 2019 given the inquiry date due date is October 30?
Answer: Postponement should not be necessary as we are providing a full week from Addendum posting to Proposal due date.

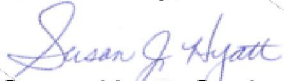
- 7. Question:** Is Summit Economics the incumbent? We noticed that this firm conducted a similar analysis for the City in 2016. Was the City satisfied with Summit's performance?
Answer: Summit Economics conducted the last economic impact study.
- 8. Question:** 3.1 General first paragraph states the study is to determine how marketing the Grand Junction, CO area as a destination for travel impacts the local economy. Is the local region referring to the Mesa County? If not, can you please clarify the region of interest?
Answer: The local area is Mesa County. Grand Junction is the primary city in Mesa County.
- 9. Question:** 3.1 General second paragraph states that a cost benefit analysis should be included. Is this cost referring to marketing costs for the City's traveling/tourism industry?
Answer: The statement includes not only marketing costs, but direct and indirect costs associated with tourism and its impact on services and quality of life.
- 10. Question:** Related to the previous question, what is the timespan/period of this cost? Is it the realized marketing costs in the most recent year? Or is the City considering future costs/investments to market the City's traveling industry?
Answer: All these details will be discussed with the awarded firm.
- 11. Question:** Related to the previous question, is a qualitative cost and benefit analysis sufficient? Or are you looking to have a quantitative and benefit analysis?
Answer: The request is for a cost benefit analysis, one that includes not only costs and benefits that can be quantified, but also an analysis and discussion of qualitative costs and benefits.
- 12. Question:** 3.1 General second paragraph asks for an analysis of the impact on services and quality of residential life. Is a qualitative analysis sufficient?
Answer: No. We expect not only impacts that can be quantified but also an analysis and discussion of qualitative costs and benefits.
- 13. Question:** 3.1 General second paragraph: "The information should be able to be tracked over time and updated on a periodic basis": Do you expect the vendor to update the model assumptions, data, and/or the model post-delivery?
Answer: No, Visit Grand Junction expects the awarded vendor to share a detailed model so Visit Grand Junction can plug in new data in the future. This project is a one-time study.
- 14. Question:** In the proposal response, do you expect a methodology write up for the impact model?
Answer: Yes. It is critical for City Council and Visit Grand Junction to understand how the conclusions were derived.
- 15. Question:** Who at the City or what department will be the point of contact for the consultant?
Answer: This information will be shared with the awarded firm.
- 16. Question:** We understand that the City is also planning to hire a consultant firm to conduct a Visitor Profile Study – will information gathered as a part of the Visitor Profile Study be available for use as part of the Economic Impact Study?
Answer: Not necessarily, as the two studies could be happening simultaneously.

- 17. Question:** Is data readily available regarding the City's expenditure for tourism and marketing?
Answer: Yes.
- 18. Question:** Does the City want to know the impacts of marketing tourism on the local economy, or the impacts of tourism on the local economy, or both?
Answer: Both.
- 19. Question:** The RFP includes the term "Grand Junction area". What is the specific geographic area to be considered in this Study?
Answer: Please see Question 8.
- 20. Question:** The Scope of Work includes presentation of the data and conclusions to local travel and tourism stakeholders. For budgeting purposes, should we assume one presentation of the Study?
Answer: This information will be shared with the awarded firm.
- 21. Question:** What type of deliverable(s) is the City anticipating?
Answer: A written analytical research report, as described in Section 3.0 of the RFP document.

The original solicitation for the project referenced above is amended as noted.

All other conditions of subject remain the same.

Respectfully,



Susan Hyatt, Senior Buyer
City of Grand Junction, Colorado



**TOURISM
ECONOMICS**

AN OXFORD ECONOMICS COMPANY

**ECONOMIC IMPACT
ASSESSMENT OF TRAVEL &
TOURISM IN GRAND JUNCTION,
COLORADO**

A PROPOSAL PREPARED FOR:

CITY OF GRAND JUNCTION

NOVEMBER 8, 2019

Tourism Economics / Oxford Economics
303 W. Lancaster Ave, Suite 2E
Wayne, PA 19087

November 8, 2019

Susan Hyatt
Senior Buyer
City of Grand Junction

Dear Ms. Hyatt,

We are pleased to submit this proposal to quantify the economic impacts of travel & tourism activity in Grand Junction, Colorado.

The result of our analysis will be a compelling and detailed document which quantifies and explains the economic value of travel & tourism in detail. The report will describe the significance of the visitor economy, the value of jobs and income sustained by visitors, and the importance of the tourism sector relative to other economic sectors. In addition, the report will depict the value of tourism to both households and to the public sector with an associated cost-benefit analysis.

Our team brings together a strong complement of leadership, industry experience, and technical expertise for this project. We have conducted over two-hundred economic impact studies and/or visitor projection models for developers, tourism associations, and DMOs across every region of the world. Our commitment is to provide an economic impact assessment that is credible, comprehensive, and clear.

Thank you for this opportunity. We would be pleased to support the City of Grand Junction with this important project. Our proposal represents a binding offer of Tourism Economics LLC.

