



REQUEST FOR PROPOSAL

DEVELOPMENT OF A TOURISM MASTER PLAN FOR AMARILLO, TX

Issued By:

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Note: This RFP is a solicitation for proposals and does not constitute a contract. ACVB reserves the right to accept or reject any or all proposals.

1. Introduction

The Amarillo Convention and Visitors Bureau (“ACVB”) is seeking proposals from qualified consulting firms (“Firm”) to develop a comprehensive and sustainable Tourism Master Plan (“Plan”) for the city of Amarillo, Texas. The Plan will serve as roadmap for tourism in Amarillo for 20+ years. The ACVB is committed to fostering a thriving tourism industry that generates economic growth, creates jobs, and enhances the overall quality of life for Amarillo residents.

2. Project Background

Amarillo is located in the Texas Panhandle in Potter and Randall counties. The city has a population of 201,291 and sees upwards of 5 million visitors per year. Amarillo has a diverse range of industries including agriculture, energy, healthcare, transportation and logistics, education, and tourism. In 2023, tourists brought \$1 billion of direct spending to the city. Amarillo boasts a rich history, diverse culture, a large arts community, and unique natural attractions. The city is at a crossroads of major highways, making it a convenient stop for travelers, as well as a prominent stop along the legendary Route 66, which attracts travelers seeking a nostalgic journey through American history.

However, the ACVB recognizes the need for a strategic plan to capitalize on these assets and maximize tourism potential, particularly in light of the renewed interest in Route 66 tourism and the growing significance of the arts community.

A comprehensive Tourism Master Plan will guide the ACVB's future tourism development efforts for 20+ years. The plan will provide a data-driven roadmap for attracting new visitors, enhancing existing attractions, and ensuring sustainable growth.

3. Objectives

The primary objectives of the Tourism Master Plan are to:

- **Assess Current Tourism Assets:** Evaluate existing tourism infrastructure, attractions, events, and services identifying strengths, weaknesses, opportunities, and threats.
- **Market Analysis:** Analyze current tourism trends and market conditions identifying key target markets and demographic profiles.
- **Strategic Development:** Develop strategic initiatives to enhance new tourism offerings. Propose new attractions, events, and services. Recommend improvements to existing infrastructure.
- **Marketing and Promotion:** Develop marketing strategies to attract visitors. Identify potential partnerships and collaborations. Propose digital and traditional marketing strategies.
- **Sustainability and Community Impact:** Ensure recommendations align with sustainable tourism practices by evaluating the social, economic, and environmental impacts on the community.
- **Revenue Diversification:** Identify and evaluate potential new revenue sources for the Amarillo Convention and Visitors Bureau, focusing on options beyond the Hotel Occupancy Tax (HOT). Propose innovative funding strategies, such as partnerships, sponsorships, grants, and other financial opportunities.
- **Implementation Plan:** Provide a detailed action plan with timelines, responsibilities, and budget estimates as well as identifying potential funding sources and opportunities.

4. Project Scope of Work

The selected firm will be responsible for the following tasks:

- **Project Kickoff:** Conduct initial meeting with ACVB and key stakeholders to outline project goals, timelines, and deliverables.
- **Situation Analysis:** Conduct a comprehensive analysis of the current state of tourism in Amarillo, including visitor demographics, market trends, strengths, weaknesses, opportunities, and threats (SWOT analysis).
- **Data Collection:** Gather and analyze relevant data, including:

- Tourism economic impact study
 - Tourism impact on quality of life for residents
- **Stakeholder Engagement:** Facilitate stakeholder engagement through meetings, workshops, and surveys to gather input from residents, tourists, meeting planners, businesses, government agencies, and other tourism industry partners.
- **Market Research:** Conduct market research to identify target markets, visitor preferences, and emerging tourism trends.
- **Development of Vision and Goals:** Develop a clear vision for the future of tourism in Amarillo, along with measurable goals and objectives. Goals and objectives should include an annual action plan for 20 years to guide the execution of the plan.
- **Strategies and Implementation Plan:** Create a comprehensive set of strategies and an actionable implementation plan to achieve the vision and goals outlined in the master plan. Additionally, consultants should provide a financial plan for implementing revenue diversification strategies, with estimates of potential revenue streams and associated costs. This section should also outline potential funding sources, such as grants, sponsorships, or partnerships, to offset costs.
- **Financial Analysis:** Project the potential economic impact of the proposed strategies. Assess current funding mechanisms, including the Hotel Occupancy Tax (HOT), and provide recommendations for diversifying revenue streams. This may include exploring partnerships, sponsorships, events, and other innovative funding strategies.
- **Performance Measurement Framework:** Develop a framework to track progress and measure the success of the tourism master plan.
- **Draft Report:** Prepare a draft from all resources for review and feedback and incorporate this feedback and submit a final report to ACVB.
- **Final Report:** Create a final draft document utilizing feedback from the draft version. Distribute to the ACVB staff and Board of Directors for review and final

