



**Request for Proposals  
for a  
Wayfinding/ Signage program for  
Butler County**

Date of Issuance 7/7/09

Butler County Visitors Bureau  
8750 Union Centre Boulevard  
West Chester, OH 45069  
[www.destinationbutlercounty.com](http://www.destinationbutlercounty.com)

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## SCOPE OF WORK

### INVITATION

The Butler County Visitors Bureau (BCVB) is seeking a wayfinding consultant to work with the BCVB Strategic Development Committee, Butler County and local municipalities to develop a Wayfinding and signage program for Butler County.

### BACKGROUND

Butler County, Ohio founded in 1803 is one of Ohio's oldest counties yet one of the fastest growing today. As the birthplace to four governors and home to thriving industry, education, arts and sports, Butler County comprises both small, rural settlements and flourishing cities.

Butler County is located in Ohio's southwestern corner. Located between the cities of Cincinnati and Dayton on Interstate 75, Butler County is within 600 miles of 64% of the nation's population. It is within a one-day drive to 20 major metro markets including Atlanta, Charlotte, Chicago, Detroit, Nashville, Milwaukee, Pittsburgh, St. Louis, Toronto and Washington DC. Its western boundary lies on the Indiana border. The county is generally rural, although urban areas cover twelve percent of Butler County's 467 square miles.

The county's largest city is Hamilton, the county seat, with a population of 60,690 people in 2000. Middletown and Fairfield are the next two largest cities, with populations of more than forty thousand people in 2000. Almost 333,000 people resided in Butler County in 2000. This was an increase of more than fourteen percent since 1990. The county averages approximately 713 people per square mile. Butler County is one of 88 counties in Ohio and its 2002 population of 339,828 ranked 8th in the state.

The Butler County Visitors Bureau was formed in 2005. The Bureau is funded by a 3% transient occupancy tax implemented by the Butler County Commissioners. There are currently just over 2,800 hotel rooms in Butler County. The BCVB is governed by the Board of Directors. The Board of Directors is comprised of representatives from lodging, parks, arts, history, insurance and banking.

In early 2007 the BCVB Board of Directors undertook a strategic planning process to establish the vision, mission and values of the organization. One of the results of this process was the formation of a strategic development committee to actively look into the development of the tourism infrastructure.

## OVERVIEW

As the tourism pioneer in Butler County, one of the major strategic roles of the BCBV is to examine opportunities for enhancing tourism in Butler County. In late 2008, the BCBV hired Zeitgeist Consulting to conduct an extensive Destination Review and Product Development recommendations.

Following the completion of the study, one of the development recommendations was the implementation of the wayfinding /signage program for the county. As noted in the report “in-community signage was fairly sparse and utilitarian. And, directional signage between communities was only of the standard government variety”. As a result the BCBV is active looking to move forward with this initiative.

## SCOPE OF SERVICES

The BCBV is seeking the services of a qualified individual or firm to develop a Wayfinding and signage program for Butler County.

- Design and installation for Wayfinding / Signage program throughout Butler County
- Work with local communities within the county who may be interested in completing projects which include pedestrian and vehicular signage

## GENERAL INFORMATION

### PURPOSE

This request for proposal (RFP) provides interested contractors with sufficient information to prepare and submit proposals for consideration by the Butler County Visitors Bureau ("Issuing OFFICE" or "BCVB") to design a wayfinding and signage program for Butler County.

### ISSUING OFFICE

This RFP is issued by the Butler County Visitors Bureau.

Butler County Visitors Bureau,  
8750 Union Centre Boulevard,  
West Chester, OH 45069.  
Phone 513-860-4194  
Fax 513-860-4195,  
Email [mhecquet@butlercountymb.com](mailto:mhecquet@butlercountymb.com).

The Issuing Office is the sole point of contact of this RFP.

### SCOPE

This RFP contains the instructions governing the proposals to be submitted and the material to be included therein: a description of service to be provided: requirements which must be met to be eligible for consideration, general evaluation criteria and other requirements to be met by each proposal.

### RESPONSE DATE

To be considered, proposals must arrive at the Issuing Office on or before **8/15/09**.

### PROPOSAL

Each proposal should be submitted to the Issuing Office. Each proposal page should be numbered for ease of reference. Proposals must be signed by an official authorized to bind the contractor to its provisions.

### QUESTIONS & ANSWERS

Contractors shall address any question regarding this RFP by submitting a question in writing (via email – entitle subject line "BCVB Tourism RFP Question") to [mhecquet@butlercountymb.com](mailto:mhecquet@butlercountymb.com).

