

Alabama Tourism Department

Request for Proposals

For the creation of submission documents to Nominate Landmarks as World Heritage Sites

September 2, 2016

REQUEST FOR PROPOSAL

To create submission documents to Nominate Landmarks as World Heritage Sites to increase tourism for the Alabama Tourism Department

I. INTRODUCTION AND PURPOSE

After the conclusion of World War II major social changes removed racial barriers in various sections of the U.S., in particular in the American South. Ministers and other black leaders in Alabama and other states organized demonstrations that overturned segregation ordinances and laws to provide equal access to public accommodations, transportation, education, voting rights and other phases of American life. The schools, churches, restaurants and other areas where events occurred gained notoriety as civil rights landmarks.

In 1972, a group of American historians and other preservationists led to the establishment of a program within the United Nations Educational, Scientific and Cultural Organization (UNESCO) to encourage the protection and promotion of major natural and cultural locations. The program would designate places as World Heritage Sites. Many governments across the globe established offices that nominated sites to the program to increase tourism in their countries. By 2007, more than 700 sites in Europe, Asia and other countries had become “inscribed” as World Heritage Sites, but few in the U.S. In most cases, attendance at tourism destinations named as heritage sites increased from double to tenfold. Of these 700 sites, only a handful was located in the United States.

In 2008, the National Park Service of the U.S. Department of the Interior developed a wide range of categories of natural landscapes and the built environment for a tentative list as potential World Heritage Sites. The list included prehistoric ruins, national parks, unique architecture, and historic buildings, including three Alabama churches connected to the civil rights movement. The Park Service provided a deadline of 10 years for nominations until the “tentative” designation would expire.

Within that period, more than two dozen American sites, such as the Statue of Liberty, the Great Smoky Mountain National Park, and the Grand Canyon National Park, and Thomas Jefferson’s original campus of the University of Virginia have been successfully added to the list. In more recent years, a 3,000-year-old prehistoric site in Louisiana and the Alamo in Texas were added. In each case, the owner of the property had to apply in writing to ask to be nominated.

The Alabama Tourism Department solicits proposals to nominate sites, where major civil rights events occurred, to the National Park Service as potential World Heritage Sites.

II. Scope of Work

The Service Provider will submit an Abstract that includes a proposal to nominate the three Alabama churches plus any additional candidates in or out of state as recommended in the 2008 National Park Service Tentative List. The Provider will list properties that should be considered for nomination and include their context within one or more of the Criteria as listed below. The final proposal must be received by close of business (5pm) on September 30, 2016.

The Provider will consider properties that are national parks, National Historic Landmarks, Monuments or equally recognized for their unique contributions and a narrative as pertains to the Criteria as listed below.

The Provider will identify leaders and scholars who comprise the initiative team. The Provider shall identify any individual(s) who have experience in nominating properties as World Heritage Sites.

The Provider will propose a Timeline of benchmarks in the process that will result in a draft to be presented to the National Park Service, Office of International Affairs, during 2018.

The Provider will propose a Developmental Budget for two fiscal years and list the scope of work that will be accomplished therein.

The Criteria for Selection

To be included on the World Heritage List, sites must be of “outstanding universal value” and meet at least one out of ten selection criteria. These criteria are explained in the Operational Guidelines for the Implementation of the World Heritage Convention. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself.

- (1) to represent a masterpiece of human creative genius;
- (2) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- (3) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- (4) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- (5) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- (6) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.

- (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
- (7) to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
 - (8) to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
 - (9) to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
 - (10) to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

III. Proposed Schedule

The Alabama Tourism Department will use the following timetable with the goal of selecting the most qualified proposer. This schedule may be changed solely at the Alabama Tourism Department's discretion:

Release Date of the RFP	September 2, 2016
Written/Email Questions Deadline	September 12, 2016 by 3pm local Alabama Time
Responses Due	September 30, by 5pm local Alabama Time

IV. INSTRUCTIONS FOR PREPARATION OF PROPOSALS

All prospective vendors shall provide sufficient information and data to fully allow a complete evaluation of the information presented. Information and data submitted by each applicant will become part of the proposal.

The vendor interested in responding to this RFP must provide the information on the Organization's qualifications and experience, length of time in business, qualifications of the project team, project manager's experience, previous similar projects and references and approach to services. Submittals that do not respond completely to all requirements specified herein may be considered non-responsive and eliminated from the process.

Proposal Submittal Requirements

The following information sections will be required as part of the response to this RFP:
Three complete copies of your proposal should be submitted.

1. Vendor Information

1. Name of Organization
2. Location of office or offices
3. Phone and email
4. Person(s) authorized to represent the firm in negotiations
5. Length of time in business
6. Is your firm registered with the Alabama Secretary of State to do business in Alabama?

2. Experience/Company

Describe your organization's ability to handle a project of this size and scope and list key academic personnel or technical training that will help to differentiate your organization.

3. Proposed Plan of Action

Demonstrate vendor's proposed plan to provide required submission material to the Alabama Tourism Department, demonstrating an understanding of the project scope of work and purpose. **Your proposed plan should match the costs amounts you list in Schedule A.**

4. Cost and Budget Guidelines

The total budget for all items shall not exceed \$600,000 during the two-year contract. Vendor shall submit cost for the entire contract on form listed as Schedule A.

