

Visitor Volume Proposal Tracker

Context:

This project evaluates vendors capable of providing visitor volume estimates for Monroe County (2021–2025), with the goal of maintaining continuity in survey-based data while documenting due diligence for procurement.

Goal:

Identify vendors capable of providing standalone visitor volume estimates comparable to MMGY's survey-based dataset.

Vendor Name	Status	Proposal / Notes / Methodology	Program Cost	Total
MMGY (formerly DK Shifflet)	Proposal received	Provided standalone survey-based visitor volume & spending extension (2021–2025) . Continuation of existing dataset through	44000	44000
Tourism Economics	Scope clarification only	Advised modeled visitation estimates can be generated but not a substitute for primary survey data. No comparable standalone bid	NA	NA
Rockport Analytics	Proposal exceeds scope	Confirmed visitation estimates typically produced as part of full IMPLAN-based economic impact study. Would rely on client-provided or third party visitation inputs.	NA	NA