



STEAMBOAT SPRINGS CHAMBER

VITALITY IN THE VALLEY

Request for Proposal (RFP): Communications Strategy Development

Issued by: Steamboat Springs Chamber

Issue Date: May 19, 2025

Proposal Due Date: June 9, 2025

I. Introduction

The Steamboat Springs Chamber is seeking proposals from qualified and experienced public relations and communications firms to develop a comprehensive communications strategy that will help articulate and amplify the value of the Chamber to membership, potential members and the broader community. This strategy will be created in collaboration with Chamber leadership and staff and executed in-house by the Chamber team.

II. Background

The Steamboat Springs Chamber, a 501 (c) 6 organization, serves as the **catalyst for business growth**, the **convener of leaders and influencers**, and the **champion for a thriving community**. Our mission is to ensure a vibrant business environment and a thriving economy in Routt County. Originally founded in 1907 as the Commercial Club of Steamboat Springs, the Chamber has evolved over more than a century into a dynamic organization that supports local business and workforce, advocates for pro-business policy and initiatives, and acts as the community destination organization. We provide a robust suite of programs, networking and educational opportunities to our members. We also lead destination stewardship efforts and operate the Steamboat Springs Visitor Center.

Our team is driven by a deep passion for Steamboat Springs and a commitment to the success of our business community. We work to support local businesses while also advocating for thoughtful solutions to issues affecting our workforce, residents, business owners, and visitors.

In 2023, we undertook an extensive strategic planning process, resulting in four key initiatives that guide our work:

1. **Organizational Evolution** – advancing internal capacity and systems to meet the needs of our businesses, future business leaders and community
2. **Business Development** – growing, retaining, supporting and advocating for a strong business community
3. **Financial Health** – ensuring sustainable resources for continued impact



STEAMBOAT SPRINGS CHAMBER

VITALITY IN THE VALLEY

4. **Destination Stewardship** – promoting responsible tourism and enhancing visitor and resident experiences

You can view the full strategic plan here:

<https://www.steamboatchamber.com/about-us/strategic-plan/>

III. Scope of Work

The firm selected will be responsible for developing a comprehensive communications strategy that includes, but is not limited to, the following components:

1. Discovery & Assessment

- Conduct stakeholder focus groups with Chamber leadership and board members.
- Review existing communication materials, brand assets, messaging, and public perception.
- Analyze current communication tools, platforms, and engagement tactics.

2. Strategy Development

- Create a clear and concise messaging framework that conveys the Chamber's mission, vision, values, and role in the community.
- Identify key audience segments and tailor communications approaches for each (e.g., members, non-members, residents, local government, media).
- Define communication goals and measurable objectives.
- Recommend tone, language, and storytelling approaches aligned with our values and community character.
- Propose brand positioning and reputation-building tactics.

3. Tactical Recommendations

- Provide guidance on channels, frequency, and types of communication to maximize engagement.
- Recommend content themes and storylines that can be developed over time.
- Suggest media relations strategies, including how to position the Chamber for positive coverage.
- Provide recommendations for crisis communications or issues management.



STEAMBOAT SPRINGS CHAMBER

VITALITY IN THE VALLEY

- Offer input on visual identity and design tone as it relates to communications.

4. Implementation Plan

- Develop a phased action plan for Chamber staff to implement internally.
- Provide training materials or one-time consultation (as requested) to support rollout and execution.
- Include tools/templates (e.g., message map, editorial calendar, press release format, elevator pitch).

IV. Deliverables

- Comprehensive communications strategy document
- Audience segmentation and messaging framework
- Recommended tactical communication plan
- Implementation roadmap with timeline and tools

V. Timeline

- **RFP Issued:** May 19, 2025
- **Questions Period:** May 20-30, 2025
- **Proposals Due:** June 9, 2025
- **Selection & Notification:** June 20, 2025
- **Project Kickoff:** July 14, 2025
- **Final Deliverables Due:** September 1, 2025

VI. Budget

\$10,000

VII. Proposal Requirements

Please include the following in your submission:

1. Firm overview and relevant experience
2. Project team bios and roles



STEAMBOAT SPRINGS CHAMBER

VITALITY IN THE VALLEY

3. Case studies or examples of similar work
4. Description of approach and methodology
5. Project Timeline
6. References

VIII. Evaluation Criteria

Proposals will be evaluated based on:

- Experience and qualifications
- Understanding of the Chamber's mission and goals
- Creativity and strategic thinking
- Clarity and completeness of proposal
- References and past performance

IX. Submission Instructions

Proposals must be submitted electronically in PDF format to:

Contact: Laura Soard

Email: laura@steamboatchamber.com

Phone: 971-875-7002

Subject Line: RFP Submission – Communications Strategy