



Memorandum

To: Vail Town Council

From: Stan Zemler, Town Manager
Suzanne Silverthorn, Communications Director

Date: August 16, 2016

Subject: Welcome Centers/Host Program Selection of Contractor for Operational Management

I. PURPOSE

After tabling action on this item at the August 2, 2016 meeting, the purpose of this session is for Town Council to give direction regarding selection of a contractor to manage future operations of the Vail Welcome Centers and Community Host program effective October 1, 2016. Council is asked to make its selection based on the written material that has been submitted as a requirement of a request for proposals process, plus in-person interviews of representatives from the three qualifying responders which occurred on August 2, 2016, as well as any additional information that has been forwarded to date.

II. BACKGROUND

On May 19, 2016, the Town of Vail issued a request for proposals for management of its Welcome Centers, the Volunteer Community Host Program and Guest Welcome Services Program. The RFP asked for qualifications, ideas and approaches to leverage the Town's resources to fulfill a stated goal of delivering a five-star customer experience. The deadline for responses was July 1, 2016. Three firms responded (in alphabetical order):

- Colorado Activity Centers, Inc.
- Donovan Pavilion Management, Inc.
- Vail Info Inc.

On July 5, 2016, the Vail Town Council reviewed the proposals in executive session and forwarded all three candidates to the final round which included preparation of a written business plan and interviews during the August 2, 2016 Town Council meeting. During the evening portion of this meeting, public comment was taken and a motion was made to direct staff to negotiate a contract with Vail Info., Inc. for management of the Welcome Centers and Community Host Program. Because the six council members in attendance were deadlocked following a 3-3 vote, another motion was made and the

Town Council voted 6-0 to table the item to August 16, 2016 when all seven members will be in attendance.

A service contract for management of the Welcome Centers/Host Program was last executed in 2013 with Vail Info Inc. and expires on September 30, 2016.

III. SELECTION PROCESS

The contractor selection process has been divided into two parts.

PART 1 –| Afternoon Meeting, August 2, 2016

In-person presentations and interviews with the Town Council were held in 30-minute increments with:

- Colorado Activities Center, Inc.
- Donovan Pavilion Management, Inc.
- Vail Info, Inc.

Responders were asked to spend up to 15 minutes on the following topics:

Qualifications and approach. Introduce yourself and key members of your team. Provide a summary of your approach and what it means to deliver a 5-star guest experience.

- Questions to consider: How are you uniquely qualified to manage the Welcome Centers/Host program operations? What relevant experience will you bring to an operation of this scale and scope? What are the key principles that will guide your operations? How will you create a 5-star guest experience under your management? Describe any new initiatives you're proposing.

Business plan. Provide an overview of your business plan.

- Questions to consider: What does your staffing model look like? What are the annual costs of operation? What are the value-added services included in your business plan? What are your key performance metrics and how will you measure them?

Collaboration and integration. Describe how you plan to build or expand relationships with other Vail entities to ensure a seamless guest experience.

- Questions to consider: What organizations or entities are important to ensuring a seamless guest experience? How do you plan to work with them?

Following the 15 minute overview, time was allowed for Q&A by the Town Council.

PART 2 – 6:00 p.m. | Evening Meeting, Tabled to August 16, 2016

Following the presentations in the afternoon, the August 2, 2016 evening session included an agenda item to provide an opportunity for public comment on the 3

proposals and a vote by the Town Council to select the contractor, assuming the Town Council has the information it needs to make a decision. Because the decision was tabled at the August 2, 2016 meeting, this step will be repeated on August 16, 2016.

Proposals are to be evaluated based on qualifications, business plan and vision alignment.

IV. ACTION REQUESTED OF TOWN COUNCIL

Staff requests the following action from the Town Council:

Provide the due diligence needed to direct the staff to prepare a contract for operation of the Vail Welcome Centers and Community Host Program beginning October 1, 2016 with the firm best qualified to leverage the Town's resources to fulfill its stated goal of delivering a five-star customer experience. The term of this contract shall be for one year with the opportunity to renew the contract for an additional two years based on exceptional performance.

V. ATTACHMENTS

Colorado Activities Center, Inc. Proposal
Donovan Pavilion Management, Inc., Proposal
Vail Info Inc. Proposal
Evaluation Tool
Town of Vail Request for Proposals for Management of Vail Welcome Centers,
Volunteer Community Host Program and Guest Welcome Services Program