

## Request for Proposal

### Introduction

The PA Dutch Convention & Visitors Bureau (PA Dutch CVB) is the official Tourism Promotion Agency for Lancaster County, PA. It is the mission of this organization to increase visitation to Lancaster County and to work with our members to ensure that these visitors have a positive experience when here.

### Situation

The PA Dutch CVB is opening up the opportunity to submit a proposal to develop and conduct regularly scheduled sixty to ninety minute farmland tours to be available for PA Dutch CVB visitors leaving from our Visitors Center located at 501 Greenfield Road, Lancaster, PA 17601. The objective of these tours will be to showcase Lancaster County to our visitors.

This Request for Proposal (RFP) is intended to provide interested vendors with sufficient information to guide them through the development of their proposals. Proposals will be submitted for consideration to a committee made up of members of the PA Dutch CVB Board of Directors.

Terms used and conditions imposed in this RFP are not intended to imply or denote a particular vendor nor are they to be construed as restrictive in any way.

### Purpose of the RFP

The PA Dutch CVB is seeking to ensure that all interested and qualified vendors have an equal opportunity to submit a proposal to be considered as the one vendor that will be selected to conduct regularly scheduled sixty to ninety minute farmland tours leaving from the Visitors Center and to provide the best possible experience for our visitors.

### Project Schedule

The selected vendor should be prepared to begin weekend tours no later than the first weekend of May, 2011 and daily tours no later than May 28, 2011. A final annual schedule will be negotiated and approved at a later date.

### Minimum Tour Vendor Qualifications and Requirements

RFP must prove that the vendor has:

- Ability and capacity to enter into a one year or longer contract agreement
- Have or have access to appropriate current licensed vehicle(s) (tour van or motor coach) with proper liability insurance coverage (please add as an attachment to the RFP and mark as **Attachment 1**)
- Proof of current PUC license to operate a tour business in Lancaster County (please add as an attachment to RFP and mark **Attachment 2**)
- Proper liability insurance coverage with the ability to name the PA Dutch CVB as an additional insured in the minimum amount of \$500,000 (please add as an attachment to RFP and mark **Attachment 3**)
- Proof of all other necessary licensing and insurances (please add as an attachment to RFP and mark as **Attachment 4**)

- Experienced guides, and if the guide will also be operating the vehicle, valid drivers' licensing as required under current state and federal laws
- Ability to indemnify and hold harmless the PA Dutch CVB (please add as an attachment to RFP and mark as **Attachment 5**)
- Secured and executed contracts with third party vendors (please add as an attachment to RFP and mark as **Attachment 6**) if applicable

Note on third party vendor: In the event the selected vendor changes subcontractors during the term of the contract, the vendor will provide the PA Dutch CVB thirty (30) days notice of such change and will supply all required documents for any new third party vendor within ten (10) days of entering into an agreement with the new subcontractor.

- Ability and capacity to conduct tours on the agreed upon regularly scheduled dates and times (schedule to be determined-indicate on RFP any limitations)
- Necessary experience and staffing to guarantee successful venture (please add as an attachment to RFP and mark as **Attachment 7** such items as case histories of same or similar agreements, guide resumes, employee list). Selected vendor must have a fully staffed office operation that maintains normal business hours and is capable of addressing guest concerns.

**Vendor must agree that:**

- If they are not currently a member of the PA Dutch CVB, they will become a member
- PA Dutch CVB will have final approval on the final tour schedule
- PA Dutch CVB will have final approval on all scheduled routes
- PA Dutch CVB will have final approval on all scheduled stops
- PA Dutch CVB will have final approval on all guide scripts
- PA Dutch CVB will make no guarantees as to daily, monthly or yearly minimum revenue
- PA Dutch CVB will have final approval on vendor supplied brochure promoting tours
- Rate structure must allow for income for PA Dutch CVB to cover their expenses
- Vendor must participate with funding dollars for promotion and advertising
- Vendor must comply with PA Dutch CVB guest satisfaction survey requirements
- Vendor cannot cancel scheduled tours under any circumstances without prior consent of the PA Dutch CVB, which may or may not be granted
- Vendor agrees to pay all applicable additional insurance costs required by the PA Dutch CVB
- Vendor agrees that the PA Dutch CVB can mitigate all guests complaints and refund fees paid by such guests at their discretion

