

Canby Tourism Plan Scope of Work

Overview:

The city of Canby seeks a contractor to create the first Canby Tourism Plan for the community. The city has increased its tourism efforts as an economic driver in the community. In July 2018, the Transient Room Tax (TRT) was passed in Canby. In addition, the city of Canby has contracted with a local company to create a Visit Canby website, Facebook page, and Instagram account. The city is looking for a document that will provide a road map for the city and its tourism partners in Canby. The tourism plan should be a working document that includes information gathered from small group meetings and best practices, while also outlining short term and long term objectives.

Proposals should include a letter of interest that includes your approach to the project, an overview of your experience with tourism plans, and a cost estimate. Please attach references and highlights of related work as you wish.

Proposal Deadline: Please submit an electronic proposal via email to StickelJ@CanbyOregon.gov by **Friday, March 1, 2019 at 5:00pm.**

Study Purposes:

- To define a strategic plan that can be utilized by the city of Canby and its tourism partners including a list of short term and long term projects based off small group meetings, demographics, and best practices.
- To evaluate the sites, attractions, and events that make Canby a unique destination for travelers.

Scope of Work:

- Evaluate Strengths, Weaknesses, Opportunities and Threats from a tourism professional's perspective and provide suggestions on how the community can address them.
- Research and identify visitor perceptions – both positive and negative – that will help to determine the best engagement opportunities through marketing and promotion, branding, and face-to-face engagement once visitors have arrived.
- Identify the key demographics of tourists who currently or will potentially travel to Canby. This should include insights to those who attend Canby's events such as the Clackamas County Fair and Rodeo and Harefest, explore Canby's outdoor recreational attractions, discover heritage sites and stories, shop or dine in Canby area businesses, etc.
- Research efforts to integrate and connect tourism with Canby's small businesses. The City of Canby sees tourism as a direct tie to our business community. Identify best practices to utilize tourism as an economic driver for the community, tying businesses to year-round special events, attractions, and sites.

- Conduct site visits to observe. Obtain photographs suitable for marketing purposes. Gather other pertinent information on the sites, events, and attractions that make Canby a unique destination.
- Identify comprehensive marketing and branding efforts including specific target markets and demographics of visitors that are likely to include Canby in their travels – whether as a destination or in addition to their regional travels.
- Prepare written findings of all results with conclusions, recommendations and next steps; meet with City of Canby to discuss and refine as needed.

Work Products:

The following work products are desired:

1. Written report containing
 - a. Assessment of the issues listed above;
 - b. Recommended next steps;
 - c. Background information utilized to reach conclusions.
2. Marketing / business recruitment materials.
3. Presentation to discuss conclusions and recommendations.
4. The contractor shall provide 2 paper copies and an electronic version (MS Word or Adobe pdf files) of all written and presentation materials.

Timeline:

- Proposal Deadline: March 1, 2019
- Contract Process: 1-2 weeks
- Study completion: May 31, 2019

Contract Conditions:

This RFP does not commit the City of Canby to the award of a contract, nor to any of the cost incurred in the preparation and submission of proposals in anticipation of a contract. The City reserves the right to accept or reject any or all proposals received as the result of this request, to negotiate with all qualified sources, or to cancel all or part of this RFP. Before commencing work, the selected consultant shall provide evidence of insurance satisfactory to the City of Canby Personal Services Agreement, and acquire a City of Canby business license. The selected contractor will be subject to the City’s transit tax. The contract shall specify a billing procedure acceptable to the consultant and the City.

For more information contact:

Jamie Stickel, City of Canby Economic Development Director
 Phone: 503-266-0701 Email: StickelJ@CanbyOregon.gov
 Canby’s Tourism Website: www.VisitCanby.com