

WELCOME CENTERS/HOST PROGRAM RFP EVALUATION CONSIDERATIONS

1. Vision Alignment

- a. Welcome Center and Host Program Vision.** How well does the proposal set forth and articulate an approach to fulfilling the Town of Vail's vision of 5-Star Guest Experience in management of the Welcome Center and Host Program?
- b. Understanding of Guest Service.** Does the proposal reflect a deep understanding of 5-star customer service, what it is, how to deliver it and how to measure?
- c. Vail Community Integration.** How well does the proposal reflect knowledge of the key organizations with which the contractor must partner for a seamless guest experience? Does the proposal describe how the contractor plans to work with these organizations?

2. Qualifications

- a. Completeness of Proposal.**
Is the proposal professionally organized and prepared? Does it satisfactorily address the requirements of Part 1, Part 2 and Part 3? Are 3 references provided?
- b. Key personnel**
Does the company's management team have relevant skills, experience and operational infrastructure to support this endeavor?
- c. Ability to Perform**
Does the contractor communicate a sense of commitment to the success of the contract? Are there concerns that would inhibit the contractor's ability to perform?

3. Proposed Business Plan

- a. Description of services provided**
Level of detail & innovation in which customer-centric services and programs are presented
- b. Guest service focus**
Describes ways to elevate customer service programs in conjunction with the Vail Brand
- c. Staffing plan for employees and hosts**
To what level was scheduling, compensation, recruiting & retention plan, day-to-day operations and recognition programs for employees/volunteers described
- d. Value (cost vs. services)**
Includes itemized inventory of all associated costs, correlation between services and value, competitiveness of pricing