We are enthusiastic about this opportunity and prepared to devote ourselves to the success of the project. If you have any questions, please contact me.

Yours sincerely,



Adam Sacks

President, Tourism Economics
adam@tourismeconomics.com
610.995.9600

TABLE OF CONTENTS

1. Scope of Work.....	3
1.1 Background.....	3
1.2 Economic Impacts.....	4
1.3 Quality of Life Benefits.....	6
1.4 Cost Analysis.....	7
1.5 Impact of Destination Marketing.....	7
1.6 Deliverables.....	8
2. Timing & Terms.....	9
2.1 Timing.....	9
2.2 Costs.....	9
3. Project Team.....	10
3.1 Tourism Economics: Overview.....	10
3.2 Team Members.....	11
4. Experience.....	14
5. Testimonials.....	21

1. SCOPE OF WORK

1.1 BACKGROUND

Visitors represent an integral part of the Grand Junction economy. Visitor spending generates substantial tax receipts and the tourism sector's broad range of job creation provides a vital foundation to the local economy.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs.

Economic impact analysis enables this sort of tracking because it measures the visitor economy in the categories that allow it to be compared to other sectors and which matter to policy makers. These categories include tax generation, employment, wages, and business sales. Tourism Economics will measure each of these benefits in detail based on a set of complementary datasets.

Additional benefits are realized by residents in the form of improved quality of life. This is generally a function of the availability of recreation, entertainment, arts & culture, restaurants, and transportation networks that are supported, at least in part, by visitors. These benefits will also be quantified using available economic and survey data.

However, fostering and sustaining a vibrant tourism economy also involves costs. These include destination marketing, security, event fees, infrastructure, and congestion. A cost-benefit analysis will assess the economic benefits in relation to their costs.

The final product will be a visually compelling document, based on credible data and modeling, that details the value of the visitor economy on both a gross and a net basis. This value will be allocated to various stakeholders, including local government, households, and business.

Our approach is built with three objectives in mind:

- **Credibility**—analysis will be grounded in consistency with government-reported data and based on a variety of data sources
- **Comprehensiveness**—the incorporation of a broad range of data sources will ensure that the entire visitor economy is quantified
- **Clarity**—results will be communicated to maximize relevance to stakeholders

To meet these objectives, the Tourism Economics team will take the following steps.

1.2 ECONOMIC IMPACTS

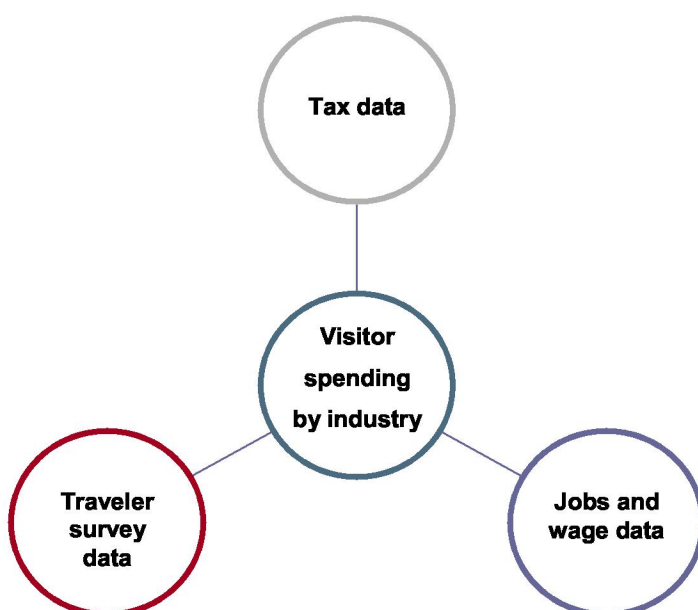
The analysis will begin with a compilation of all relevant data sets as inputs to the model. The visitor economy spans many different activities and sectors so several perspectives must be brought together to quantify each component of the tourism economy.

We will use these different measurements to complement and to cross-check one another:

- Syndicated survey data from Longwoods International on the distribution of visitor spending by category (local transport, lodging, retail, recreation, food & beverage) and by type of visitor
- Employment (NAICS 700+ industries, source: BEA and BLS) – by industry
- Wages (NAICS 700+ industries, source: BEA and BLS) – by industry
- Lodging performance data (STR)
- Tax receipts by industry (sales tax and lodging tax) – by industry
- US Census data on seasonal second homes by county (to measure imputed rent and related spending)
- US Census data on business sales by industry
- Tourism Economics data on international overseas inbound traveler visits and expenditures
- Statistics Canada data on visits and related spending
- Aviation-related spending for visitors based on airport and passenger data

This comprehensive set of data will provide a holistic view of visitor activity that is constrained by known measurements. For example:

Example of data cross-check method



- Tax receipts data by industry will provide measurements of revenue for industries providing tourism goods and services.
- This will be compared to spending estimates derived from syndicated visitor expenditure estimates.
- This will further be compared to employment and wage data by industry to cross-check the total size of each related industry and the implicit share of tourism for each industry.

This “triangulation” approach provides a set of anchors so that the end results are consistent and credible.

