



REQUEST FOR APPLICATIONS

Search Engine Marketing (SEM)

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 Office of Tourism, is seeking a contractor to lead our Search Engine Marketing (SEM) strategy and ad management. This contract operates under the direction of the Experience Mt. Hood and the Gorge Regional Lead.

Experience Mt. Hood and the Gorge is the Regional Destination Management Organization (RDMO) for the Mt. Hood and Columbia Gorge region in Oregon. There are five tourism Destination Management Organization (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

Together, we seek 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.

We are seeking an experienced contractor to manage SEM for our website, www.hoodgorge.com, prioritizing pages to meet our key priorities and deliver seasonal, targeted information to visitors from out of state. Contractor will work closely with the Regional Lead for Experience Mt. Hood and the Gorge to ensure that marketing efforts align with specific destination needs, including but not limited to: spring and fall shoulder season activities; accessible travel information; responsible travel tips and alternative transportation information; and our Infinity Loop Map, guiding travelers throughout the entirety of our broad and diverse scenic region.

Scope of Work

- Develop and Refine SEM Strategy (15%)
 - Develop a comprehensive strategy for Search Engine Marketing that works to maximize ROI for ad spend while highlighting identified key messages
 - Conduct keyword research for specified messaging
 - Regularly reassess the strategy to ensure its continued efficiency
 - Client will provide access to Google Analytics and additional market data to support strategy development
- Create and Manage Ads (65%)
 - Manage a monthly ad budget of \$1,000 to optimize quality website traffic.
 - Draft compelling ad copy. Ads should be:
 - Informed by SEM Strategy, including seasonal messaging and specific targeting
 - Follow current best practices
 - Subject to review and approval by Client
 - Implement bidding strategies to maximize ROI
 - Monitor performance and optimize ads including creative variations and targets
- Provide Reporting and Tracking (20%)
 - Track key performance indicators (KPIs) such as clicks, impressions, CTR, conversions, and landing page performance
 - Utilize Google Analytics GA4 to track website traffic and user behavior
 - Provide website content and/or structure recommendations to improve SEM performance
 - Provide monthly performance reports to Client

- Meet with client quarterly to assess performance, discuss strategy, and update goals and seasonal messaging

Preferred Qualifications

- Demonstrated experience managing tourism and travel SEM: familiarity with travel trends and destination marketing strategies

Contract Duration and Budget

Total SEM Management contract expenses should not exceed \$14,000 for the 22-month contract period. Separate from the contract service fee, Contractor will manage a monthly ad spend budget of \$1,000. Contractor will manage ad payment and include ad buy costs in invoices to Client. This contract period will begin March 2026 or upon signature of contract, and end December 31, 2027.

Application

To apply, please send the following application materials to ithaca@hood-gorge.com.

- Portfolio that includes
 - Introductory cover letter detailing your experience managing search engine marketing for clients and why you would be a good fit for this contract
 - Your proposed approach to optimizing Search Engine Marketing for Experience Mt. Hood and the Gorge
 - Bios for key team members who would be assigned to this contract
 - Please note any existing clients that could be considered a conflict of interest to Experience Mt. Hood and the Gorge RDMO
- Describe your timeline for the project, including onboarding/strategy creation, ad management, and check-ins with proposed client communication schedule
- Billing structure and expected deliverables within that range. This contract should not exceed \$14,000 in service fees for the 22-month contract period
- 2-3 references

This contract position will remain open until filled, with applications for the first round of reviews due by **5pm Monday January 26, 2026**.