



REQUEST FOR APPLICATIONS [RFA] DESTINATION READY ASSESSMENTS FOR TRAVEL OREGON'S DESTINATION DEVELOPMENT PROGRAMMING | JULY 2021

The applicant is responsible for understanding all information contained in this request for applications. Read all information carefully before submitting your application. If you have any questions about the application or process, please contact Travel Oregon. Incomplete applications will not be processed. Applicants will not be notified if an application is incomplete. Travel Oregon may or may not contract for work with any firm or firms that submit application materials and reserves the right to end this process or modify the anticipated work at its sole discretion.

Travel Oregon will solicit responses until 5 p.m. PDT on July 22, 2021.

Direct Questions to the Destination Development department:

Phone: 971-717-6205 | Email: development@traveloregon.com

About Travel Oregon

The Oregon Tourism Commission, dba Travel Oregon, inspires travel that drives community enhancement and economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome and preserve Oregon's way of life and its natural places. Travel Oregon's mission is to create a better life for all Oregonians through strong, sustainable local communities that welcome a diversity of explorers.

About Destination Development

The Destination Development department serves to create robust, sustainable destinations and tourism economies that offer authentic, world-class experiences for all travelers and that preserve, enhance and celebrate the local landscape and culture. This department focuses on supporting resiliency and recovery of tourism destinations and businesses as well as stewarding and developing destinations and public lands with a focus on wide open spaces and recreation.

About Destination Ready

Travel Oregon's Destination Ready program provides direct investment and technical assistance for the development, enhancement and stewardship of key visitor experiences that are COVID-19 appropriate, will aid in economic recovery, enhance local livability, and provide access to a diversity of explorers. Travel Oregon's Destination Ready program aims to partner with Oregon's tourism destinations—geographic areas consisting of a set of resources and attractions that are visited by tourists—to bolster key tourism products and experiences that will aid in destination recovery and resiliency. Project award information and anticipated outcomes are available. All program information is included at: industry.traveloregon.com/destinationready.



ABOUT THIS PROJECT

PURPOSE

Travel Oregon has added an assessment process to the greater Destination Ready program. This assessment will be designed to examine a destination's current visitor offerings with a lens on outdoor recreation enhancements and main street/business district development – both of which are vital pillars of destination recovery after the compounding crises in 2020. To support capacity, Travel Oregon is seeking contracted support to design and implement an overarching assessment process in collaboration with internal staff.

This RFA is intended to identify interested, qualified applicants who can implement some or all tasks listed in the contractor support section below. Contractors can submit responses for only certain tasks or to execute on the whole contract.

DESTINATION READY OUTCOMES

- Destination assets are enhanced and stewarded to support safe and sustainable visitor experiences that support local livability.
- Businesses are informed and operating effectively to maximize the economic impact of visitation.
- Visitors are engaged, resulting in safer experiences and improved stewardship of community assets.
- Visitors are satisfied with core destination experiences.
- Destination experiences are marketable when marketing resumes.

CONTRACTOR SUPPORT

Contractors may submit for one or more tasks as outlined below:

- Task 1: Assessment Development & Process Implementation.
 - Co-develop a format of all Destination Ready Assessments.
- Task 2: Create Destination Assessment Baseline & Background Report.
 - Report may include visitor profile study, tourism stakeholder study, and other research that establishes a current snapshot and baseline of the destination's tourism economy.
- Task 3: Facilitate Destination Ready Assessment.
 - Coordinate and facilitate locally based meetings either virtually or in-person with communities and with stable of contractors providing specialized technical assistance.
- Task 4: Manage development of Destination Ready Assessments for communities including identifying possible destination improvement projects.
- Task 5: Support destination leaders in submitting a project brief based on assessment results for Destination Ready 2022 funding consideration.

KEY PROGRAM DATES

- **July 22:** Submissions due.
- **Aug.-Sept.:** Design and refine assessment, create framework for process.
- **Sept. 31:** Assessment design and process complete.
- **Oct.:** Community-based assessment implementation begins with destinations.
- **Nov.:** Community-based assessment development deadline.

APPLICATION REQUIREMENTS



TRAVEL OREGON

1. **Cover Letter or Letter of Interest (not to exceed two pages):**

Must include the following:

- a. A letter describing the applicant's background, clients, experience and specific areas of expertise in relation to needed areas of support outlined in this document.
- b. Number of years in business and scope of general services provided to clients.
- c. Professional affiliation with any industry associations and groups.
- d. Availability and scheduling notes related to delivering work between July and December.
- e. The letter must be signed by an official who has authority to enter into a service agreement on behalf of the firm.

2. **CV, Resume or Work Samples (not to exceed two pages):**

Please provide a detailed description of the following:

- a. Background, experience and specific areas of expertise in relation to the needs outlined in this document, work and work samples must be provided as well as links to website/LinkedIn/material as appropriate.

3. **Fees (not to exceed one page):**

- a. Outline daily fees and/or hourly rate for personnel who will be assigned to the Travel Oregon programs. List any cost savings and/or added value proposals offered.

4. [Certification of Disadvantaged Business Form](#): Complete and submit.

5. [Anti-Discrimination Certification](#): Complete and submit.

SUBMISSION PROCESS & TENTATIVE TIMEFRAME

Travel Oregon will solicit responses until July 22 and anticipates scheduling interviews with respondents of interest following that time period.

Submit one electronic Application to:

ATTN: VP of Destination Development
Travel Oregon
319 SW Washington St, Suite 700
Portland, Oregon 97204
development@traveloregon.com

OTHER CONSIDERATIONS

Travel Oregon reserves the right to award a contract based solely upon information submitted. Travel Oregon may also choose to request additional information or to conduct interviews to provide clarification or answer questions Travel Oregon may have in conjunction with the written responses to this request.

Confidentiality: Travel Oregon is a semi-independent agency of the State of Oregon. It is understood that applications may contain confidential information relating to a previous client strategies, goals and results. Any materials submitted to Travel Oregon, including applications, documents, correspondence or other materials, may be subject to Oregon Public Records Law. Travel Oregon cannot guarantee confidentiality of any materials received. Whether documents or any portion of a document submitted as part of an application may be exempt from disclosure may depend upon official or judicial determinations made pursuant to the Public Records Law. As a result, proposers are advised to consult with legal counsel regarding disclosure issues.



**TRAVEL
OREGON**

Material Rights/Ownership: All materials must be received no later than 5 p.m. PDT, Thursday, July 22 to be considered. All shared information and accompanying materials must be submitted in electronic form. Respondents must provide one copy electronically. Time of receipt will be determined by Travel Oregon and will be finalized when material is received by Travel Oregon.

RFA Questions/Clarifications: Questions regarding this RFA process must be emailed to development@traveloregon.com.

Cost for Preparation of Applications: Travel Oregon is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the respondent's applications.

Equal Opportunity: Travel Oregon encourages businesses owned by any race, color, religion, sex, national origin, age, disability, political affiliation, or belief to submit a response to this RFA. Oregon companies and entities are strongly preferred. To align with Travel Oregon's diversity, equity and inclusion initiatives, we strongly encourage minority and women-owned businesses to submit responses to this RFA.