

Request for Proposal (RFP) for Lodging and Hotel Market Assessment & Feasibility Analysis for the Morris County Tourism Bureau

Issued by:

c/o Ms. Samantha Rutledge
Director, Strategic Partnerships
Morris County Economic Development Alliance /
Morris County Tourism Bureau
6 Court Street
Morristown, NJ 07960

Date Issued: June 18, 2025

RFP Response Deadline: July 18, 2025

Anticipated Award Announcement: August 5, 2025

I. Introduction

The Morris County Economic Development Alliance (“MCEDA”) (d/b/a Morris County Tourism Bureau (“MCTB”)) is seeking proposals from qualified firms to conduct a comprehensive Lodging and Hotel Market Assessment & Feasibility Analysis. The objective is to evaluate the current and future demand, supply, and economic potential of the lodging sector within Morris County, New Jersey to inform strategic planning, investment promotion, and community development initiatives.

II. Background

Morris County is experiencing growing interest from tourists, investors, and developers. However, a data-driven understanding of the local lodging market is needed to guide future decisions. This study will support our efforts to attract appropriate hotel development, ensure zoning compatibility, and enhance visitor experience.

The MCTB is seeking a compilation of data on hotel occupancy rates, group travel trends, and the growth of business-leisure tourism (“Bleisure”) travel.”

Proposal should indicate whether data will be provided and gathered by the consultant or whether any data will need to be provided by the MCTB to the consultant.

III. Scope of Work

The selected consultant will be expected to complete the following:

1. Market Overview

- Inventory of existing lodging facilities in Morris County (e.g. hotels, motels, B&Bs, short-term rentals).
- Classification by type, quality, room count, amenities, ownership, etc.

2. Demand Analysis

- Historical occupancy rates, ADR (Average Daily Rate), RevPAR (prior two (2) years).
- Visitor profiles and segmentation.
- Event-based and seasonal demand patterns.

3. Competitive Market Assessment

- Benchmarking against peer cities or regional competitors.
- Strengths, weaknesses, and gaps in lodging supply.

4. Economic and Demographic Trends

- Population, employment, tourism trends, and economic development indicators impacting lodging demand.

5. Stakeholder Engagement & Interviews

- Interviews or surveys with hoteliers, tourism officials, economic developers, event planners, and other relevant parties. MCTB can provide consultant with contact information for area hotels.

6. Forecast and Recommendations

- Projections for future lodging demand (2-5 year horizon).
- Identification of optimal hotel types, price points, locations, and timing.
- Potential policy or incentive recommendations.

7. Deliverables

- Final written report with executive summary.
- Presentation to stakeholders and/or elected officials.
- Access to data and models used in the analysis.

8. Budget

- Not to exceed \$35,000 including time & materials, travel and other associated costs including meals or lodging, purchase of data, and any subcontractors.
- Proposal should indicate whether data will be provided and gathered by the consultant or whether any data will need to be provided by the MCTB to the consultant.
- Proposal should indicate whether any staff time will be requested for support of “Section 5 - Stakeholder Engagement & Interviews” for outreach.
- All final work product will be the property of the MCTB. All deliverables including code, data, schematics, research, flow charts, notes, outline, formulae, processes, algorithms, text, graphics, video, source code, editorial content and the like used in connection with the study will become the sole property of the MCTB and may be used for any purpose including but not limited to posting, disclosure, reproduction, broadcast, and transmission. The MCTB may use any concepts, ideas or techniques for any reason or purpose whatsoever including but not limited to developing and marketing services or applications using such data.

9. General Notes

- The RFP may be obtained at the Morris County EDA website at <http://www.morriscountyalliance.org> or the Morris County Tourism Bureau website at <http://www.morristourism.org>
- Competitive proposals for the services specified will be received by the MCTB at the above specified location until the time and date indicated. At a minimum, vendors must submit all materials requested in accordance with the specifications of this RFP to be considered complete and responsive.
- The MCTB will award contracts to the responsible and eligible vendor(s) whose proposal is responsive to the Request for Proposals (RFP) and is

deemed by the MCTB to be the most highly advantageous and in the best interest of the MCTB.

- Lowest bidder is a consideration, but not the determining factor. The evaluation will identify those proposals which offer the best combination of expertise and value.
- Vendors may apply to any or all of the services requested, indicating whether they would be partnering with other companies or professionals and/or utilizing subcontractors.
- Proposals received after time stipulated will not be accepted and any request for an extension will not be granted on an individual basis. However, the MCTB and Review Committee may decide to extend the submission deadline for all vendors if it is determined that the timeframe is inadequate; an addendum to the RFP may be released and will be posted on the MCTB website.
- The MCTB prefers that the project be led by one (1) prime contractor providing a single point of contact and coordination with the other vendors.
- Please submit one (1) proposal if you are bidding on multiple items, and include information regarding subcontractors preferred co-collaboration with another vendor.

IV. Proposal Requirements

Respondents should include the following in their proposals:

- **Cover Letter**
- **Firm Overview** – Relevant experience and qualifications.
- **Project Team** – Bios and roles of key personnel.
- **Work Plan & Timeline** – Project milestones and estimated completion date(s).
- **Budget & Fee Structure** – Itemized costs, hourly rates, and not-to-exceed total.
- **References** – At least three references from similar projects.

V. Evaluation Criteria

Proposals will be evaluated based on the following:

- Demonstrated experience and qualifications.
- Methodology and understanding of the scope.
- Cost-effectiveness.
- Timeline and ability to meet deadlines.
- Quality of past work and at least two (2) client references.

VI. Submission Instructions

Proposals must be submitted as: one (1) digital copy (either e-mailed or via flash drive):

c/o Ms. Samantha Rutledge
Director, Strategic Partnerships
Morris County Economic Development Alliance /
Morris County Tourism Bureau
6 Court Street
Morristown, NJ 07960
samantha@morriscountyalliance.org

Questions regarding this RFP must be submitted by **July 2, 2025**. A summary of all Q&A will be shared with interested bidders upon request. Submit all questions to samantha@morriscountyalliance.org

VII. Timeline

Milestone	Date
RFP Issued	June 18, 2025

Milestone	Date
Deadline for Questions – Submitted to samantha@morriscountyalliance.org	July 2, 2025
Response to Questions (anticipated)	July 9, 2025
Proposal Final Submission Deadline	July 18, 2025
Virtual Interviews of Finalists	Week of July 28, 2025
Project Awarded	August 5, 2025
Project Completion (anticipated)	November 21, 2025

VIII. Terms and Conditions

- The Morris County Economic Development Alliance reserves the right to reject any or all proposals.
- This RFP does not commit Morris County Economic Development Alliance to award a contract or pay any costs incurred in preparing a response.
- All submitted materials become the property of the Morris County Economic Development Alliance.

About the Morris County Economic Development Alliance (d/b/a Morris County Tourism Bureau):

The Morris County Tourism Bureau (MCTB) is a 501(c)3 not-for-profit organization with the interchangeable DBA of “The Morris County Economic Development Alliance” (MCTB). The organization is an affiliated division of the 501c6 Morris County Chamber of Commerce (MCCC) and Morris County Economic Development Corporation (MCEDC). The

organization holds the distinction of being the official Destination Marketing Organization (DMO) for Morris County.

The organization's mission is to serve as the primary destination marketing organization for Morris County NJ, that positively affects the economy by promoting the area's exceptional historic, cultural, dining, and recreational attractions. The Morris County Tourism Bureau also provides services to residents, business travelers and tourists.