**PA Dutch CVB will agree to:**

- Promote Visitors Center tours
- Display tour brochure in Visitors Center
- Announce regularly scheduled tours to Visitors Center traffic
- Provide a loading and drop-off area
- Provide restroom and lunch facilities for tour guides
- The PA Dutch CVB will have no other obligations to third-party vendors contracted by the vendor selected unless mutually agreed upon by the PA Dutch CVB and the vendor

**RFP must include:**

- Proposed route
- Proposed cost of the tour for adult and child (and definitions of age groups for each) and what is included in these costs (stops, samplings, etc.)
- A brief narrative that will demonstrate how the final product will be managed and delivered incorporating all items listed under "Minimum Tour Vendor Requirements"
- All seven (7) requested attachments
  - Current licenses and insurances for vehicles
  - PUC license to operate a tour business in Lancaster County
  - Liability insurance coverage
  - All other necessary licenses and insurances
  - Indemnification of PA Dutch CVB
  - Secured and executed contracts with third party vendor(s)
  - Documentation of previous experience and appropriate staffing

**Vendors Examination of the RFP**

Vendors must examine all information contained in the RFP. Failure to do so will be at the vendor's risk. Questions should be directed to Dan LaFauci, Operations & HR Manager of the PA Dutch CVB at [dlafauci@padutchcountry.com](mailto:dlafauci@padutchcountry.com) All questions must be received no later than February 26, 2010. Questions received will be combined into one list of questions and responses and sent to all vendors that received the RFP document no later than March 5, 2010.

**Submission of RFP**

All proposals (and accompanying attachments) must be received in their entirety, in writing here at the PA Dutch CVB office, 501 Greenfield Road, Lancaster, PA 17601 to the attention of Dan LaFauci no later than March 26, 2010.

**Evaluation of Proposals**

Any proposal determined to be non-responsive to any of the minimum evaluation criteria of the RFP will be disqualified. Incomplete submissions are grounds for rejection.

Vendor may be required to discuss or clarify its proposal or demonstrate its abilities with the PA Dutch CVB at any time during the procurement process. The finalist(s) will be invited to make a presentation to the selection committee prior to any award.

**Rejection of Proposals**

The PA Dutch CVB reserves the right to reject any and all proposals received in response to the RFP. Furthermore, a vendor's proposal will be rejected if the vendor fails to:

- Adhere to one or more of the requirements established in the RFP
- Submit its proposal in writing
- Supply the minimum information requested in the RFP
- Submit its proposal in its entirety to the required address on or before the deadline



- Provide truthful and accurate information in its proposal

### **Withdrawal of Proposals**

Proposals may be withdrawn by written notice received by Dan LaFauci any time prior to the award.

### **Vendor Selection**

A committee made up of members of the Board of Directors of the PA Dutch CVB will make a decision regarding selection of the vendor with whom it wishes to enter into a contract. A recommendation will then be presented to the entire Board of Directors of the PA Dutch CVB for their approval prior to notification to the vendor. (Note: The PA Dutch CVB is not obligated to select the lowest bid.) If routes are changed at the request of the PA Dutch CVB during the RFP process, a rate adjustment will be allowed.

In addition to delivering a complete RFP, the PA Dutch CVB and the committee will be looking for creativity, enthusiasm and professionalism when considering all vendors. Vendors are encouraged to design a product that displays the best that Lancaster County offers within a sixty to ninety minute time frame. Ideally, this tour product should whet the appetite sufficiently enough as to get the guest to continue the visit with an overnight along with increased spending.

Prior to final selection, vendors may be required to submit additional information and/or make an oral presentation as the PA Dutch CVB and the committee may deem necessary to determine the vendor's qualifications.

### **Responsibilities of Vendor**

The successful vendor will be considered as the sole contractor and will be required to assume total responsibility for developing and managing (with approval of PA Dutch CVB staff) the tours. The PA Dutch CVB will consider the successful vendor to be the sole point of contact with regard to all contractual matters, including performance or customer service unless otherwise stated. Failure to comply may result in immediate breach of agreement and cancellation of contract.