### LATE PROPOSAL

Late proposals will not be considered. A Consultant submitting a late proposal shall be so notified.

**WITHDRAWAL OF PROPOSAL**

At any time to the specified Proposal due time and date a Consultant (or designated representative) may withdraw the Proposal. Fax withdrawals will not be considered.

**DURATION OF PROPOSAL**

Proposals shall be irrevocable for a period of ninety (90) days following the proposal due date.

**REJECTION OF PROPOSALS**

The Butler County Visitors Bureau reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing contractors.

**INCURRING COSTS**

The Butler County Visitors Bureau is not liable for any costs incurred by consultants prior to issuance of a contract.

**RESPONSE DATE**

To be considered, proposals must arrive at the Butler County Visitors Bureau office on or before the specified time and date. Late proposals shall not be considered.

**ADDENDA TO THE RFP**

If it becomes necessary to revise any part of this RFP before the proposal response date, an addendum will be distributed via email to all consultants who received the original RFP. It is the consultants responsibility to periodically check their email for an addendum to the RFP.

## SUBMITTAL REQUIREMENTS

For consistency of evaluation, each qualification submittal must contain at least the following elements:

1. **Firm Experience:** A resume of experience and other credentials that illustrate your qualifications and abilities to undertake the project.
2. **References:** A list of references providing names, organizational names, addresses and phone numbers of previous clients. This section should also contain details about type and size of projects.
3. **Project Team Composition:** A team description including resumes for all team members. Identify the capacity in which team members will be used, and identify a Project Manager for ongoing contact. Only include descriptions and resumes of people who will have continuous or substantial involvement in the project.
4. **Approach to the project:** A project approach description, which embraces the Visitors Bureau proposed Scope of work. Scope of work elements may be expanded to provide further detail or modified to reflect specific procedures unique to the Firm.
5. **Time Frame:** A statement illustrating availability to perform the required tasks, including a proposed time frame required to complete the stated Scope of Work.
6. **Cost Submittal:** A schedule of fees for completing the Scope of Work.

## QUALIFICATION EVALUATION PROCESS

### GENERAL

Each submittal shall be screened to determine if any shall be deemed non-responsive. Incomplete proposal, non-conformance with mandatory requirements, late submission of proposal etc. may result in the determination of non-responsive.

Subsequent to the initial review, all remaining proposals shall be reviewed by the Strategic Development Committee.

### CONSULTANT QUALIFICATIONS

The uniqueness and complexity of this project requires that the selected consultant demonstrate experience working with similar types of destination marketing organizations and communities.

### SELECTION PROCEDURE

**Step 1:** The Butler County Visitors Bureau Strategic Development Committee consisting of board members and representatives of the Butler County tourism industry will review qualifications and proposal submittals. The first step of the selection process will deal the firm's qualifications to perform the project and the firm's conceptual approach to the scope of work. Time Line: 8/16/09-9/1/09

**Step 2:** The Committee will recommend a shortlist of firms. Shortlisted firms should anticipate an invitation to make an oral presentation supporting their proposal, at the discretion of the Strategic Development Committee. The final determination will be based on the proposals that best match the needs as viewed by the Strategic Development Committee. Time Line: 9/1/09-9/15/09

### SELECTION CRITERIA

The following criteria will be used by the Butler County Visitors Bureau Strategic Development Committee in making the selection. The criteria are generally listed in order of relative importance from the highest to the lowest weighted factors. Proposals will be evaluated on criteria including, but not limited, to the following:

1. Demonstrated experience on similar destination projects within the past three years as evidenced by implementation and performance for communities of similar scale, setting and character.

2. The quality and clarity of the proposal as well as the presentation materials that will be considered a reflection of the team's ability to communicate its findings and conclusions to members of the public as well as fellow professionals.
3. Qualifications of the personnel assigned to the project, including demonstrated success in the development of tourism and the demonstrated ability to accomplish the project.
4. The cost effectiveness of the proposal and the ability of the consultant to focus the study in a way that will maximize the funds allocated for this study.
5. Ability, capacity, skill and organization of the respondent to complete the project within budget and required timeline.
6. Manner in which the consultant will work with the VB Board and staff.
7. Physical and financial resources of the firm to complete the project scope of work.
8. The character, integrity, reputation, judgment, experience, location and efficiency of the respondent.
9. Satisfactory reference checks relating to past work relationships
10. The ability of the contractor to provide future maintenance and services for the use of the subject of the contract.