

State of Vermont
Agency of Commerce & Community Development
Department of Tourism & Marketing
National Life Building – North, 6th Floor
One National Life Drive
Montpelier, VT 05620-0501

Request for Proposals (RFP)

HOTEL DATA

Through this Request for Proposal (RFP) the Agency of Commerce & Community Development, Department of Tourism & Marketing (hereinafter the “State”) intends to establish contracts with one or more companies that can provide Hotel Data.

Proposals Due: MAY 31, 2024 AT 4:30 PM (EDT)

State Point of Contact	
Name:	Michele Snyder
Email:	Accd.contracts@vermont.gov

1. Scope of Work.

Vendor will provide market information related to supply (number of rooms), occupancy, and average daily rate for hotel properties in Vermont.

1.1. Deliverables:

1.1.1. Monthly reporting for the state that include the following:

- Total hotel supply, demand/occupancy, revenues for the month
 - Including comparison to the same time previous year
- Trend data showing at least a rolling 13 months to include:
 - Average Occupancy Rate
 - Average Daily Rate
 - Average RevPAR (Revenue per Available Room)

1.1.2. Monthly reporting for regional and/or competitive sets that include the following:

- Total hotel supply, demand/occupancy, revenues for the month
 - Including comparison to the same time previous year
- Trend data showing at least a rolling 13 months to include:
 - Average Occupancy rate
 - Average Daily Rate
 - Average RevPAR (Revenue per Available Room)

1.1.3. Desired but not required: Dashboard with data visualization

2. Selection Criteria.

2.1. The State has sole discretion to select any number of contractors to perform these or similar services. The following criteria will be used to evaluate proposals submitted in response to this Request for Proposals:

Criteria	Consideration
Amount of Data Provided: level and type of information to be provided	25%
Methodology: data sources used and confidence in the data, including honest and trustworthy caveats to the data	25%
Qualifications of Provider: including expertise of staff and previous related experience	25%
Cost	25%

3. Technical Response.

3.1. **Background and Experience.** Provide a succinct description of your company, its size and resources. Describe experience relevant to the proposed project and list all current or past State projects. If a Bidder intends to use subcontractors, the Bidder must identify in the proposal the names of the subcontractors, the portions of the work the subcontractors will perform, and address the background and experience of the subcontractor(s), as above.

3.2. Technical Narrative. Responses shall include:

- Description of the data you will provide, including:
 - Monthly data: please describe how it is delivered, how often (cadence), and provide sample monthly data report(s).
 - If daily data is available, describe how it is gathered/estimated, how it is delivered, and provide sample daily data report(s).
 - If a dashboard is available, please describe how often data is refreshed, what visualizations are available, and please include sample screen shots.
- Methodology: please describe how you calculate the data you will provide to us, including
 - Sampling methodology and estimate of what percentage of the market is “true” i.e. data from verifiable sources, as opposed to what percentage is extrapolated and/or modeled.
 - Calculations used.

3.3. References. Provide the names, addresses, and phone numbers of at least three companies with whom you have transacted similar business in the last 12 months. You must include contact names who can talk knowledgeably about performance.

3.4. Cost. Please use the proposal form provided. Expenses will not be reimbursable under this contract.

4. Submission Instructions.

4.1. Certificate of Compliance: This form must be completed and submitted as part of the response for the proposal to be considered valid. Section 2 of this form references contract documents— Attachments C and Attachment D which are attached to this RFP to provide bidders an awareness and understanding of the State terms, the successful (awarded) bidder will be required to adhere to.

4.2. Submission. Please convert and combine the Certificate of Compliance, Proposal Form and other supporting documents you wish to include, into one (1) PDF file format document and save using the following naming convention: <<**Vendor Name-Hotel Data RFP**>>. Please email the point of contact identified on the cover page of this RFP.

CERTIFICATE OF COMPLIANCE

This form must accompany your Bid

For a bid to be considered valid, this form must be completed in its entirety, executed by a duly authorized representative of the bidder, and submitted as part of the response to the proposal.

1. **Non-Collusion:** Bidder hereby certifies that the prices quoted have been arrived at without collusion and that no prior information concerning these prices has been received from or given to a competitive company. If there is sufficient evidence to warrant investigation of the bid/contract process by the Office of the Attorney General, bidder understands that this paragraph might be used as a basis for litigation.
2. **Terms:** Bidder hereby acknowledges that is has read, understands and agrees to the terms of this RFP and Contract Attachments contained herein and listed below:
 - 2.1. [“Attachment C – Standard State Provisions for Contracts and Grants” \(December 7, 2023\)](#) (December 7, 2023) constitutes part of this Agreement and is hereby incorporated by reference and link as if fully set forth herein and shall apply to the purchase of all goods and/or services by the State under this Agreement. Should the link become disabled, this document is available online at: <https://bgs.vermont.gov/purchasing-contracting/forms>.
 - 2.2. Attachment D – Other State Provisions.
3. **Vermont Tax Certificate:** To meet the requirements of Vermont Statute 32 V.S.A. § 3113, by law, no agency of the State may enter into, extend or renew any contract for the provision of goods, services or real estate space with any person unless such person first certifies, under the pains and penalties of perjury, that he or she is in good standing with the Department of Taxes. A person is in good standing if no taxes are due, if the liability for any tax that may be due is on appeal, or if the person is in compliance with a payment plan approved by the Commissioner of Taxes, 32 V.S.A. § 3113
4. **Bidder Information and Certifying Signature:** In signing this bid, the bidder certifies under the pains and penalties of perjury that the individual or company is in good standing with respect to, or in full compliance with a plan to pay, any and all taxes owed the State of Vermont.

