



REQUEST FOR PROPOSAL

Strategic Roadmap Review & Resident Sentiment Study

See Monterey is seeking an agency partner to conduct a review and update to its current Strategic Roadmap, which will also include a resident sentiments study to support the review and update. See Monterey's Strategic Roadmap revolves around community prosperity and economic vitality, so having a strong understanding of resident sentiment around tourism is imperative to the success of the plan.

Strategic Roadmap Review and Update

See Monterey launched its current long term [Strategic Roadmap](#) in September 2022. This goal is not to recreate the strategic plan – the new mission, vision and strategic imperatives are all to remain as-is. Instead, the goal is to review the plan to see what progress has been made since launch, and to ensure it aligns with any new challenges within the destination and organizational objectives. The result should be part report card, part forward looking planning. Findings of the resident sentiment study should be integrated into the review.

Scope and deliverables:

- A 6–8-page standalone piece as well as a streamlined version to include in See Monterey's FY 2024-25 Business Plan
- Review of the current plan and determination of what needs to be included in the next iteration
- Goal setting, morphing a qualitative plan into a more quantitative approach in putting goals to strategies and tactics
- Provide a sharpened focus, with deliverables over a long-term timeline

Resident Sentiment Study

Conducting a resident sentiment study aligns with the long-term Strategic Roadmap's strategic imperative of enhancing community and member engagement. The primary goal is to understand and benchmark the attitudes, opinions, and emotions around tourism of residents, stakeholders, and individuals within Monterey County. This research will inform the update to the long-term Strategic Roadmap and ultimately provide insight to develop an engagement strategy that will foster community alignment and support.

Scope and deliverables:

- Assess the current sentiment of residents towards tourism in their communities
- Identify pain points of residents as well as strengths and opportunities
- Provide an expert analysis of tourism sentiment among residents as well as recommendations for future tourism marketing, destination development, and community involvement
- Assess awareness of See Monterey and understanding of the organization's work to build a vibrant tourism economy
- Contextualize results against state-level metrics for resident sentiment on tourism

- Use findings to shape and support the Strategic Roadmap update

Supporting Documents

The current Strategic Roadmap Overview as well as recent Business Plans and additional research and reports can be found here: <https://www.seemonterey.com/members/tools/reports/>

Responses should:

- Explain your process/approach to a strategic plan review and update
- Explain your process/approach to Resident Sentiment Research
- Include any examples or relevant experience
- Cost estimate for the project

Submissions are due no later than 11:59 p.m. PST on Dec 15, 2023 submitted via email to Info@SeeMonterey.com.

Additional Submission Information

Agency responses to the RFP can be fashioned however interested agencies choose to respond. Submitting agencies signify understanding and agreement with these terms by responding to the RFP and will adhere to the following terms:

- Do not contact any See Monterey Board Member or See Monterey staff member. Any unsolicited contact with these individuals will automatically disqualify the agency. All inquiries must be sent to Info@SeeMonterey.com.
- All information (written or spoken) shared by See Monterey is deemed confidential and shall not be shared with outside parties.
- See Monterey reserves the right to change any part of this RFP, the process, and/or altogether cancel at any point and for any reason without any liability to submitting parties.
- Agencies understand that any information provided in a proposal that is found to be untruthful or otherwise a misrepresentation will automatically disqualify the submitting agency. In addition, should untruths or misrepresentation be found with the selected agency after contracting, such would be grounds for immediate termination of the contract without any liability from See Monterey.
- See Monterey represents many members in the tourism industry. The agency may have some of these members as clients. This is not necessarily a conflict of interest so long as the agency pre-identifies in its proposal any potential conflicts of interest and its ability to ensure there will not be a conflict.
- Any information, ideas, and concepts shared with See Monterey in this RFP process are submitted in a non-proprietary manner. The presented ideas and concepts are available to use by See Monterey without any liability and do not constitute a formal agreement or requirement for compensation. Materials submitted through the RFP progress will not be returned to submitting agencies.