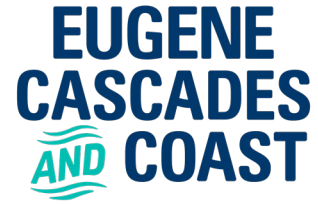


## REQUEST FOR PROPOSALS

Consulting Partnership: Travel Lane County Destination Master Plan

Responses due by: February 26, 2025



### EXECUTIVE SUMMARY

Travel Lane County, the destination marketing organization representing the Eugene, Cascades & Coast region, invites proposals from qualified consultants to develop a comprehensive 10-year Destination Master Plan. The scope of work encompasses creating a strategic vision that will shape the future of tourism across our diverse region, driven by input from community stakeholders.

The ideal consulting partner will demonstrate extensive experience working in similar destination environments and possess a proven track record of engaging diverse public and private partners to create bold, actionable roadmaps. This master plan will guide tourism investment strategies, inform policy development, and establish processes that will shape our destination's evolution over the next decade.

Please indicate your firm's interest in this project immediately following your review of this request for proposal. Questions related to the RFP must be received by February 14, 2025. The deadline to respond to the RFP with a formal proposal is February 26, 2025. Travel Lane County's expectation is that the scope of work proposed for the initiative will be concluded no later than June 2026.

### PROJECT OVERVIEW

Travel Lane County seeks a unified vision for tourism development that respects and incorporates the unique character and visions of each of our 12 distinct communities. The selected consultant will facilitate a collaborative planning process that emphasizes community engagement, sustainable development, and balanced growth strategies.

### ABOUT THE DESTINATION AND ORGANIZATION

The Eugene, Cascades & Coast region spans 4,722 square miles from the peak of South Sister in the Cascade Mountains to Florence and the Oregon Dunes National Recreation Area on the Pacific Coast. This diverse landscape encompasses more than 200 lakes, 10 major waterfalls, 8 rivers, and 3 national forests. The region is anchored by Eugene and Springfield in the South Willamette Valley, home to the University of Oregon. The region is home to TrackTown USA, the Mountain Biking Capital of the Northwest, and the largest collection of historic covered bridges west of the Mississippi. This rich tapestry of experiences extends from world-class sporting events to pristine outdoor recreation, from vibrant arts and culture to innovative craft food and beverage producers. The area's commitment to sustainability, clean air and water, and local food systems reflects core community values shared across our distinct communities.

Travel Lane County, established in 1979, serves as the region's destination marketing and management organization. As a 501(c)(6) nonprofit funded by 2.1 points of countywide Transient Lodging Tax, the organization is governed by a board of 30 voting members and 10 advisors

representing the breadth of the hospitality industry and destination stakeholders. With an annual budget of \$4 million, Travel Lane County employs 23 professionals across specialized teams focused on leisure tourism, conventions, sports marketing, and stakeholder engagement.

Travel Lane County seeks a partner to develop a comprehensive destination master plan that will align our diverse community visions, support sustainable tourism, and enhance both visitor experiences and resident quality of life across the region. The successful firm will help craft strategies that leverage our unique assets while ensuring tourism development benefits all communities within our destination. A successful master plan will demonstrate tourism's role in thriving communities, align tourism with community benefits and provide a tool that fosters collaboration.

## **SCOPE OF WORK AND DELIVERABLES**

The following represent desired outcomes for the master planning process:

- Comprehensive analysis and integration of existing community master plans and development strategies from all 12 Lane County communities
- Development of a destination-wide sustainable tourism framework that balances economic growth with community values and environmental and social stewardship
- Creation of detailed visitor management strategies that optimize tourism's positive impact while mitigating potential community disruptions
- Assessment of current tourism infrastructure capacity and future development needs across all communities
- Assessment of current and future destination strengths and differentiators to drive overnight stays
- Assessment and recommendations of convention and sports business opportunities
- Design of a comprehensive stakeholder engagement process that ensures meaningful participation from all community sectors, including residents
- Development of metrics and monitoring systems to evaluate tourism's impact on resident quality of life
- Establishment of mechanisms for ongoing community input
- Analysis of current and potential economic impacts of tourism across all communities
- Development of strategies to ensure equitable distribution of tourism benefits throughout the region
- Analysis of current destination brand strategy and recommendations
- Creation of actionable implementation timelines with clear milestones and accountability measures

## **Optional components**

- An option to engage with the selected vendor for an additional year to help implement year 1 of the plan, to be defined in a separate scope of work and budget.

The consultant will ensure all deliverables:

- Align with Travel Lane County's organizational mission and vision
- Support sustainable, community-focused tourism development
- Provide clear, actionable implementation guidance
- Include measurable outcomes and success metrics
- Consider both short-term wins and long-term sustainability
- Integrate stakeholder feedback and community priorities

Each deliverable should include:

- Clear methodology
- Specific action steps and timelines
- Resource requirements
- Success metrics
- Implementation guidelines
- Stakeholder engagement components

## **PROJECT TIMELINE AND BUDGET**

- Proposals due February 26, 2025
- RFP awarded April 2025
- Vendor onboarded May 2025
- Preliminary findings discussed with Travel Lane County Board February 2026
- Destination Master Plan Community Presentation June 2026

Budget: Not to exceed \$125,000

## **PROPOSAL REQUIREMENTS**

Proposals should include:

### 1. Firm Overview

- Company history and experience

- Proposed account team
- Relevant project examples
- References from similar projects

## 2. Project Approach

- Detailed explanation of how you will accomplish the scope of work and deliverables
- Community engagement strategy
- Timeline and milestones

## 3. Budget Breakdown

- Detailed cost estimates, including costs associated with any required research/data
- Payment schedule
- Resource allocation

## EVALUATION

Proposals will be evaluated by a review committee of tourism staff and board members based upon but not limited to the following criteria:

- Strategic Capability & Experience (40 points)
  - Demonstrated understanding of destination master planning (5 points)
  - Track record of community-engaged planning processes in destinations with similar scale to Lane County (15 points)
  - Quality and relevance of provided case studies (5 points)
  - Team experience and qualifications (7 points)
  - Understanding of sports and convention business (5 points)
  - Knowledge of Pacific Northwest tourism landscape (3 points)
- Methodology & Approach (40 points)
  - Comprehensive stakeholder engagement strategy (15 points)
  - Data collection and analysis methodology (10 points)
  - Integration approach for community input (5 points)
  - Project management and communication framework (5 points)

- Inclusion of strategies that incorporate diverse and historically underrepresented stakeholder groups (5 points)
- Implementation Framework (15 points)
  - Clarity of proposed timeline and milestones (5 points)
  - Resource allocation and management plan (5 points)
  - Measurement and monitoring systems (5 points)
- Budget & Value (15 points)
  - Cost effectiveness and clarity (10 points)
  - Resource allocation transparency (5 points)

## **SUBMISSION INSTRUCTIONS**

Proposals must be submitted by February 26, 2025 to: [RFP@EugeneCascadesCoast.org](mailto:RFP@EugeneCascadesCoast.org)

## **CONTACT INFORMATION**

For questions regarding this RFP, please contact: [Emily@EugeneCascadesCoast.org](mailto:Emily@EugeneCascadesCoast.org)

### **Additional reference materials:**

[Travel Lane County FY25 Annual Plan](#)

[Travel Lane County FY24 Annual Report](#)

[Travel Lane County 2023-2026 Strategic Plan](#)

[Eugene, Cascades & Coast Brand Manual](#)