Submittal Deadline and Instructions

The delivery of proposals to the Alabama Tourism Department prior to the specified date and time is solely and strictly the responsibility of the vendor. The Department shall not, under any circumstances, be responsible for delays caused by delivery service, or for delays caused by any other occurrence.

All responses must be manually and duly signed by an authorized corporate officer, principal or partner with the authority to bind said applicant.

The deadline for response to the RFP is **5pm local Alabama time, Friday, September 30, 2016**. Responses should be submitted in a sealed envelope marked:

**“Proposal for the creation of submission documents to Nominate Landmarks as
World Heritage Sites”**

If proposal is sent by overnight courier such as FED EX, UPS

**Lee Sentell, Director Phone 334-242-4413
Alabama Tourism Department
401 Adams Ave, Suite 126
Montgomery, AL 36104**

If return is by regular United States mail service,

**Lee Sentell, Director
Alabama Tourism Department
P.O. Box 4927
Montgomery, AL 36103-4927**

Questions

All questions concerning this Request for Proposal should be address in writing to Lee Sentell, at lee.sentell@tourism.alabama.gov. Deadline for submission of questions is September 12, by 3pm local Alabama Time. Alabama Tourism Department is not responsible for emails not received, including those that might be quarantined by security software.

V. SELECTION CRITERIA AND RANKING PROCESS

The successful vendor must demonstrate an understanding of the project scope and purpose. This refers to the proposer's understanding of the needs that generated the RFP, of the objectives in asking for the services and to the nature and scope of the work involved.

All proposals will be evaluated with respect to the completeness of the data provided, support for all claims made and the overall approach taken. A maximum total of 100 points will be awarded as part of the evaluation based on the following:

Experience (maximum score 40)

Demonstrated experience of the principals in developing WHS nominations.

Proposed Plan of Action and Personnel (maximum score 30)

Amount of detail and specifics of the plan and the credentials of academic support.

Duration (maximum score 10)

Achievable time table.

Cost (maximum score 20)

Budgetary considerations.

All proposals will be evaluated.

The evaluation of the proposals shall be accomplished taking into account the responding vendor's experience, proved performance with similar work, approach and plan of work, personnel to be assigned and proposed plan of cost.

Selection of a proposal shall not be binding upon the Alabama Tourism Department and may or may not, at the Department's sole discretion, result in the Department entering into a contract with the vendor.

The vendor certifies by submission of this proposal and resulting contract that the vendor has not publicly or privately colluded with any other vendor to fix prices or conditions of this contract.

Method of Selection

Selection will be based on the proposal that meets or exceeds the requirements set forth in the RFP. The selection process may, however, include a request for additional information or an oral presentation to support the written proposal.

The Alabama Tourism Department reserves the right to select other than the low-priced proposal if a higher-priced proposal provides the best value.

VI. CONTRACT NEGOTIATIONS AND FINAL AGREEMENT

Given the short time from selection until estimated contract start, once a company is selected, the final agreement will need to be negotiated expeditiously.

VII. Term

The contract is for a period of two (2) years, starting October 1, 2016, or beginning date adjusted to date final approval is granted (based on yearly funding appropriations by the State of Alabama).

All contracts and renewals are dependent upon the provision of necessary appropriations by the Alabama Legislature and subject to approval by the Parties, the Contract Review Permanent Legislative Oversight Committee, and the Governor.

VII. MISCELLANEOUS

Entire Agreement

Upon acceptance of vendor's proposal by the Alabama Tourism Department, the parties will execute a formal contract, in writing, duly signed by the proper parties thereto, and subject to review by the Legislative Contract Review Committee and approval of the Governor of the State of Alabama.

Reservations

The Alabama Tourism Department reserves the following rights: (1) to reject all proposals; (2) to reject individual proposals for failure to meet any requirement; (3) to award by item, part or portion of an item, group of items, or total; and (4) to waive minor defects. The Alabama Tourism Department may seek clarification of the proposal from vendor at any time and failure to respond is cause for rejection. Clarification is not an opportunity to change the proposal. Submission of a proposal confers on vendor no right of selection or to a subsequent contract. This process is for the benefit of the Alabama Tourism Department only and is to provide the Alabama Tourism Department with competitive information to assist in the selection process. All decisions on compliance, evaluation, terms, and conditions will be made solely at the discretion of the Alabama Tourism Department and made to favor the State.

Registered to Do Business in Alabama

Company will be required to register with the Alabama Secretary of State to do business in Alabama.

Cost of Preparation

The Alabama Tourism Department is not responsible for, and will not pay any costs associated with, the preparation and submission of vendor's proposal, regardless of whether or not selected.

Work Products

All work products originated or prepared by vendor and delivered to the Alabama Tourism Department pursuant to the RFP are, or will be, the exclusive property of the Alabama Tourism Department. The Department reserves the right to use for its benefit the ideas contained in proposals received.

Independent Contractor

The Vendor will be an independent contractor. Vendor, its agents, sub-Vendors, and/or employees will not be considered to be agent(s), distributor(s), representative(s), or employee(s) of the Alabama Tourism Department.