REQUEST FOR PROPOSALS
Tourism Research and Website Development

The Central Texas Council of Governments invites consultants, planning professionals or the like to respond to the following Request for Proposals:

Overview

Tourism is a growing industry in the Central Texas Region. The COVID-19 Pandemic negatively impacted the tourism industry, stunting its growth. As the economy opens back up, the Central Texas Council of Governments (CTCOG) would like to promote tourism in the region by creating a tourism website that highlights the points of interests in the CTCOG region. This project will be starting from a blank state and include stakeholder meetings to identify the points of interest in the region.

The total budget amount for this task is $90,000 with an estimated completion date of April 22, 2022.

The tasks include the following:

- **Deliverable 1: An economic development plan for tourism.** This report should come from conducting stakeholder engagement to gather data for tourism interest and entertainment listings. Help create a vision for the region, to help us develop a "place brand" that can be promoted for tourism purposes. This should include multiple meetings to gain knowledge of the areas attractions and best route to increase interest in tourism. Planning sessions for this project should be held to decide how to best promote points of interest. Research is to be conducted to collect data about attractions in the area and what is local to Central Texas. Design work would be needed to make it a cohesive plan.
    - Data collected from our 32 cities is available upon request.

- **Deliverable 2: The next phase includes the primary deliverable of this project; to create a highly interactive website and mobile application that would serve as the area's "one-stop" informational resource for tourism and local travel.** The website must be easy to navigate and feature an interactive map that would allow users to choose destinations by category. If time and budget allow, the creation of a mobile application should be designed as a digital supplement to the website to allow users to navigate their fixed location in relation to attractions.

- o Full development of interactive website and mobile application, with ongoing maintenance for an agreed upon amount of time. This website should showcase an interactive calendar for events to be submitted for approval and posting to the website. Events being submitted should fill out a form that will be directly emailed to staff for approval and addition to the website.
- o We would like the utilization of drone footage highlighted on the website. To showcase the Central Texas region.
- o Develop a regionally based tourism marketing effort promoting area destinations, downtowns, and outdoor assets
- o With data collected about the region, a creation of a road map displaying our 32 cities and their attractions to be used on the website.

- **Deliverable 3: Other applicable efforts and tasks that the consultant would recommend based on their experience.** This component shall remain within budget restrictions but add to the project as a whole.

Consultants responding to this request are asked to submit the following:

1) Proposal: Describe proposed approach to completing requested deliverables, to include scope of services, tentative schedule, and estimated budget. **Limit 5 pages.**
2) Project Experience: Provide separate sheet listing previous projects completed that are similar to the specified task(s); include references with contact information. **Limit 2 pages.**

Information above should be **submitted electronically by 12:00 noon CST on November 26, 2021,** to anna.barge@ctcog.org.

Please feel free to contact Anna Barge with any questions you may have.

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