



## METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

9/16/2021 | 3:38 PM CDT

Andrea Arnold  
Nashville Convention & Visitors Bureau  
150 4<sup>th</sup> Avenue N. Ste. G 250  
Nashville TN 37219

Re: **RFQ # 124218, Tourism & Convention Sales and Marketing Services**

Dear Ms. Arnold:

The Metropolitan Government of Nashville and Davidson County (Metro) has completed the evaluation of submitted solicitation offer(s) to the above RFQ # 124218 for Tourism & Convention Sales and Marketing Services. This letter hereby notifies you of Metro's intent to award to Nashville Convention & Visitors Bureau, contingent upon successful contract negotiations. Please provide a certificate of Insurance indicating all applicable coverages within 15 business days of the receipt of this letter.

If the Equal Business Opportunity (EBO) Program requirements were a part of this solicitation, the awardee must forward a signed copy of the "Letter of Intent to Perform as Subcontractor/Subconsultant/Supplier/Joint Venture" for any minority/women-owned business enterprises included in the response to the Business Assistance Office within two business days from this notification.

Additionally, the awardee will be required to submit evidence of participation of and contractor's payment to all Small, Minority, and Women Owned Businesses participation in any resultant contract. This evidence shall be submitted monthly and include copies of subcontracts or purchase orders, the Prime Contractor's Application for Payment, or invoices, and cancelled checks or other supporting payment documents. Should you have any questions concerning this requirement, please contact Jeremy Frye, BAO Representative, at 615-862-6638 or at [jeremy.frye@nashville.gov](mailto:jeremy.frye@nashville.gov).

Depending on the file sizes, the responses to the procurement solicitation and supporting award documentation can be made available either by email, CD for pickup, or in person for inspection. If you desire to receive or review the documentation or have any questions, please contact Christina Alexander by email at [christina.alexander@nashville.gov](mailto:christina.alexander@nashville.gov) Monday through Friday between 8:30am and 3:30pm.

Thank you for participating in Metro's competitive procurement process.

Sincerely,

*Michelle A. Hernandez Lane*  
Michelle A. Hernandez Lane  
Purchasing Agent

Cc: Solicitation File, Other Offerors

**Pursuant to M.C.L. 4.36.010 Authority to resolve protested solicitations and awards.**

**A. Right to Protest.** Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Purchasing Agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

Procurement Division

730 Second Avenue South, Suite 112  
P.O. Box 196300  
Nashville, Tennessee 37219-6300

[www.Nashville.gov](http://www.Nashville.gov)  
Phone: 615-862-6180  
Fax: 615-862-6179

| <b>RFQ 124218 Tourism &amp; Convention Sales and Marketing Services<br/>Evaluation Committee Score Sheet</b> |   |
|--|---|
| <b>Offeror</b>   | <b>Nashville Convention &amp; Visitors Bureau</b> |
| <b>Contract Acceptance</b>   | Yes   |
| <b>Experience and Qualification (30 Points)</b>  | 30.00   |
| <b>Reference Projects (30 Points)</b>  | 30.00   |
| <b>ProJet Approach (30 Points)</b>   | 30.00   |
| <b>Diversity Practices Evaluation (10 Points)</b>  | 0.00  |
| <b>Total Evaluation Scores</b>   | <b>90.00</b>                                      |

### **Evaluation Comments**

| <b>Nashville Convention &amp; Visitors Bureau</b>   |
|---|
| <b>Strengths</b>  |
| Firm's proposal demonstrated effective COVID-19 protocols. Firm's proposal demonstrated staff retention, longevity of staff. Firm's proposal demonstrated firm's strong, positive reputation in industry. Firm's proposal demonstrated firm's cultural diversity, partnerships and bringing business to Nashville. Firm's project approach demonstrated a detailed plan to include highlighting new experiences in Nashville. Firm has 7 satellite office locations. Firm's proposal demonstrated that firm operates on data driven events (i.e. bookings, room nights, etc.), creativity and has the ability to pivot when needed (i.e. COVID, 4th of July, etc. (2020)). Firm's proposal demonstrated and provided all other required information with the exception of the weaknesses noted below. |
| <b>Weaknesses</b>   |
| firm's proposal lacked detail for Internal policy and procedures for diversity and inclusion.   |

