

REQUEST FOR QUALIFICATIONS (RFQ) FOR Tourism Asset Based Plan OF Cocke County, TN

Overview:

Cocke County, Tennessee has recently received a grant for a county-wide Tourism-Based Asset Action Plan. The Cocke County Partnership is administering the grant. The CCP is seeking qualified consultants to see what gaps exist in enhancing the visitor experience and attracting more visitors to the area - a research based plan for needs in tourism infrastructure and asset development to the end of industry growth.

Requirements:

The successful consultant chosen must provide a minimum of two references to demonstrate experience in destination research, assessment, strategic planning and development. Case studies with client contact information is required. Minimum of three years of membership in statewide regional and national tourism associations such as Destination Marketing Association (DMAI), Southeast Tourism Society, Inc (STA, Travel and Tourism Research Association (TTRA) etc. Please list industry association memberships and years of Membership for each. Consultant must provide proof of liability insurance, Workman's Comp and Errors and Omissions Insurance.

Scope of Services:

The general scope of services to be performed by the consultant shall include but not be limited to the following:

- Analyze assets and gaps in our tourism assets
- On-site presentation
- Written report
- Video presentation to community leadership

Qualifications:

Qualifications submitted in response to this RFQ must provide detailed information to show evidence of qualifications and experience on similar type studies. Please provide at least three (3) examples of the firm's involvement in a similar type project. Three (3) copies of the qualifications are requested for review.

Questions regarding this RFQ shall be directed to Linda Lewanski, Tourism Director of Cocke County Partnership, at llewanski@cockecountypartnership.com or (423) 625-9675.

All RFQ responses must be submitted no later than 12:00 PM EDT on June 15, 2017 to:

Linda Lewanski
Cocke County Partnership
433 B Prospect Avenue
Newport, TN 37821
llewanski@cockecountypartnership.com

Consultant Selection:

The Cocke County Partnership will select the most qualified firm from the submitted qualifications. Upon selection of a firm, a formal scope of work meeting will be conducted and a proposal of work will be required. The Cocke County Partnership reserves the right to reject any or all submittals; to waive any informalities or irregularities in any submittal; to award in whole or in part to one or more respondents; or take any other such actions that may be deemed in the best interest of Cocke County.