This approach also allows the analysis to clearly follow Mesa County boundaries.

Syndicated visitor spending from Longwoods data will break down visitor expenditures by

type for determining the tourism share of sectors which are only partially tourism-related such as restaurants. BEA and BLS employment data will provide an overarching perspective on the total jobs within each tourism-related sector. This will be used as a reasonableness check of the economic model results.

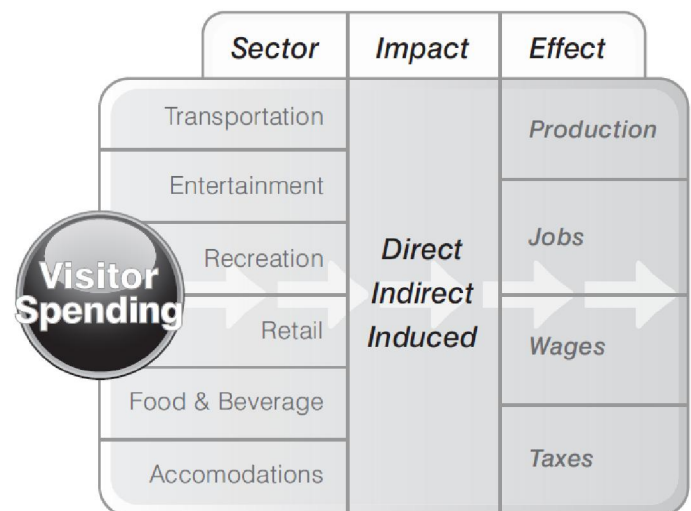
Using these diverse and complementary datasets, we will quantify total visitor expenditures by industry for the year 2019. A historic trend of visitor spending and employment will be developed for the past five years.

Our team will then employ a local Input-Output (I-O) model based on an IMPLAN (www.implan.com) model for the Mesa County economy. IMPLAN is recognized as an industry standard in local-level I-O models. An I-O model represents a profile of an economy by measuring the relationships among industries and consumers. For example, an I-O model tracks the flow of a visitor's restaurant expenditures to wages, profits, capital, taxes and suppliers. The supplier chain is also traced to food wholesalers, to farmers, and so on. In this way, the I-O model allows for the measurement of the direct and indirect sales generated by a restaurant meal. The model also calculates the induced impacts of tourism. These induced impacts represent benefits to the economy as employees of tourism sectors spend their wages in the local economy, generating additional output, jobs, taxes, and wages.

IMPLAN is particularly effective because it calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Business sales (also called gross output)
- Wages
- Employment
- Federal Taxes
- State and Local Taxes by type

The modeling process begins with aligning the tourism expenditure measurements with the related sectors in the model (e.g. restaurants, retail, and recreation). The model is then run to simulate the flow of these expenditures through the economy. In this process, the inter-relationships between consumers and industries generate each level of impact for each economic indicator (sales, wages, employment, and taxes).



Tourism Economics will then iteratively adjust the model to balance the results with known industry measurements. IMPLAN is flexible, allowing for

adjustments in coefficients. This ensures that the results of the model are consistent and reasonable compared with other sources of specific tourism sector employment and taxes.

Figures will be segmented by industry—including those industries which benefit indirectly. This will provide valuable insights into how various industries benefit from visitor activity.

A detailed tax analysis will combine IMPLAN output with bottom-up calculations of sales taxes, bed taxes, and other tourism-specific taxes to complement the standard model results. Tax impacts will include the following detailed line items.

Tax impact components

Federal taxes	State taxes	Local taxes
Corporate	Sales	Property
Sales tax	Corporate	Bed tax
Personal income	Personal income	Sales
Social security	Dividends	Income
Other	State Unemployment	Municipal taxes

In addition to the absolute value of taxes, these will be expressed as “savings in state and local taxes per household” based on the assumption that were it not for visitors, resident households would need to fund these revenues.

Jobs, income, and total business sales figures will be presented in terms of their share of the local economy and direct impacts will be ranked against other industries, including growth comparisons over time.

Emphasis will be placed on detailing tourism’s impact on local wages and income. Analysis will detail the quality of local jobs created by the tourism sector compared to other jobs in the region and detail how wages and income from tourism have grown over the past five years.

1.3 QUALITY OF LIFE BENEFITS

Tourism Economics will extend the analysis to evaluate the quality of life benefits of the visitor economy. This will include both a quantitative and qualitative analysis. The quantitative analysis will examine the number of establishments and the shares of business activity allocated to visitors and residents for the following sectors:

- Restaurants
- Attractions
- Recreation
- Entertainment
- Museums

This analysis will be used to determine the number of establishments in each sector that would not exist without visitors.

An additional analysis will examine air service at Grand Junction Regional Airport and determine the routes and levels of air service that would no longer exist if visitors did not sustain demand. The air service sustained by visitors provide accessibility benefits to both residents and businesses.

A quality of life analysis will explain these benefits similar to the [landmark work on the subject](#) conducted by Tourism Economics for Destinations International.

1.4 COST ANALYSIS

The financial and social costs of tourism will be measured across a range of criteria. Destination marketing expenditures represent a starting point for cost analysis. In addition, special events, including conferences, and cultural events will be analyzed on an event by event basis to quantify their costs in terms of bid fees, security, incentives, and any in-kind public services provided for these events.

