



REQUEST FOR PROPOSALS
Hidden Disabilities Sunflower B2B Video at Mt. Hood Meadows

Experience Mt. Hood and the Gorge
c/o Clackamas County Tourism
2051 Kaen Rd
Oregon City, OR 97045

Contact: Ithaca Janzen
ithaca@hood-gorge.com

Overview

Experience Mt. Hood and the Gorge, managed by Clackamas County Tourism, is seeking a video production firm to shoot, edit, and produce a testimonial video highlighting the success of the Hidden Disability Sunflower program at Mt. Hood Meadows. This contract operates under the direction of the Experience Mt. Hood and the Gorge Regional Coordinator.

Experience Mt. Hood and the Gorge is the Regional Destination Management Organization for the Mt. Hood and Columbia Gorge region in Oregon. There are five tourism DMO partners that make up Experience Mt. Hood and the Gorge:

- 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 Tourism Committee, representing Cascade Locks

This year, Experience Mt. Hood and the Gorge is investing in Hidden Disability Sunflower (HD Sunflower) training and certification in the region for the first time to support accessible travel throughout the region for visitors with invisible disabilities. HD Sunflower is an internationally recognized certification and training program that includes travelers choosing to identify themselves with their easily recognizable Sunflower lanyards as a signal that they may need some extra assistance during their visit. Businesses and their staff signify that they are trained in the program, giving travelers confidence that their needs will be met in a welcoming and inclusive way.

While HD Sunflower is new to the region and most of the smaller businesses that we will offer the training to, Mt. Hood Meadows has been involved in the program for years with great success. In order to help bring other businesses on board for the region-wide program, we are looking to create a short testimonial-style video highlighting the positive impact that the HD Sunflower certification has had for Meadows, their staff, and their visitors. This video will be shared via the Experience Mt. Hood and the Gorge industry channels to invite and inspire other businesses to participate in the program.

Scope of Work & Timeline

The scope of this project includes coordinating one day of filming at Mt. Hood Meadows, collaborating with Meadows and Experience Mt. Hood and the Gorge teams on scripts/interview questions and filming details, and production of the short industry-facing film.

Deliverables

Filming on location at Mt. Hood Meadows. Filming should include:

- Testimonial from Mt. Hood Meadows employees
- Customer interaction with clear HD Sunflower markers – (may need talent for this, would be nice to find someone authentic who could be a HD Sunflower user)
- Video should include visitor experience (hiking or skiing, etc) at Mt. Hood Meadows

The finished product should be a short (less than 3 minute) video including:

- Testimonial interviews with Mt. Hood Meadows staff and potentially a customer
- Footage of the HD Sunflower swag (lanyard, buttons) in use in customer interactions
- Experience Mt. Hood and the Gorge, Mt. Hood Meadows, and Travel Oregon co-branding

Use and Rights

- Experience Mt. Hood and the Gorge (including the 5 DMO partners and Travel Oregon) and Mt. Hood Meadows will have full rights to the video and all associated b-roll.
- This video is intended for business-to-business communications, but Experience Mt. Hood and the Gorge reserves the right to share the produced video and b-roll on consumer channels including website and social media.

Timeline

- Final video to be delivered by May 30, 2025.

Budget

- Budget not to exceed \$8,000

Submitting a Proposal

To apply, please submit a proposal including detailed budget to ithaca@hood-gorge.com. Proposals must be submitted by **Wednesday 4/2**.