

## Baker County Tourism

### **Request for Proposals for development of Tourism Strategic Plan for Baker County Oregon**

The County of Baker County Oregon is seeking qualified proposals from consultants or consulting firms to develop a new Tourism Strategic Plan. The budget for this project is not to exceed \$10,000 based on the scope of work outlined in this RFP including travel costs. This project will be contracted through Baker County, and the firm or individual awarded the project will work with the Baker County Transient Lodging Tax Committee to implement the strategic planning process. A final report, and all final documents will be given to the Transient Lodging Tax Committee at the completion of the project .

#### **Estimated timeline**

**January 1, 2018** Request for proposals issued

**January 17, 2018** Requests for proposals due

**January 23, 2018** Transient Lodging Tax Committee review and selection of qualified consultant

**February 7, 2018** Contract approval by Baker County Commission

**February through July** strategic planning process including site visits, public meetings and focus groups

**July 24, 2018** Project completion and final report to Transient Lodging Tax Committee

**August 1, 2018** Final report and adoption by Baker County Commission

#### **Scope of work**

The consultant will work closely with and at the direction of the Baker County Transient Lodging Tax Committee to assess Baker County's current tourism marketing efforts and tourism efforts in general. The Transient Lodging Tax Committee has identified six (6) general areas of focus to be assessed and used for recommendations in the planning process (see attached).

The consultant will work with the TLT Committee and local tourism contract staff for Baker County Tourism and the Baker County Visitor Information Center to coordinate a minimum of three site visits during the planning process. Site visits will include both public meetings and small focus groups in multiple communities throughout Baker County and consultant should anticipate a minimum of two full days per site visit. Baker County Tourism will coordinate facilities and notice of meetings in advance. The consultant will be the facilitator for all public meetings and focus groups.

Utilizing information and feedback from the site visits, public meetings, and focus groups the consultant will develop a strategic tourism development plan for Baker County.

The Strategic plan should address each of the six (6) key areas of focus outlined in the attached overview document.

Where possible and appropriate, the strategic plan should align with other recently developed or updated tourism partner plans including [Travel Oregon's Tourism Strategic Plan](#) and

[Eastern Oregon Visitor Association's current strategic plan](#).

The strategic plan should identify target key performance measurement for each of the six areas of focus.

The Strategic Plan should include an implementation strategy with a list of recommended actions or activities prioritized for short term (immediate to 1 year), mid-term, (1 to 3 years) and long term (3-7 years ), implementation.

**To submit a proposal, please submit the following:**

A brief letter of interest

A description of your firm including qualifications

A list of team members who will be working on this project including their roles and qualifications

A brief description of at least three similar past projects your firm has completed including links to completed projects /reports

An outline showing the proposed methodology and timeline for implementing this planning process

Proposed budget for this project.

**Proposals should be submitted by email to**

Baker County Attn. Shelly Christensen at [schristensen@bakercounty.org](mailto:schristensen@bakercounty.org)

## **Baker County Tourism Strategic Planning Key Areas of Focus**

### **1: Who we are**

Vision and mission

County wide and community regional specific identities

Collaborative and integrated with local partners (City County EDC etc. )

Authentic rural experiences

Organizational structure / capacity

Budget / funding

Partners: local regional and statewide

Contracts for marketing and visitor fulfillment

Integrated efforts

### **2: Business assistance, retention and development**

Business development

Business education and training

Industry best practices

New Business (start up assistance and recruitment)

Assist existing businesses

Develop new product / service opportunities

Technical resources

### **3: Marketing**

Branding

Advertising

Niche efforts

Arts /Culture /Heritage

Agriculture Culinary

Soft outdoor adventure

Packaged Group and International

Bicycle/motorcycle - two wheeled travel

Earned media / paid media

Fulfillment

#### **4: Product development needs and opportunities**

Facilities

Event

Attractions

Lodging

Access to experiences

Visitor Infrastructure

Way finding

#### **5: Communications**

Internal partner and industry communication strategy

Public and consumer facing communications

Websites and social media

Paid marketing

Earned media travel writers etc...

#### **6: Structure, organization, and implementation**

Key partners and roles of each including TLT Committee, Marketing Committee, Visitor Information Center, and Marketing staff .

Local, regional, and statewide partners. Travel Oregon, Eastern Oregon Visitors Association, ORLA etc.

Leadership

Resources