Municipal services costs associated with tourism will be based on a comprehensive analysis of the City of Grand Junction operation budget. Where possible, line item expenditures will be assigned to tourism. In many cases, a proportion of expenses will be accounted to tourism based on visitor days vs. resident days in the City.

Both operating and capital expenditures will be analyzed. In order to assure proper interpretation of official documents, we will work closely with designated staff with the City of Grand Junction for review and discussion of budget details.

Social costs will be analyzed in terms of congestion and traffic, especially in peak seasons. These costs will be compared to benefits across various economic impact measures described in the prior sections.

1.5 IMPACT OF DESTINATION MARKETING

Analysis of the impact of event sales will be conducted using the Destinations International [Event Impact Calculator](#) (EIC). The EIC is a Tourism Economics-developed tool now used by more than 250 destinations.

Leisure marketing impacts will be measured based on available KPIs and industry ROI norms relative to these KPIs. Additional primary research is outside the scope of this proposal, but Tourism Economics will provide guidance to the client regarding more detailed ROI analysis that can be conducted using mobile device data or advertising awareness surveys as needed.

1.6 DELIVERABLES

Even the best research is only as good as its presentation. The Tourism Economics team will develop a clear and graphical presentation of the results with narrative explaining the concepts and their importance. The report will be accessible to the layperson with a view towards a diverse set of audiences including market analysts, legislators, the media, planners, and other stakeholders.

- **Size**—the magnitude of impact will be quantified in terms of spend, business sales impact, employment, wages, and taxes. Our analysis ensures that all activities are measured, including spending in the vacation ownership, seasonal real estate, aviation and local transport, hospitality, recreation, retail, and restaurant sectors.
- **Segmentation**—the analysis will then segment the impacts by source of visitor (domestic/international), industry (for seventeen sectors), and level of impact (direct, indirect, and induced).
- **Context**—large numbers are more meaningful if given context. Tourism Economics reports provide this in two ways. The first is by calculating the share of the economy (wages, jobs) attributable to visitors. The second is through a series of creative comparisons of tax, wage, and job impacts with the size of government budgets, impact per minute, and sports venues. For example:
 - Visitor-generated taxes would fund the entire (public school system, police department...) X times over
 - The jobs created by visitor spending would fill X
 - Visitors generate more jobs than the X, Y, and Z industries combined
 - Tax generation equivalency analysis. For example, local taxes generated by visitor spending compared to the funding of public entities (such as Police, Fire, Parks).

The key outputs will include:

- Report of findings
- A description of data inputs and methodology
- Infographic of economic impacts
- Assistance with the development of press releases
- A webinar presentation to stakeholders

2. TIMING & TERMS

2.1 TIMING

The entire scope of work can be completed within 10 weeks or project inception.

2.2 COSTS

Total fixed costs for the project are \$50,500.

Economic impacts:	\$24,000
Data costs:	\$9,000
Quality of life analysis:	\$7,500
<u>Cost-benefit analysis:</u>	<u>\$10,000</u>
Total cost:	\$50,500

3. PROJECT TEAM

3.1 TOURISM ECONOMICS: OVERVIEW

Tourism Economics LLC is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing operators, destinations, strategic planners and others in the sector. By combining quantitative methods with industry knowledge, Tourism Economics designs forecasting models, custom market strategies, tourism policy analysis, and economic impact studies.

Our team of 23 economists is focused exclusively on the interplay between the travel industry and the economy.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 250 full-time staff, including 150 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists. Our global team is highly skilled in a full range of research techniques and thought leadership capabilities, from econometric modelling, scenario framing, and economic impact analysis to market surveys, case studies, expert panels, and web analytics.

Oxford Economics is a key adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base now comprises over 1,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

3.1.1 Travel industry expertise

Tourism Economics has vast experience providing actionable and credible analysis of travel activity. Our combined team has substantial direct hands-on experience in forecasting and destination visitor economic impact.

3.1.2 Economic and tourism databases

Our global tourism databases of origin-destination visitor flows and spending has the best country, city, and indicator coverage of any private sector provider

through our partnerships with the UNWTO, PATA, and the CTO along with our internal updates of the most recent trends. The Oxford Economics global model covers 190 countries and 3,000 cities and is updated constantly by our data team in Oxford.

3.1.3 Senior staffing

Tourism Economics operates as a boutique tourism consulting company in one important sense: we assign senior staff at the center of each project. Our project directors are integrally involved in every stage of work and are directly involved in its development. The principals who represent our work are the same who conduct the work. We have found this to be an optimal way to sustain high quality and maintain close relationships with our clients. It is also the way we enjoy working.

3.2 TEAM MEMBERS

ADAM SACKS – PRESIDENT, TOURISM ECONOMICS

Adam Sacks is the founder and President of Tourism Economics; an Oxford Economics company dedicated to analytically based consulting to the tourism sector. Over the past 24 years, Adam has worked with hundreds of travel sector clients to address fundamental economic questions.

