

## 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	Program Cost
MMGY (formerly DK Shifflet)	Proposal received	Provided standalone survey-based visitor volume & spending extension <b>(2021–2025)</b> . Continuation of existing dataset through 2020.	44000
Tourism Economics	Scope clarification only	Advised modeled visitation estimates can be generated but not a substitute for primary survey data. <b>No comparable standalone bid provided.</b>	Not Provided
Rockport Analytics	Proposal exceeds scope	Confirmed visitation estimates typically produced as part of full IMPLAN-based economic impact study. Keys-wide impact pricing provided; not standalone volume. <b>Not a multi-year data extension.</b>	28750