**No BAO Programming Applicable to this solicitation**

**Certificate Of Completion**

|  |                              |
|--|------------------------------|
| Envelope Id: B981432544E344DDA2F2808D3BDB3EF6  | Status: Completed            |
| Subject: Intent to Award - RFQ #124218 Tourism & Convention Sales & Marketing Services |                              |
| Source Envelope:   |                              |
| Document Pages: 2  | Signatures: 1                |
| Certificate Pages: 2   | Initials: 0                  |
| AutoNav: Enabled   | Envelope Originator:         |
| Envelope Stamping: Enabled   | Procurement Resource Group   |
| Time Zone: (UTC-06:00) Central Time (US & Canada)                                      | 730 2nd Ave. South 1st Floor |
|  | Nashville, TN 37219          |
|  | prg@nashville.gov            |
|  | IP Address: 170.190.198.185  |

**Record Tracking**

|                                      |  |                    |
|--------------------------------------|--|--------------------|
| Status: Original                     | Holder: Procurement Resource Group                             | Location: DocuSign |
| 9/16/2021 1:54:27 PM                 | prg@nashville.gov  |                    |
| Security Appliance Status: Connected | Pool: StateLocal   |                    |
| Storage Appliance Status: Connected  | Pool: Metropolitan Government of Nashville and Davidson County | Location: DocuSign |

**Signer Events**

| Signer Events   | Signature   | Timestamp  |
|---|---|--|
| Michelle A Hernandez Lane<br>michelle.lane@nashville.gov<br>Chief Procurement Officer/Purchasing Agent<br>Metro<br>Security Level: Email, Account Authentication (None) | <i>Michelle A Hernandez Lane</i><br><br>Signature Adoption: Pre-selected Style<br>Using IP Address: 170.190.198.190 | Sent: 9/16/2021 1:59:46 PM<br>Viewed: 9/16/2021 2:05:51 PM<br>Signed: 9/16/2021 3:38:53 PM |

**Electronic Record and Signature Disclosure:**  
Not Offered via DocuSign

**In Person Signer Events**

| In Person Signer Events | Signature | Timestamp |
|-------------------------|-----------|-----------|
|                         |           |           |

**Editor Delivery Events**

| Editor Delivery Events | Status | Timestamp |
|------------------------|--------|-----------|
|                        |        |           |

**Agent Delivery Events**

| Agent Delivery Events | Status | Timestamp |
|-----------------------|--------|-----------|
|                       |        |           |

**Intermediary Delivery Events**

| Intermediary Delivery Events | Status | Timestamp |
|------------------------------|--------|-----------|
|                              |        |           |

**Certified Delivery Events**

| Certified Delivery Events | Status | Timestamp |
|---------------------------|--------|-----------|
|                           |        |           |

**Carbon Copy Events**

| Carbon Copy Events   | Status | Timestamp  |
|--|--------|--|
| Christina Alexander<br>christina.alexander@nashville.gov<br>Security Level: Email, Account Authentication (None) | COPIED | Sent: 9/16/2021 3:38:56 PM<br>Viewed: 9/17/2021 8:17:23 AM |

**Electronic Record and Signature Disclosure:**  
Not Offered via DocuSign

**Witness Events**

| Witness Events | Signature | Timestamp |
|----------------|-----------|-----------|
|                |           |           |

**Notary Events**

| Notary Events | Signature | Timestamp |
|---------------|-----------|-----------|
|               |           |           |

**Envelope Summary Events**

| Envelope Summary Events | Status           | Timestamps           |
|-------------------------|------------------|----------------------|
| Envelope Sent           | Hashed/Encrypted | 9/16/2021 1:59:46 PM |
| Certified Delivered     | Security Checked | 9/16/2021 2:05:51 PM |
| Signing Complete        | Security Checked | 9/16/2021 3:38:53 PM |
| Completed               | Security Checked | 9/16/2021 3:38:56 PM |

**Payment Events**

**Status**

**Timestamps**