

**NOTICE TO BIDDERS
FACILITATOR SERVICES
FOR THE TOURIST DEVELOPMENT COUNCIL**

Notice is hereby given that the Santa Rosa County Board of County Commissioners is calling for and requesting qualifications from qualified consultants to facilitate discussions and prepare a five year strategic plan for the Tourist Development Council. This plan is expected to include goals and measurable objectives, as well as activities to accomplish goals.

All proposals must be in writing and delivered by hand or Fed Ex to the Santa Rosa County Procurement Department, 6495 Caroline Street Suite G, Milton, Florida, 32570; and must be received by 10:00 a.m., March 22, 2016. All proposals shall be sealed and clearly labeled, “**RFQ- Facilitator Services**”. Submittals shall include one (1) original, twelve (12) copies of the proposal, and one (1) CD/thumb-drive with the full proposal included, (each document must be in an individual PDF format file). The proposal will be publicly opened at this time. Only proposals received by the aforesated time and date will be considered. Proposals received after the time set for opening will be rejected and returned to the submitter. All interested Parties are invited to attend.

Specifications may be secured from Santa Rosa County Website (www.santarosa.fl.gov/bids) or at the Santa Rosa County Procurement Department at the above address. Telephone (850) 983-1870.

Questions concerning this request should be directed to the Santa Rosa County Tourist Development Director Julie Morgan at julie@santarosa.fl.gov. Deadline for questions is March 11, 2016 at 5:00 PM Central Standard Time.

The Board of County Commissioners reserves the right to accept or reject any and all proposals in whole or in part, and to waive all informalities.

Santa Rosa County Board of County Commissioners encourages all segments of the business community to participate in its procurement opportunities, including small businesses, minority/women owned businesses, and disadvantaged business enterprises. The Board does not discriminate on the basis of race, color, religion, national origin, disability, sex, or age in the administration of contracts.

By order of the Board of County Commissioners of Santa Rosa County, Florida

Legal Notice

One Issue – February 20, 2016– Press Gazette, February 25, 2016- Navarre Press, February 25, 2016 – Gulf Breeze News, February 26, 2016 – South Santa Rosa News

Bill and Proof to Santa Rosa County Procurement Department, Attention: Orrin L. Smith, 6495 Caroline Street, Suite G, Milton, Florida 32570

Request for Qualifications Strategic Plan Facilitation

The Santa Rosa County Tourist Development Council Board of Directors is seeking qualifications from qualified consultants to facilitate discussions and prepare a five year strategic plan for the organization. This plan is expected to include goals and measurable objectives, as well as activities to accomplish the goals.

Company Background

The Santa Rosa County Tourist Development Council, per Florida Statute, is a nine member volunteer advisory group made up of representatives from Santa Rosa's tourism and hospitality industry. The members are appointed by the Santa Rosa County Commission for a term of four years. The TDC makes recommendations to the commission on marketing, management, capital investment and distribution of the tourist development tax.

Tourist Development Council Board members must derive a portion of their income, or be employed in a business that deals directly with tourists, have an extensive knowledge of or background in the marketing and/or sales of tourism goods or services. Examples of such businesses would include lodging, attractions, restaurants, museums, hospitality education and other businesses, which cater to tourists.

Santa Rosa County generally has three public tourist related meetings a month - a South End Committee, a North End Committee, and a TDC Board. Formal recommendations are made at the board meeting. The TDC adheres to Florida's sunshine and public records laws.

The Santa Rosa County Tourist Development Office is responsible for promoting tourism throughout Santa Rosa County. The TDO directs tourism marketing efforts to grow tourism revenue and contribute to the long-term health of our county's economy, while striving to improve the quality of life for our residents. The TDO is also responsible for staffing the Navarre Visitor Information Center and coordinating the efforts of the Santa Rosa Tourist Development Council, an advisory board to the Santa Rosa County Board of County Commissioners. The TDO falls under the Santa Rosa County Economic Development Office and the Board of County Commissioners.

The Tourist Development Office is funded through bed taxes, or the lodging tax paid by visitors staying in Santa Rosa County. As it applies exclusively to rental of living quarters or accommodations for a term of six months or less, it has been nicknamed the "bed tax." Bed taxes can be used only for activities that promote the county.

Scope of work:

- Facilitate two focus group sessions to serve as a forum for stakeholders, board members and key staff participants to engage in meaningful conversations about current state of the hospitality industry, board governance objectives, board/staff relations and other topics related to organizational development. One session for North End Committee and one session for South End Committee
- Facilitate a board workshop/planning session with Santa Rosa County Tourist Development Council Board of Directors and Tourist Development Office Staff
- Conduct any necessary follow-up meetings with these groups
- Meet with Chairman and Tourist Development Director to review plan and progress
- Develop quantitative objectives necessary to measuring performance against the goals of the plan.
- Provide a final report and presentation to the Santa Rosa County Tourist Development Council, Santa Rosa County Board of County Commissioners and Tourist Development Office

Proposal to include:

- Consultant firm/individual background and experience
- Experience with strategic planning and board facilitation, especially government affiliation
- Experience with destination marketing organizations or visitor industry related business
- Reference list of previous similar projects
- Sample agenda/proposed format
- Outline of work proposed, including a timeline of preparation, execution and final report
- Fee structure for completing the plan with an estimate of additional out-of-pocket expenses. Include estimates of the number of onsite visits and any other costs associated with the planning process

Selection Criteria

Proposals received in response to this RFQ will be objectively reviewed by the Santa Rosa County Tourist Development Council Board of Directors, the Santa Rosa County Board of County

Commissioners, and Tourist Development Director. Selections will be based on the following criteria:

- Proposer's ability to perform the scope of work based upon qualifications and prior experience with similar projects
- References provided by individuals involved in past projects
- The Proposer's demonstrated ability to complete the project on schedule
- Competitiveness of fees

The Santa Rosa County Tourist Development Board of Directors and the Santa Rosa County Board of County Commissioners reserves the right to negotiate and reject any/all of submissions if necessary.

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All questions regarding this RFQ shall be addressed to Julie Morgan at julie@santarosa.fl.gov. Deadline for questions is March 11, 2016 at 5:00 PM Central Standard Time.

Additional information about Santa Rosa County Tourist Development Council can be found on our Web Site at <http://www.santarosa.fl.gov/TDO> and our brand Florida's Playground can be found on our marketing Web site at <http://www.floridasplayground.com>