

REQUEST FOR PROPOSALS

TO CONDUCT AN ECONOMIC IMPACT ANALYSIS OF 2023 TOURNAMENT

BASS FISHING EVENTS ON THE SAGINAW RIVER

ANNOUNCEMENT

The Conservation Fund is a national nonprofit working at the intersection of the environment and the economy. We protect America's most critical lands and waters to provide greater access to nature, strengthen local economies and enhance climate resiliency. Top-ranked for efficiency and effectiveness, we have worked in all 50 states since 1985 to protect more than 8.8 million acres of land. At The Conservation Fund, we believe in conservation that makes economic sense. Every project places conservation at its center, and our entrepreneurial staff create and implement innovative, practical ways to benefit the natural world and the well-being of Americans from every walk of life. We inspire new, innovative models that prove strategic conservation is good for both people and the environment.

From our Bay City, Michigan Great Lakes Office location and home of the Saginaw Bay Watershed Initiative Project (WIN), we are requesting proposals from qualified firms or individuals for the purpose of evaluating the impact of up to two tournament fishing events located in Bay City, Michigan in 2023. Proposals will be received by The Conservation Fund until 5:00 PM (EST), on Friday, May 12, 2023. Please submit your proposal to Michael Kelly at mkelly@conservationfund.org, along with a hard copy mailed to:

Michael Kelly
Fishing Event RFP
The Conservation Fund
P.O. Box 734
Bay City, MI 48707

Please contact Michael Kelly at (989) 892-9171 or mkelly@conservationfund.org with any inquiries regarding this RFP.

GENERAL INFORMATION

The City of Bay City, Michigan will host two major bass fishing tournament events in 2023. These events are the [National Professional Fishing League](#) on July 16-22, 2023 and [Major League Fishing](#) on August 1-6, 2023. While the events take place during those dates, we expect anglers and tournament personnel to arrive between 3 and 5 days in advance of each tournament. Anglers will be fishing the Saginaw River system and Saginaw Bay. The Conservation Fund and its partners are interested in identifying, as closely as possible, the local and regional economic impact of these events.

SCOPE OF WORK

TCF is interested in securing the most cost-effective proposal possible. The economic impact study will provide analysis on the 2023 tournament events. The document should incorporate a consistent methodology communicating the value of the fishing tournaments. The information should be transferable with the ability to track over time and shall be updated on a periodic basis. The consultant should outline items deemed necessary to successfully complete the project.

The methodology developed shall be detailed in the appendix of the final report in language that can be clearly understood by non-technical readers. The vendor shall notify The Conservation Fund in writing if there are any concerns with data sources or any other issues with the methodology and recommend solutions prior to the due date for the final report based on the timeline agreed upon by all parties.

SCHEDULE

The Conservation Fund and the selected firm or individual shall agree to a schedule prior to commencement of work. The vendor shall describe workflow processes and proposed timeline to meet project evaluation dates. The vendor shall provide a schedule, timeline, and anticipated deliverables assuming project timeline of 90 days. The parties shall enter into a contract with work commencing per its terms.

DELIVERABLES

- A. Five (5) printed hard copies of comprehensive final report
- B. Copy of entire document in electronic format
- C. PowerPoint presentation and executive summary
- D. Up to three local presentations of final analysis prior to the end of 2023 in cooperation with The Conservation Fund and project partners

PROPOSAL FORMAT

Proposals shall be submitted in the following format and include the following information:

- A. A letter of interest summarizing the proposer's qualifications and experience in conducting an economic analysis.
- B. Resumes of key personnel.
- C. Describe the research methodology and model to be used and anticipated deliverables.
- D. Describe the type of model you propose to measure the direct and indirect revenue generated by participants in the fishing tournaments.
- E. Explain why this model provides the most accurate and reliable estimates of direct and indirect revenue.
- F. Provide details on how you will include visitors' spending data such as sales tax, hotel tax, fees, fuel costs, locally purchased food and supplies or other similar data.
- G. Describe how you plan to collect the necessary data to populate the model you are using, along with any challenges you anticipate in collecting the needed data.
- H. Provide any other information you believe is relevant to this project. If you have done similar types of studies, please include a copy of them or an accessible link to them.
- I. Provide information on any outstanding characteristics or qualifications that highlight your abilities. If you have knowledge of the area and or fishing tournaments, please describe how this knowledge will help you in your study design.
- J. Additional information and backup detail should be included as appropriate with your proposal.
- K. A budget/proposed cost structure for the project.

SCHEDULE

Proposers shall submit a proposed time schedule for the project.

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