
Requested Council Meeting Date: May 1, 2017**Council Bill No. 2017-604****Item: Agreement with Design Workshop for the development of an Independent Tourism Study for the Greater Joplin Tourism Region.**

Attachments: 1) Agreement between COJ and Design Workshop
2) Exhibit A, Joplin CVB RFP-2017-18
3) Exhibit B, Design Workshop Initial Bid
4) Exhibit C, JCVB Bid Tabulations
5) Exhibit D, Staff Review and Ranking
6) Exhibit E, Design Workshop Scope of Work

Department Head:	Patrick Tuttle	Date:
Finance Director:	Leslie Haase	Date:
City Attorney:	Peter C. Edwards	Date:
City Manager:	Samuel L. Anselm	Date:

Introduction: This Council Bill seeks permission from Council for the City Manager to sign an agreement between the City of Joplin and Design Workshop of Aspen, Colorado for the development of an Independent Tourism Study of the Greater Joplin Tourism Region.

Background: Beginning in February 2016, working through the results of the Destination NEXT tourism survey, it was the desire of the Joplin Convention & Visitors Bureau (JCVB) staff and advisory board to develop a scope of work, write an RFP, and select a consultant to develop an Independent Tourism Study for the Great Joplin Tourism Region. The Destination NEXT findings identified several areas which needed attention or offered growth potential, but did not identify a strategic course of action. An Independent Tourism Study was the next logical step.

NOTE: The original title for this project was to develop a Tourism Master Plan. Through the process and working with tourism stakeholders it was felt the term “Master Plan” still had a negative view in the community. From their suggestion, the project title was changed to Independent Tourism Study. The intent of the project and the scope of work as listed in the RFP are unchanged.

Summary: 5 bids were received, reviewed and ranked by the JCVB staff. The Advisory Board provided oversight and participated in phone interviews with the top-3 bids; based on staff scoring. Staff made the final selection of Design Workshop, Aspen, CO. The cost of the Study is not to exceed Seventy-Three Thousand, Six Hundred and Forty (\$73,640.00) dollars. Based on the timeline within the Scope of Work this cost will be paid in part, Fifty Thousand (\$50,000.00) dollars from the FY-17 budget, with the balance, Twenty-Three Thousand, Six Hundred and Forty (\$23,640.00) dollars from the FY-18 budget.

Recommendation: JCVB Staff and Advisory Board recommend approval of this agreement.