On the public-sector side, Adam has worked with national, provincial/state and local tourism offices throughout the world. He is an authority on measuring the economic impact of tourism activity—both broadly and for specific initiatives and projects. He has advised destinations on tourism investment policy, the effects of proposed entry procedures, tourism taxation, and marketing strategies. He has provided numerous destinations with analysis on market positioning and emerging opportunities.

Adam has consulted with multi-national hotel chains, airlines, aircraft manufacturers, theme parks, resort developers, and retail operators to measure current and future market opportunities. He has presented to numerous corporate strategic planning teams on the threats and opportunities facing their businesses within the projected travel and economic climate.

Adam is a compelling and sought-after speaker on issues related to tourism market analysis, the economic impact of tourism and travel-demand forecasting. He also has presented tourism impact results to governments around the world and served three terms on the US Department of Commerce Tourism Advisory Board. Adam will manage the overall project, direct methodology, review all results, and ensure client satisfaction.

ARAN RYAN - DIRECTOR

Aran Ryan is a Director with Oxford Economics and focuses on leveraging analytic capabilities to support investment and growth in the tourism sector. Aran has over 20 years of consulting experience applying business analytics, project management, research, and financial analysis skills to support client decision-making. He was worked extensively in the gaming, lodging, and

vacation ownership sectors. The following are his relevant project qualifications:

- **Lodging impacts:** Analyzed the national, state, congressional district (2015) and city-level impacts (various years) of the US hotel industry for the AHLA.
- **Meetings impacts:** Analyzed the national impacts of US meetings for the Events Industry Council (2016).
- **Vacation ownership impacts:** Assisted the ARDA International Foundation publishing three editions of the Economic Impact of the Timeshare Industry on the United States Economy (2004, 2006, and 2008 editions).
- **Tourism promotion impacts:** Quantified the economic impact of changes to state- and local-level tourism promotion funding in Arizona, Colorado Springs, Illinois, and Pennsylvania. Analysis included the potential negative net impact to state and local tax revenues.
- **Gaming economic impacts:** Analyzed the national and state economic impacts of the gaming industry, and gaming revenue at the congressional district level (2014, 2015 and 2017 editions).

Prior to joining Oxford Economics, Mr. Ryan was a Director in the Hospitality & Leisure consulting practice at PricewaterhouseCoopers LLP (“PwC”) and was employed at WEFA Group (now IHS Markit). Aran earned an MBA from The Wharton School at the University of Pennsylvania.

MICHAEL MARIANO - DIRECTOR

Michael Mariano is a Director with Tourism Economics and Oxford Economics. Michael has over 13 years of experience in economic and statistical consulting, and his research interests include economic and fiscal impact modeling, econometric forecasting, retail market studies, and GIS (Geographic Information Systems) modeling and geospatial analytics.

Mr. Mariano has consulted and provided expert testimony for various public, private, and non-profit clients and has managed projects examining public housing, economic development, tax policy, market analysis, casino/gaming, and real estate impacts. He has worked on economic impact studies for hotels, casinos, and retail parks nationwide and has extensive experience providing job impact estimates for project funding through the U.S. government's EB-5 immigrant investor program.

Geoff Lacher – Senior Economist

Geoff Lacher has over 13 years of experience examining complex economic issues in the tourism sector. Geoff currently manages a variety of economic impact studies and international travel databases. Additionally, he performs DMO budget analyses, cost-benefit studies, event impact research, and other custom research projects. Geoff frequently speaks at association events and board meeting on topics including tourism's economic impacts, international tourism flows, and best practices in tourism research. Prior to joining Tourism Economics, Geoff worked as an assistant professor at Arizona State University

where he managed projects examining the economic impacts of tourism and consumer preferences while teaching classes on sustainable tourism and data analysis. Geoff received a BA from Emory University, an MS from Texas A&M University, and a PhD from Clemson University.

Chris Pike – Director of Impact Studies, Tourism Economics

Christopher Pike has twenty years of experience as a professional economist with the last 17 focused on the tourism sector. Chris is responsible for measuring the economic impact of tourism activity – both broadly and for specific initiatives and projects – and has worked with dozens of state and local tourism offices. Chris manages a series of ongoing consultancy projects related to the tourist sector, including forecast and impact studies for DMAI, the U.S. Travel Association, and many of our Florida-based clients. Chris received his Master’s in International Trade and Public Economics from the University of Pennsylvania. Chris will manage act as model developer.

Kaitlin DiPaola – Senior Economist

Kaitlin is responsible for managing and executing a variety of economic impact studies for several states, counties, and cities within the US. In addition to I-O impact modeling, Kaitlin is responsible for tracking and maintaining key travel indicators for the US, as well as international inbound travel demand.

Prior to joining Tourism Economics in 2016, Kaitlin worked as an Economist for IHS on their US Regional team. Kaitlin received a BA in Economics from Saint Joseph’s University, and an MS from Rutgers University.

