

CITY OF GONZALES



COME AND TAKE IT

City of Gonzales

Hosting & Operation

of

Gonzales Visitor Information Center

Request for Proposal

September 19, 2017

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I. PURPOSE OF REQUEST

The City of Gonzales is requesting proposals for a 1-year contract for the operation of the Gonzales Visitor Information Center, in Gonzales, TX. The City's needs are outlined in the following Request for Proposal ("RFP").

II. TIME SCHEDULE

Issue RFP: September 19, 2017

Deadline for submittal of proposals: 2:00 p.m., Tuesday, October 31, 2017

Consideration of proposals by Committee and recommendation to City Council: October 31, 2017

Final Selection by City Council on or before: November 14, 2017

III. INSTRUCTIONS TO PROPOSERS

- a) Direct all proposals and questions to:
Clint Hille
Director of Tourism
820 N. St. Joseph Street
Gonzales, Texas 78629
(830) 672-2815
- b) All proposals must be in a sealed envelope and clearly marked:
"RFP – Gonzales Visitor Information Center"
- c) All proposals are due before 2:00 p.m., Tuesday, October 31, 2017. Late proposals may be returned unopened
- d) Proposals may be sent by mail or turned in personally; however, if sent by mail, the responsibility for delivering a proposal to the City before the deadline is wholly upon the proposer
- e) Proposals should be prepared simply and economically, providing a straightforward and concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content.

IV. VISITOR CENTER OVERVIEW

The City of Gonzales is advertising for Requests for Proposals for the operation of the Visitor Information Center.

The Visitor Information Center:

- a) Provides staff to greet visitors to the City in person, online and by telephone, to answer their questions and provide information about Gonzales and the region that will enhance their traveling experience;
- b) Distributes printed brochures and travel guides with information on Gonzales lodging, restaurants, shops, visitor services and area tourist destinations and sends visitor information packets by mail when requested and is responsible for answering leads from any printed advertising
- c) Works closely with the City of Gonzales Tourism Director, staff, and CVB Board;
- d) One member of staff/organization is required to attend all CVB Board meetings;
- e) Keeps records of visits and inquiries in a way that directly assists in strategic planning and marketing; and
- f) Reports regularly to the City Council on visitor services provided, data collected and the Center's financial activity.

V. SCOPE OF WORK

Scope of Work for the RFP will include all aspects of Visitor Center operations, including all of the above and:

- a) Fully staffing and administering Visitor Information Center seven (7) days a week (Monday – Friday 8 a.m. – 5:00 p.m. and Saturday 9:00 a.m. – 4:00 p.m. and Sunday 1:00 p.m. – 4:00 p.m.);
- a) Please state your staffing plan in the RFP (number of employees, pay, volunteers, etc.);
- b) An ongoing planning process to improve operations and enhance our Visitors' experience at the Center and in the area.

VI. REQUIREMENTS

- b) Provide building/location
- c) Keeps all accounting records and maintains a separate banking/checking account for all expenditures of Hotel/Motel Tax funds (no co-mingling of funds, no bookkeeping or accounting services to be provided by the City or reimbursement of expenditures through the City);
- d) Visitor Center staff will maintain visitor records/logs, as required by the State of Texas Department of Transportation – Travel Division and report, quarterly and annually (more often if required) to be a part of the Texas Travel Literature Program) and to be recognized by the State as Gonzales' official Travel Information Center
- e) Business plan outlining proposer's approach to providing a high-quality visitor experience;
- f) Detailed proposed budget (Budget Target: \$20,000; to be released quarterly; \$5,000.00 per quarter)
- g) Outline of relevant experience showing proposer's ability to excel at Visitor Center operations;
- h) Visitor Center shall be open seven (7) days a week (Monday – Friday 8 a.m. – 5:00 p.m. and Saturday 9:00 a.m. – 4:00 p.m. and Sunday 1:00 p.m. – 4:00 p.m.)
- i) Carry an inventory of souvenirs promoting Gonzales to be sold on all Open days and accept payment of cash and credit cards during all hours of operation. Purchase of souvenir inventory from local vendors, when available is desired and preferred
- j) Staff and volunteers must have access to telephones and souvenirs during all hours of operations
- k) Holidays required to be Open:
 - Texas Independence Day
 - Memorial Day
 - July 4th
 - Labor Day

- Veterans Day
 - MLK Day
 - Presidents' Day
 - Columbus Day
- l) Holidays Approved for closure:
- Good Friday
 - Easter Sunday
 - Thanksgiving Day
 - Christmas Eve
 - Christmas Day
 - New Year's Day
- m) Several supporting references.

VII. SELECTION PROCESS

A committee of City personnel and Tourism Promotion staff will evaluate the proposals before delivering a recommendation to the City Council.

- a) Criteria – The committee will consider each proposer's relevant experience, their ideas regarding a positive visitor experience, the soundness of their business plan, and their interest and investment in the Gonzales community
- b) Presentations – There are no planned presentations to the committee for the selection process; however, the Committee may request such a presentation as part of their deliberations.
- c) Rejection of Proposals – The City of Gonzales reserves the right to reject any and/or all proposals, and waive any informality in proposals.