comments. Write, design, and layout a final digital and printed version of the Plan as well as present in a final meeting.

5. Deliverables

The final deliverables will include but are not limited to:

- With input from the ACVB and Board of Directors, co-development of a vision.
- Background information on tourism trends, statistics, metrics, and previous KPIs.
- Research results regarding the value of tourism for the regional economy and quality of life.
- Preparation of a SWOT, integrated with any data already gathered by the ACVB
- Identification of objects, strategies, and prioritized actions.
- Identification of responsible agencies/organizations to carry out the actions.
- Identification of a timeline for completion.
- Identification of measures for success, key performance indicators, and other metrics, as well as a recommended methods of measurement for each point.
- A comprehensive report outlining potential new revenue sources for the ACVB, including detailed action steps for implementation.
- A comprehensive Tourism Master Plan document that outlines the findings, vision, goals, strategies, implementation plan, financial analysis, and performance measurement framework.
- An executive summary of the Tourism Master Plan for public dissemination.
- A digital copy of all data and reports used in the development of the plan.

6. Qualifications

Qualified firms will possess the following qualifications:

- Proven experience in developing tourism master plans for mid-sized cities (population 100,000 – 500,000).
- A strong understanding of the tourism industry, including market research, destination development, and marketing strategies.
- Experience working with public and private sector stakeholders.

- Excellent communication, presentation, and facilitation skills.
- Experience in identifying and implementing diversified revenue sources beyond traditional funding mechanisms, such as Hotel Occupancy Tax (HOT).
- Ability to deliver a high-quality plan within the specified budget and timeframe.

7. Proposal Submission Requirements

Responses should provide an insightful, straightforward, and concise overview of the Firm's capabilities. Proposals need not be elaborate or beyond the scope of this RFP. Additional information other than those listed below may be included to strengthen your company's qualifications.

Proposals should be submitted as an electronic .pdf file with the firm's name as the document name. Please limit proposals to no more than 10 pages.

Interested firms must submit the following information by the proposal due date:

- **Cover Letter:** A brief letter expressing interest in the project and outlining your firm's qualifications for undertaking this project.
- **Qualifications:** A detailed description of your firm's experience in tourism master plan development, including relevant past projects and references.
- **Narrative and Experience:** A narrative of the types of services offered by your company and includes past and relevant experience. Describe your experience working with other clients of similar or greater size and complexity.
- **Project Team:** A description of the key personnel who will be assigned to this project, highlighting their relevant experience and qualifications.
- **Proposed Methodology:** An outline of your proposed approach to completing the project, including data collection methods, stakeholder engagement strategies, and work plan.
- **Timeline:** A timeline for completing the project, including key milestones.
- **Cost Proposal:** A detailed breakdown of your proposed fees and expenses.

8. Selection Process

The ACVB will review all proposals based on the following criteria:

- Qualifications of the firm and project team
- Proposed methodology and project approach
- Completeness of the proposal
- Cost proposal

The ACVB reserves the right to conduct interviews with shortlisted firms before making a final selection. Any interviews will be at the expense of the respondents.

9. Contact Information

All questions regarding this RFP should be directed to:

Kashion Smith

Executive Director

Amarillo Convention and Visitors Bureau

806.342.2023

Kashion@VisitAmarillo.com

10. Submission Instructions

Please submit a complete electronic copy of your proposal to

Kashion@VisitAmarillo.com by the due date.

We look forward to receiving your proposals!

Amarillo Convention and Visitors Bureau