Zachary Sears – Senior Economist

Zachary has ten years of experience as a professional economist. Zach joined Tourism Economics from Moody’s Analytics where he worked as a regional and industry analyst. At Moody’s Analytics, Zachary performed regional analysis for U.S. and metropolitan areas and a broad range of industry analysis. His responsibilities included writing regular updates for subscription-based products, conducting econometric modeling, input-output impact modeling, report editing, and consulting services to public and private sector clients. Prior to his roles at Moody’s Analytics, he worked as a Research Economist for a Vermont-based economics consulting firm, Economic & Policy Resources, Inc. At EPR he served as a consulting economist for the Governor’s Administration and on numerous impact studies covering most industries of the economy. Zachary holds a BA in Justice from American University in Washington, DC, an MA in International Relations from Saint Mary’s University in San Antonio, TX, and an MS in Community Development and Applied Economics from the University of Vermont.

4. EXPERIENCE

Oxford Economics / Tourism Economics is a leading provider of research quantifying the economic impacts associated with travel and related industries. A selection of relevant projects is set out below.



ECONOMIC IMPACT OF THE US HOTEL INDUSTRY [\[LINK\]](#)

American Hotel & Lodging Association (2015, 2019)

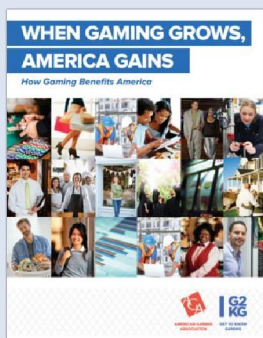
Oxford Economics / Tourism Economics assessed the economic contribution of hotel operations and guest spending in the US for AHLA. This analysis reported national impacts, as well as impacts for all 50 states and 435 congressional districts. Based on this framework, Oxford Economics / Tourism Economics also estimated hotel industry impacts in specific cities. The analysis included direct, indirect, and induced impacts as well as the catalytic impacts of ancillary spending by hotel guests.



ECONOMIC SIGNIFICANCE OF MEETINGS TO THE US ECONOMY [\[LINK\]](#)

Events Industry Council (2016)

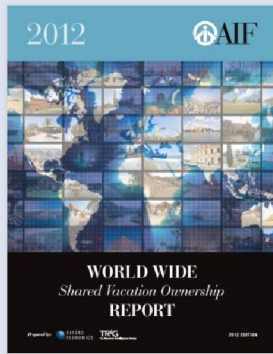
Oxford Economics / Tourism Economics quantified the economic significance of US meetings. This study involved primary research in the form of a nationwide survey of meeting planners, exhibitors and venues, and secondary research. This study included the impact of spending by meeting participants to attend meetings (e.g. travel and registration), organizer-paid travel, spending by exhibitors (e.g. sponsorships, exhibit production, off-site events), and spending by meeting organizers.



ECONOMIC IMPACT OF CASINOS AT THE US AND STATE LEVELS [\[LINK\]](#)

American Gaming Association (2014, 2015, 2017)

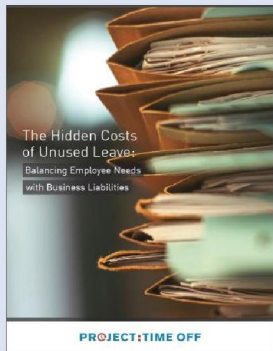
Oxford Economics / Tourism Economics has quantified the economic impact of the casino gaming industry at the national and state level for multiple years. The national analysis separates the industry impacts between casino operations, gaming equipment manufacturers and the catalytic effects of casino visitor spending.



ECONOMIC IMPACT OF GLOBAL TIMESHARE INDUSTRY [\[LINK\]](#)

ARDA International Foundation (2012 and 2016)

Oxford has assessed the global and country-level impacts of timeshare resort development and operations for multiple years. Results cover 100 countries globally.



ECONOMIC IMPACT OF UNUSED VACATION TIME

US Travel Association (2014, 2015, 2016, 2017, 2018)

Oxford Economics is a research partner of the U.S. Travel Association, providing policy analysis on a periodic basis. Example projects include the analysis of the economic impact of unused vacation time at the national and state levels, including impacts on [households](#), [corporate performance](#), and the [broader economy](#) (each link is to a separate study).



ECONOMIC IMPACT OF GLOBAL MARKETING ON TRAVEL TO THE US [\[LINK\]](#)

Brand USA (2014, 2015, 2016, 2017, 2018)

Oxford Economics / Tourism Economics has analyzed the economic impacts of Brand USA marketing for multiple years. This includes the impacts of visitor spending on sales, income, employment, and taxes.

Recent published research can be found via the following links:

<https://www.tourismeconomics.com/case-studies/>

<https://www.oxfordeconomics.com/economic-impact>

Scope: Economic Significance of Meetings to the US Economy

Client: Events Industry Council

Description: Oxford Economics / Tourism Economics quantified the economic significance of the US meetings sector. This study involved primary research in the form of a nationwide survey of meeting planners, exhibitors and venues, as well as secondary research, including analysis gathered by Longwoods International on travel by almost 9,000 domestic business travelers. This study included the impact of spending by meeting participants to attend the meeting (e.g. travel and registration), organizer-paid travel, spending by exhibitors (e.g. sponsorships, exhibit production, off-site events), spending by meeting organizers and hosts, and certain other meeting related spending.

