



REQUEST FOR PROPOSALS

MT. HOOD AND COLUMBIA RIVER GORGE BRAND REFRESH

Mt. Hood/Columbia Gorge Regional Tourism Alliance
c/o Clackamas County Tourism
2051 Kaen Rd
Oregon City, OR 97045

Contact: Lizzie Keenan
lizzie@hood-gorge.com

Overview

The Mt. Hood and Columbia River Gorge Regional Tourism Alliance is seeking a brand refresh to simplify our branded organization name and update our logo.

The Mt. Hood and Columbia River Gorge Regional Tourism Alliance (MHCRGRTA) is the Regional Destination Management Organization (RDMO) for the Mt. Hood and Columbia Gorge region. There are four tourism DMO partners that make up the Alliance:

- Clackamas County Tourism, representing east Clackamas County (Estacada, Sandy, Villages of Mt. Hood, Government Camp)
- Visit Hood River, representing all of Hood River County
- The Dalles Area Chamber of Commerce, representing north Wasco County
- Explore Troutdale, representing east Multnomah County (Troutdale, Wood Village, Corbett, Cascade Locks)

MHCRGRTA seeks to use responsible visitor management to build awareness for the region as a multi-day and year-round travel destination that benefits all communities. Our mission is to continuously and creatively address the challenges that come with being a mature destination that is surrounded by small communities and neighbors Oregon's largest metro area.

Background

We are primarily a destination management organization, but with that comes a handful of opportunities each year to use our logo (ex. on an ad for consumer marketing, as a program sponsor, or on regional collateral.) However, our current logo is about ten years old and due for a refresh to feel more modern and better reflect the region and the work that we do.

Additionally, our organization name is incredibly long and hard for partners and consumers to digest, understand, and remember leading to being referred to as multiple shortened versions of our name in the industry. Since the organization's inception about 15 years ago, another organization with a similar name has been established (the Columbia Gorge Tourism Alliance) further complicating the use of our name.

Thus, we are seeking a simple name refresh that is less complicated and easier to identify our role as a tourism resource for the region, i.e. Travel Portland or Visit McMinnville.

Scope of Work

Contractor to provide:

- Review of existing tourism branding and naming in the region and across the state.
- Review of current branding and regional materials for the Mt. Hood and Columbia River Gorge Regional Tourism Alliance.
- Design and branding services to update the current name and logo for the Mt. Hood and Columbia River Gorge Regional Tourism Alliance.
- At least three rounds of edits (as needed) for each component based on client feedback

Client to provide:

- Previous brand style guide and other regional materials to help inform our priorities and current identity as a destination and organization
- Timely feedback and collaboration

Deliverables:

- New logo
 - o Vector design logos in full color and in black and white versions
- Updated brand style guide with logo use directions
- Revised brand name

BUDGET

Logo design and Brand naming project not to exceed \$10,000

PROPOSALS

To submit a proposal, please respond to the following:

- Why are you interested in this project?
- Provide 2-3 samples of your work that are relevant to this project
- Describe the process you would use to complete the project including timeline, revisions, and communication with the client.
- Detail your billing (hourly fee or bundled cost for project, etc.)
- Provide 1-2 references with contact details.

Proposals and questions should be sent via email to:

Lizzie Keenan

Lizzie@hood-gorge.com

TIMELINE

Emailed responses are due by 5pm on September 20th, 2022

Selected responded will be notified by September 29th, 2022

Anticipated project completion no later than January 31st, 2023