Vendor Name:	_____	Contact:	_____
Address:	_____	Telephone:	_____
City/State/Zip:	_____	Fax:	_____
email:	_____		
Vendor Website:	_____		
Signature:	_____	Date:	_____
Printed Name:	_____	Title:	_____

(End of Certificate of Compliance)

PROPOSAL FORM

This form must accompany your Bid Proposal

1. Price Proposal Considerations.

Price quotation must be valid for a minimum of 90 days or upon contract execution.

2. Price Schedule.

Proposal Element	Description/What is Included	Price
Base Price: Monthly reports to include supply, demand/occupancy, revenues for the month, plus 13+-month trend analysis.		
Optional: regional breakouts within Vermont (if not included above)		
Optional: Competitive states or regions (if not included above)		
Optional: Daily data (if available, and if not included above)		
Optional: Dashboard with data visualizations		

Contract term (duration) is up three (3) years. Upon mutual agreement between both parties, the term may be extended for two (2) additional 12-month periods.

Optional Renewals 1 & 2 (years 4 & 5) rate increase not to exceed: _____ %

References: Please submit at least three (3) references for similar services provided within the last two years, or attach written references:

1. Name: _____ Title: _____

Organization: _____ Phone: _____

Email: _____

2. Name: _____ Title: _____

Organization: _____ Phone: _____

Email: _____

3. Name: _____ Title: _____

Organization: _____ Phone: _____

Email: _____

**ATTACHMENT C – STANDARD STATE PROVISIONS FOR CONTRACTS AND GRANTS
REVISED DECEMBER 7, 2023**

[“Attachment C – Standard State Provisions for Contracts and Grants” \(December 7, 2023\)](#) constitutes part of this Agreement and is hereby incorporated by reference and link as if fully set forth herein and shall apply to the purchase of all goods and/or services by the State under this Agreement. Should the link become disabled, this document is available online at: <https://bgs.vermont.gov/purchasing-contracting/forms>.

ATTACHMENT D – OTHER STATE PROVISIONS

1. **Publications.** Contractor shall submit any and all notices, information pamphlets, press releases, research reports or other like publications prepared by the Contractor to the State for review and approval prior to release.
2. **Work Product Ownership/Copyright.** Upon full payment by the State, all products of the Contractor's work, including but not limited to outlines, reports, charts, sketches, drawings, artwork, plans, photographs, specifications, estimates, computer programs, or similar documents, becomes the sole property of the State of Vermont and may not be copyrighted or resold by Contractor. The Contractor will exercise due care in creating or selecting material for publication to ensure that such material does not violate the copyright, trademark, or similar rights of others. To the extent the Contractor uses copyrighted materials in performance of work under this Contract, the Contractor shall document and provide the state with the precise terms of the licensed use granted to the State by the owner of the copyright for future use of the copyrighted material. The Contractor shall not use any copyright protected material in the performance of the work under this contract that would require the payment of any additional fee not contemplated herein for present or future use of the same by the State.
3. **Public Records.** Upon execution of all contracts resulting from this bid process, all proposals and associated materials received by the State shall become public records, unless exempt pursuant to Vermont's access to public records law or similar provision of law. If a bid includes material that is considered by the bidder to be proprietary and confidential under law, the bidder shall clearly designate the material as such, and provide a detailed explanation why such material should be considered confidential, identifying specific statutory authority for exemption from disclosure and describing prospective harm to the bidder if the identified material were disclosed. The Department will determine if such designated information meets statutory requirements pertaining to materials exempted from Vermont's public records law. Under no circumstances can an entire bid or price information be marked confidential. Bids so marked may not be considered.

(End of Attachment D)

**APPENDIX 1
PERFORMANCE MEASURES & EVALUATION**

The Contractor will be evaluated on its service performance on the following performance measures. Low performance scores may result in no further grants with the State of Vermont Agency of Commerce & Community Development

PERFORMANCE MEASURES & EVALUATION			
Benchmarks/Deliverables	Needs Improvement	Met Expectations	Exceeded Expectations
Data is provided on time, at the time intervals requested, without errors			
Data can be easily understood, with appropriate levels of summary and analysis and descriptions of methodology or sources utilized provided.			
Vendor is readily available to answer questions or clarification on data provided.			
Online tools, if offered, are available without significant down-time and customer support is available for users.			

Notes:

Name of person completing form

Title

Date