Contact: Karen Kotowski, CAE, CMP, Chief Executive Officer, Events Industry Council
(202) 367-1190
kkotowski@eventscouncil.org

Scope: Economic Impact of the US Hotel Industry

Client: American Hotel & Lodging Association

Description: Oxford Economics / Tourism Economics assessed the economic contribution of hotel operations and guest spending in the US for AHLA. This analysis reported national impacts, as well as for all 50 states and 435 congressional districts. Based on this framework, Oxford Economics / Tourism Economics also estimated hotel industry impacts in specific cities (e.g. Boston, Chicago, Los Angeles, Miami, Nashville, Philadelphia, Sacramento). The analysis included direct, indirect, and induced impacts as well as the catalytic impacts of ancillary spending by hotel guests. GDP, jobs, wages, and taxes were quantified.

Contact: Matthew MacLaren
Formerly with the American Hotel & Lodging Association, currently Director of TourismOhio
(614) 466-3704
Matt.MacLaren@development.ohio.gov

Scope: Economic Impact of Brand USA Global Marketing

Client: Brand USA

Description: Oxford Economics analyzed the economic impacts of Brand USA marketing. This includes the impacts of visitor spending on sales, income, employment, and taxes.

Contact: Chris Thompson, President and Chief Executive Officer
(202) 536-2061
CThompson@thebrandusa.com

Scope: Economic Impact of Global Travel Industry

Client: The World Travel & Tourism Council

Description: Oxford Economics conducts annual analysis for WTTC to quantify the direct, indirect, and induced impacts of the travel and tourism industry for 185 countries. Further, we assist WTTC each year in the development of messages and special reports to effectively communicate the research globally.

Contact: Olivia Ruggles-Brise | Director – Policy & Research
+44 (0) 207 481 8007
olivia.rugglesbrise@wttc.org

Scope: Economic Impact of Conventions and Trade Shows

Client: Destinations International (DI) Formerly, Destination Marketing Association International (DMAI)

Description: Oxford Economics developed an Event Impact Calculator to enable DI members to estimate the economic impact of conventions and trade shows on a city-by-city basis. The tool has been developed for 160 cities in the US. It provides estimates of the direct, indirect, and induced impacts of events on sales, jobs, income, and taxes.

Contact: Elaine Rosquist, CMP
Senior Director of Product Engagement
Destinations International
1.202.835.4209 | erosquist@destinationsinternational.org

Scope: Economic Impact of Unused Vacation Time / Impact of Business Travel / Impact of the Gulf Oil Spill / Impact of Destination Promotion / Impact of Visa Waiver Policy

Client: U.S. Travel Association

Description: Oxford Economics is a research partner of the U.S. Travel Association, providing policy analysis on a periodic basis. Relevant projects include the economic impact of business travel, the Gulf oil spill, funding of destination promotion, and an expanded visa waiver policy.

Contact: Kendall M. Bentz | Managing Director | High Lantern Group, LLC
(202) 223-1492
kbentz@highlanterngroup.com

4.1 OTHER RELEVANT EXPERIENCE

Scope: Economic Impact of Tourism

Client: 20 states, 200+ cities, 20+ countries

Description: Tourism Economics regularly updates analysis for governments seeking to understand the economic contribution of tourism activity on their city, state, or country. Past US state experience of the TE team includes: Florida, Connecticut, Delaware, Georgia, Kansas, Kentucky, New Jersey, New York, North Carolina, North Dakota, Maryland, Michigan, Minnesota, Missouri, Nevada, New Mexico, Ohio, Pennsylvania, Rhode Island, South Carolina, South Dakota, Virginia, and Wisconsin. (Underlined states are clients within the past year.)

Scope: Economic impact of the Democratic National Convention

Client: Charlotte Convention and Visitors Authority and Philadelphia CVB

Description: Oxford Economics / Tourism Economics conducted a comprehensive retrospective economic impact analysis for the 2012 DNC in Charlotte, NC and the 2016 DNC in Philadelphia.

Scope: Economic impact of the World Expo 2020 Dubai

Client: Dubai World Trade Centre

Description: Oxford Economics / Tourism Economics conducted an analysis of the economic impact of construction, operations, visitation, and all associated spending for the emirate of Dubai in support of its bid to host the 2020 World Expo.

Scope: Economic impact of the Dubai World Trade Centre

Client: Dubai World Trade Centre

Description: Oxford Economics / Tourism Economics conducted a comprehensive economic impact analysis of the Dubai World Trade Center, the largest meeting venue in the Middle East.

Scope: Economic impact of an Expanded Arena Complex

Client: Buffalo Sabres

Description: Oxford Economics / Tourism Economics developed an economic impact analysis of a proposed expansion of the First Niagara Center to include a hotel, additional retail and restaurants, and parking.

Scope: Economic impact of the Summerfest Festival

Client: Milwaukee World Festival, Inc.

Description: Oxford Economics / Tourism Economics developed an economic impact analysis of the Summerfest 2013 Festival.

Scope: Economic impact of the Virginia Arts Festival

Client: Virginia Arts Festival

Description: Oxford Economics / Tourism Economics developed an economic impact analysis of the Virginia Arts Festival by source of spending, industry segment, and type of impact (sales, income, employment, taxes).

