



**Request for Proposal
Organizational Management
Submission Deadline: March 1, 2023**

OVERVIEW: Paso Robles Destination dba Travel Paso:

Paso Robles Destination dba Travel Paso is the nonprofit marketing organization whose mission is to promote tourism. As the official destination marketing organization, [Travel Paso](#) raises awareness through

- 1.) Marketing, branding, and selling Paso Robles to visitors to attract leisure, groups, events, and meetings
- 2.) Represents the voice of tourism stakeholders and
- 3.) Serves as an information source.

The organization is a 501(c)6 with the purpose as stated in the Bylaws to improve business conditions and the business environment for tourism businesses in Paso Robles through operation of the Paso Robles Tourism Improvement District (PRTID) and other initiatives. The organization is governed by a nine (9) person Board of Directors serving two (2) year terms. A full copy of the organization's Bylaws can be found [here](#).

The Paso Robles Tourism Improvement District (PRTID) has been renewed for 10 years. Thanks to the lodging community who signed petitions in support of the district renewal and the Paso Robles City Council who unanimously adopted a resolution on June 7, 2022, to renew the PRTID for a 10-year term – July 1, 2022 and ending on June 30, 2032. A full copy of the Management District Plan and other organizational background can be found [here](#).

All lodging business within the city limits of Paso Robles are assessed by the PRTID. The initial annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, the assessment shall not be collected on: stays of more than 30 consecutive days; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and complimentary room stays. The City of Paso Robles collects the assessment concurrently with transient occupancy tax (TOT).

All persons working on behalf of Travel Paso must adhere to the organization's [procurement policy](#).

The contractor, agency, individual or team leading the Travel Paso organization will report to the Board of Directors. Additional contractors will report to the organizational management lead. The lead will serve as the Travel Paso President and CEO. The President and CEO will serve as the organization's official spokesperson.

The contract period is three years: July 1, 2023 – June 30, 2026

STRATEGIC PLAN Objectives:

The Travel Paso Board of Directors has recently adopted its Strategic Plan 2023 – 2025. This process engaged stakeholders across the Paso Robles ecosystem. The contracted organizational management lead will be responsible for leading the implementation of this three-year strategic plan. A full copy of the plan can be viewed [here](#).

Your proposal should include at least three ideas (one per objective) of how you intend to implement the plan. Please explain how you will lead the strategic plan and fulfill the requirements of the Management District Plan to add value to Paso Robles tourism fulfilling its mission and working towards its vision.

SCOPE OF WORK:

The contracted Organizational Management Lead agency or individual will serve as the spokesperson for Travel Paso, manage day-to-day operations of Travel Paso according to its bylaws, and perform other management tasks as directed by the Board. The scope of work includes, but is not limited to, the following:

Team Travel Paso – Lead the Travel Paso organization. Identify the team structure to implement the Scope of Work outlined. Clearly state who will serve as President and CEO serving as the organization’s official spokesperson.

Organizational Meetings – Create, deploy, and post agendas, board packets, meeting minutes and ensure all actions are in compliance with the Brown Act. Be present and lead all organizational meetings. These include, but are not limited to:

- Executive Committee (monthly)
- Board of Directors (monthly)
- Marketing Committee (monthly)
- Task Force / Special Meetings (as needed)

Accounting and Bookkeeping – Work with the bookkeeper, accountant, and Executive Committee to follow systems in place, segregation of duties and ensure accounts payables and receivables are up to date. Duties include, but are not limited to:

- Routine banking
- Monthly/bi-monthly accounts payable and credit card reconciliation
- Monthly reporting to the Board of Directors and Executive Committee
- Annual budget development
- Facilitate annual audit (or as required)
- Insurance compliance
- Annual Tax filing

Business Administration – Manage all day-to-day functions of the organization. A physical office space in Paso Robles is helpful to receive deliveries, meet constituents and manage overall operations.

- Mail – physical and electronic – manage all inquiries and respond timely on behalf of Travel Paso
- Storage Unit – manage inventory, promotional swag, and other promotional items as it relates to running the core practice of the organization

Stakeholder Outreach – Communicate, collaborate, lead, and advocate for the tourism ecosystem. Work with stakeholders to align priorities, maximize marketing reach and lead collaboration among tourism partners. Communicate leads, opportunities, and critical information on a routine and timely basis.

Marketing – Amplify the Paso Robles Brand through strategic marketing initiatives. Manage owned marketing tools – website, email marketing, social channels – create content, manage assets and monthly / annual content calendar. Establish an annual marketing plan in alignment with the strategic plan to lead marketing campaigns and media relations efforts. Collaborate with contractor teams (brand manager, digital ads, SEO, public relations) to define roles and responsibilities. Working in collaboration to execute the requirements of the Management District Plan, align with the Strategic Plan and position Paso Robles as the official destination marketing organization leading tourism in the region.

Strategic Relationships – Foster collaborative relationships with-in the local ecosystem including: the City of Paso Robles, Paso Robles Wine Country Alliance, and the Paso Robles Chamber of Commerce. Foster relationships and opportunities to cross promote with regional DMOs and other partners to further the Paso Robles brand. Leverage relationships with Visit SLO CAL, CalTravel and Visit California to grow brand awareness, strengthen advocacy and foster information exchange creating more opportunities for Paso Robles tourism.

- Specifically note the DMAP accreditation and destination summit are part of the overall scope of work as outlined in the strategic plan.

EVALUATION AND METRICS OF SUCCESSFUL ORGANIZATION MANAGEMENT:

- Successfully fulfilling the Scope of Work to the satisfaction of the Board of Directors.
- Successful implementation of the three-year strategic plan. Demonstrate year-over-year progress using the indicators as metrics to benchmark and measure success.
 - Objective 1
 - Objective 2
 - Objective 3
- Managing and stewarding the budget to fulfill the organization’s mission while maintaining fiscal health.
- Successful marketing metrics as outlined in campaign goals.

SUBMISSION REQUIREMENTS:

- Proposals should not be more than 10 pages
- Proposals should include the following:
 - Firm Name, Address, Primary Contact and indicate if you have a physical office in Paso Robles
 - Name and resume of Proposed President and CEO to lead Travel Paso
 - Relevant experience in managing DMOs
 - Three ideas of how you intend to implement the strategic plan
 - Explain how you will operate to lead the strategic plan, fulfill the requirements of the District Management Plan, and accomplish the scope of work
 - Fee Structure
 - Three client references demonstrating similar work
- Questions may be submitted to info@travelpaso.com until February 15, 2023
- Timeline:
 - Proposals due March 1, 2023 by 5 pm
 - Executive Committee and Board Review – March
 - Follow-up Interviews (if needed) – April
 - Award Contracts – April / May
- Send RFP submissions to:
 - Info@Travelpaso.com