



CORTLAND COUNTY CONVENTION & VISITORS BUREAU

Request for Proposal (RFP)

Data Management & Analytics Services

Purpose

The Cortland County Convention & Visitors Bureau ("CVB" or "Agency") is issuing a Request for Proposal ("RFP") for a qualified agency ("Contractor") with experience in the tourism sector, to provide tools necessary to effectively measure its grant-funded program to position Cortland County as a premier youth, amateur and organized sports tourism destination. The platform will allow the CVB to measure and report on past and current visitors to Cortland County to progress on its goal of establishing the county as a premier youth, amateur and recreation sporting marketing in New York State.

Project Narrative

The CVB is seeking to advocate for and actively impact the youth, amateur, and recreational sporting market in Cortland County, and its communities, through the development of a targeted sports marketing campaign under the *Experience Cortland* umbrella. The campaign will promote active lifestyles and enhance economic vitality by attracting, creating and hosting quality sporting events in the Cortland County area. The primary focus for this RFP is to locate a user-friendly data management platform that will allow the CVB to develop and execute foundational research to understand the sports tourism sector and gather insights into visitor and local sentiment towards sports tourism in Cortland County. The resulting data will be used to educate sporting organizations, facilities, local businesses and government leaders about the importance of the sports tourism market in Cortland, and aid organizations for current and future planning.

Confidentiality

All information included in this RFP is confidential and only for the recipient's knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party.

Contact Information

For questions related to this RFP, please contact michelle@experiencecortland.com.

Deadline for Responses

5 p.m., Wednesday, March 13, 2024

The Cortland County Convention & Visitors Bureau

The Cortland County Convention & Visitors Bureau is the official tourism promotion agency of Cortland County. Our mission is to bring regional, national and international business and leisure visitors to Cortland County for the economic benefit of the County, the community, and our tourism partners.

www.experiencecortland.com

#ExperienceCortland | Facebook: @experiencecortland | Instagram: @experiencecortland607

About this Request

As an emerging and more central economic sector in Cortland County, sports tourism is making an increasingly robust contribution to the local economy. The strength of the Cortland Regional Sports Council, SUNY Cortland's leadership as a top sports and recreation college, an abundance of year-round man-made and natural venues, combined with an increase in niche sporting options have helped to position Cortland County more aggressively in the sports tourism marketplace - especially given its central location in New York State. Additionally, all signs point to the sector's expansion, particularly with the continued investment into projects like the Gutchess Lumber Sports Complex, Greek Peak Mountain Resort, and multi-day events like the Empire State Senior Games.

Recognizing this opportunity and the assets Cortland County has in place, the CVB looks to advocate for and actively impact the youth, amateur, and recreational sporting market in Cortland County, and its communities, through developing a targeted sports marketing campaign under the *Experience Cortland* umbrella. A key aspect of this project includes developing and executing foundational research to understand the sports tourism sector and gather insights into visitor and local sentiment towards sports tourism in Cortland County. The resulting data will be used to educate sporting organizations, facilities, local businesses and government leaders about the importance of the sports tourism market in Cortland, and aid organizations for current and future planning.

Scope of Work

The purpose of this request is to seek a Contractor who will provide leading tourism industry data accessed through an easy-to-use and powerful BI platform. The following list of deliverables are required; however, should not be considered a maximum program –

Data Collection & Integration

- Provide a user-friendly BI platform to gather relevant information related to tourism and sporting events in Cortland County.
- Provide Mobile Location Data through the usage of mobile apps on visitors' phones to understand the following –
 - The core feeder markets
 - The estimated number of visitors from the Cortland County area's core feeder markets
 - Estimated spending of Cortland county area visitors and where the spending occurs
 - Length of stay in Cortland County
 - Estimated economic impact of each visit
 - Demographic profiles of visitors
- Ability to add points of interest including real-world public places, such as sporting facilities, restaurants, parks and other sites, as well as open air event spaces.
- Offer the ability to develop Destination Development Surveys to collect, analyze, and benchmark stakeholder experience and satisfaction metrics across Cortland County to provide the CVB the



ability task, collect and measure survey data, including feedback from partners, residents and visitors.

Analytics & Reporting

- Organize data in one place for easy access, better analysis, automated reporting and stakeholder sharing.
- Develop analytical tools to assess the economic impact of sports tourism in Cortland County.
- Create customized reports and dashboards for the CVB to track key performance indicators and measure progress toward established goals.

User Training & Support

- Provide training sessions for CVB staff to effectively use and interpret data from the analytics platform.
- Offer ongoing support and troubleshooting to ensure the continued functionality of the platform.

Compensation

\$45,000 for total project. Project paid in quarterly installments. The project will begin Spring 2024 to be concluded by Fall 2025.

Response

Please address all points noted above. Additionally, please provide:

- Company Name and Background
- List of personnel who will work on this project, including their experience and qualifications.
- Describe the platform and type of data provided.
- A line-item budget for the project.
- Timeline for platform implementation.
- Provide a minimum of two current and/or former clients' contact information. The CVB may contact your clients for recommendations.

RFP Schedule

The following general timeline will be used for receiving and evaluating proposals and selecting a Contractor. The timeline listed may be changed if it is in the CVB's best interest to do so.

| | |
|-------------------------------|---|
| Last Date to Submit Questions | Monday, March 11, 2024 |
| Proposal Due Date | Wednesday, March 13, 2024 |
| Evaluate Proposals | Thursday, March 14 – Friday, March 15, 2024 |
| Optional Presentations | Monday, March 18, 2024 |
| Notice Award | Wednesday, March 20, 2024 |
| Contract Begins | Monday, March 25, 2024 |

Working Relationship

The CVB intends to have a close, professional working relationship with the Contractor. All correspondence to go through the CVB Executive Director of the CVB.

Disclaimer

The CVB reserves the right to accept or reject any or all proposals received in response to this RFP, to negotiate with any qualified source or to cancel this RFP in part or in its entirety.

All questions regarding the RFP shall be directed to:

Michelle Enright

Executive Director, Cortland County Convention & Visitors Bureau

michelle@experiencecortland.com | (607) 753-8463

The measurement framework will demonstrate impact and return on investment. The resulting data will be used by the Agency to brand Cortland County as a great sports destination with an integrated media approach—web, social, print, etc.

The intent of ____

Measure who is coming our sporting events, what they are doing in our destination during the event, how long they stay, how far they drove to get to the event and more.

The CVB informs its destination development and marketing strategies based on visitors' travel preferences, motivations and experiences. The CVB is planning to ____ to understand the profile of domestic and international overnight and day visitors for Cortland County. This ____ will establish benchmarks for a ranges

Experience
C O R T L A N D