



## **Requests for Qualifications**

### **PROJECT:**

Tourism Master Plan

### **PREPARED FOR:**

Tooele County  
47 South Main Street  
Tooele, UT 84074

**February 2023**

## **INTRODUCTION**

Tooele County (“County”) is requesting qualifications from consultants or firms to conduct a tourism evaluation and branding study which will result in the development of destination branding and a tourism master plan. This work shall include a thorough and critical assessment (strengths, weaknesses, threats, opportunities) of tourism related to the economic, social, and ecological potentials of the County.

## **SCOPE OF WORK**

### **1. TOURISM EVALUATION**

Creating an inventory of key tourism assets is a crucial first step. The consultant or firm shall:

- a. Conduct a query of the current tourism assets resulting in a comprehensive list;
- b. consider and outline opportunities for development and/or advancement in the Tourism Master Plan, see subsection 3;
- c. identify what makes Tooele County appealing in a regionally competitive environment to visitors, investors, businesses, retailers and residents.

### **2. DESTINATION BRANDING**

Currently, no destination brand for Tooele County exists. The consultant or firm shall:

- a. conduct the research necessary to support the creation of a name, symbol, logo, word mark and/or other graphic(s) that readily identifies and differentiates Tooele;
- b. this brand should consistently convey the expectation of a memorable travel experience that is uniquely associated with Tooele;
- c. the brand should also serve to consolidate and reinforce the emotional connection between the visitor and the destination, creating a destination image that positively influences consumer destination choice;
- d. design a destination brand that tells the authentic story of what draws people to our community and provides intrigue as we continue to develop and grow;
- e. develop creative elements for review which include but are not limited to:
  - design concepts
  - logos
  - messages
  - taglines
  - and other features to support the overall brand initiative.

### **3. TOURISM MASTER PLAN DEVELOPMENT**

A tourism master plan is the roadmap for destination success. The consultant or firm shall develop a thorough written plan intended to detail a vision of where the County’s 2 tourism industry wants to be in 10+ years, aimed at increasing the economic impact and

vibrancy of the visitor economy in our community. At a minimum, the plan should:

- a. detail ways to leverage current assets;
- b. detail various ways to strategically align the county for destination success through tangible short- and long-term progress;
- c. detail ways to cultivate new opportunities to give visitors a reason to stay longer and spend more with local businesses and attractions;
- d. determine the assets needed to host high-impact meetings, conventions, sporting events, and the like;
- e. include a proposed budget to accomplish the long- and short-term vision.

## **SUBMITTAL REQUIREMENTS**

Submittals must include the following:

1. **Basic Information.** Provide the following information:
  - a. Contact person, consultant or firm name, address, phone number, fax number (if applicable), website, and email address.
  - b. Subconsultant or firm name(s) and contact information, if applicable.
  - c. Location of office(s) that will be primarily involved in completing the scope of work including the location of sub-consultant or firm and assigned areas of responsibility in completion of the scope of work.
2. **Firm Experience.** Provide the following information:
  - a. Provide a narrative description of the firm or consultant and why it or they are best qualified to provide the desired services.
  - b. Describe the general experience and specializations of the consultant or firm.
  - c. Identify specific experience with development of a tourism brand and development of a tourism master plan.
3. **Team.** If a firm employs multiple individuals who will work on this project or if the consultant intends to work collaboratively, identify the names and positions of key personnel anticipated to work on each facet of the scope of work including the primary project manager. Identify and describe tasks assigned to each team member.
4. **Approach.** Provide a narrative description summarizing the desired approach the consultant or firm intends to undertake. This should include a summary of the steps to be completed to accomplish the scope of work and the consultant or firm's understanding of the project requirements.
5. **Work Plan and Project Schedule.** Submit a work plan outlining the approach for completing the tourism master plan and branding development including milestone completion dates and monthly project check-in dates. The project schedule should be in the form of a Gantt or similar style format indicating the start and completion dates.
6. **References.** Provide a list of 3 to 5 project references, including contact name, telephone number, and email address for projects of comparable size and scope performed by key personnel listed in the response. Visual representation of completed projects is welcomed and highly encouraged.

7. Submittals must meet the following minimum mandatory requirements:
  - a. One (1) sealed copy and one digital copy of the proposal must be provided for the review process.
  - b. Cost shall be submitted in a separate envelope.
  - c. A cover letter signed by a duly authorized official of the proposer.

**Proposals must be clearly marked and submitted to Aspen Wimmer no later than 4:00 p.m. on Thursday, February 23, 2023.**

**TIMELINE**

The following is an outline of the anticipated schedule for qualification review and contract award:

<b>Event / Action</b>	<b>Date</b>
Solicit RFQ	February 3, 2023
Questions Due	February 16, 2023 @ 4PM
County’s Response to Questions	February 17, 2023
Deadline for Submittals	February 23, 2023@ 4PM
Interviews*	March 1-10, 2023
Contract Award	March 15, 2023

\*Interviews will be conducted at the County’s discretion

Note: The County reserves the right to modify the schedule.

**SUBMISSION**

One (1) sealed copy and one (1) digital copy of the submittal, marked on the outside of the envelope “Request for Qualifications” should be delivered to:

Tooele County  
 Attn: Aspen Wimmer  
 47 S Main Street  
 Tooele, UT 84074

The submittals must be received (not postmarked) no later than 4 pm on Thursday, February 23, 2023. The County reserves the right to reject any or all submissions.

## INQUIRIES

Questions pertaining to this request may be submitted online through the U3P website, or through email to Aspen Wimmer, at [aspen.wimmer@tooeleco.org](mailto:aspen.wimmer@tooeleco.org), prior to Thursday, February 16, 2023 @ 4 PM.

## SUBMITTAL REVIEW

Submittals will be ranked based upon the merits of the written response and the qualifications and experience of the consultant or firm. Each reviewer will use a rubric scoring tool to award a score based on 100-point total as follows:

<b>Criteria</b>	<b>Possible Points:</b>
Qualifications	25
Experience	25
Approach	20
Work Plan & Schedule	20
References	10
<b>Total:</b>	<b>100</b>

## SELECTION PROCESS

County staff will evaluate each submission and may select a consultant or firm to interview. Following the staff evaluation, including interviews and fee schedule negotiation, the County Manager will recommend the consultant or firm most qualified to the for official contract award.

## GENERAL TERMS & CONDITIONS

The County reserves the right to modify or cancel the selection process or reschedule at any time. Additionally, the County may seek clarification or additional information from respondents. This RFQ shall not be construed as a contract or a commitment of any kind. The County shall not be held responsible for the costs incurred by anyone in the preparation or submittal of a response to this RFQ.