Scope: Economic impact of the Ohio Light Opera

Client: Ohio Light Opera

Description: Oxford Economics / Tourism Economics developed an economic impact analysis of the Ohio Light Opera facility by source of spending, industry segment, and type of impact (sales, income, employment, taxes).

Scope: Economic impact of a New Spring Training Facility

Client: Houston Astros

Description: Oxford Economics / Tourism Economics developed an economic impact analysis of a new spring training facility being proposed for development in Palm Beach County, Florida.

Scope: Global Trends in the MICE Sector

Client: Destination Marketing Association International (DMAI)

Description: Oxford Economics / Tourism Economics conducted extensive research to develop a report on the top 10 global trends in the MICE industry tracking demand trends by market and the evolving nature of exhibitions.

Scope: The economic impact of visa restrictions on exhibitions

Client: The Center for Exhibition Industry Research

Description: Oxford Economics / Tourism Economics assessed the broad economic losses of non-participation in US-based exhibitions as a result of

visitor visa issues. This analysis quantified two broad categories of US export losses from business-to-business (B2B) trade shows (exhibitions): 1) Foregone spending by would-be attendees; 2) Lost exports of US companies who are unable to meet with current or potential prospects.

Scope: Overseas market strategy for United States

Client: Discover America Partnership

Description: Oxford Economics / Tourism Economics conducted analysis to identify key competitors for overseas visitors to the US. Our team then assessed potential market gains as a result of a proposed promotional campaign. The project also included a survey of US and international tourism offices to determine their budgets and strategies for destination marketing and promotion. The analysis formed the backbone of the policy recommendations within the Discover America Partnership Blueprint for Change.

Scope: Visa Waiver Program expansion analysis

Client: U.S. Travel Association

Description: Oxford Economics / Tourism Economics developed a model based on historical benefits of the Visa Waiver Program to evaluate the likely gains that would be realized through expanding the eligibility criteria to include 10 new countries.

Scope: Impact of the DMO sales and marketing channel in the US

Client: Destinations International

Description: Oxford Economics / Tourism Economics conducts this annual analysis for DMAI to show how many room nights are booked by DMOs each year for future events and what share of total group hotel demand in the US is attributable to DMO sales and marketing each year.

5. TESTIMONIALS

“Tourism Economics’ reputation for excellence is well-deserved. We are confident our forecast product will be an invaluable tool set for decision makers during this budgeting season and beyond.”

BRAD GARNER

Chief Operating Officer, STR

“As always, T.E. was a hit! They have a remarkable ability to make economic trends digestible, even to those who insist they don’t understand economics.”

BERKELEY W. YOUNG

President, Young Strategies, Inc.

“What differentiates TE from any other partner I work with is their desire to truly understand our issues and opportunities of our industry, the open conversations, and the trust that is established to find sustainable solutions.

CHRISTINE “SHIMO” SHIMASAKI, CDME, CMP

Destination Marketing Association International

One of the unique benefits of working with Tourism Economics is the true global and macro-economic environment in which they analyze our travel and tourism performance. Understanding how this industry is integral to the global economy is fundamental to what we think and do on the local level.

DONNA KEREN, PH.D.

Senior Vice President, Research NYC & Company.

“Their reports are consistently informative, easy to interpret and apply, and defensible to various stakeholders. Their responsiveness to questions and professional demeanor ensure satisfaction among all our industry members.”

AMIR EYLON

Director, Ohio Tourism Division

“They are incredibly responsive to requests for support and have gone out of their way to help with last minute queries.”

PETER NASH

Head of Strategy Development & Insights, Tourism Ireland

“Our success in informing national travel policy has been linked to T.E. analysis.”

GEOFFREY FREEMAN

Executive Vice President, U.S. Travel Association

“Thank you for the excellent work you performed in terms of the degree of analysis, and especially the recommendations flowing from them. We went well beyond the initial agreed scope and your assessment was quite useful to us.”

DAVID JOHNSON

Director-General, Bahamas Ministry of Tourism

“The Tourism Economics team is a pleasure to work with on projects. They are always willing to talk through different approaches or perspectives to solving problems.”

CANDICE SNOOK

Manager, Performance Strategy & Planning, InterContinental Hotels Group

SECTION 6.0: SOLICITATION RESPONSE FORM
RFP-4684-19-SH

Offeror must submit entire Form completed, dated and signed.

Total cost to provide services as described: \$ 50,500

WRITTEN: Fifty-thousand five-hundred dollars.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of _____ percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: No 1.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

Tourism Economics Company Name – (Typed or Printed) _____ Authorized Agent Signature _____ 303 West Lancaster Avenue, Suite 2E Address of Offeror _____ Wayne PA 19087 City, State, and Zip Code _____	Adam Sacks, President Authorized Agent – (Typed or Printed) _____ 610.995.9600 Phone Number _____ <u>adam@tourismeconomics.com</u> E-mail Address of Agent _____ November 8, 2019 Date _____
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**TOURISM
ECONOMICS**

AN OXFORD ECONOMICS COMPANY

Tourism Economics

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