



REQUEST FOR PROPOSALS

PUBLIC RELATIONS SERVICES

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 public relations services to help drive our region's priority messaging and storytelling in quality publications and news outlets targeting key markets.

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

Given the priorities we have around responsible visitor management in the region, we would like to focus on media coverage that includes:

- BIPOC, AAPI and LGBTQIA+, and accessibility media perspectives
- Car free and electric car travel in the region

- Focused attention on our lesser visited communities and away from high-use areas
- Highlight the visitor management systems in place at our high-use areas
- Drive attention to our culinary and agritourism product as a key driver in the region

Scope of Work

The scope of work will include, but may not be limited to:

- Proactively pitch targeted media and respond to media inquiries, incorporating identified key messages.
- Secure meetings between MHCRGRTA and target media as needed.
- Conduct follow up for leads MHCRGRTA has secured.
- Create and update a quarterly New + Notable media pitch sheet with MHCRGRTA staff input.
- Secure media interest and attendance at individual and group virtual or in-person press trips with MHCRGRTA staff input.
- Assistance with booking media trip components (as needed)
- Attend monthly PR check-ins with MHCRGRTA staff. Identify/update desired PR messages and priorities.
- Track all resulting coverage, which will be reported to MHCRGRTA on a monthly basis.

DURATION

The term of the contract is intended to be from mid-November 2022 – June 30, 2023, with an option to extend the following calendar year.

PROPOSALS

To submit a proposal, please include the following:

- Describe your background, past/current clients, and areas of expertise in relation to the work outlined above.
- Provide 1-2 examples of successful priority messaging placement in target media outlets.
- Please outline any other strengths and/or perspectives that you bring to the proposed project.
- Please outline fees and/or hourly rates for personnel who will be assigned to the project. Please also outline any incidental reimbursable fees or expenses.
- Please explain the proposer's billing and cost-accountability systems.
- List any cost savings and/or added value proposals offered by the proposer.
- Please outline a proposed budget breakdown for the provided scope of work for \$20,000.
- 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 26th, 2022

Selected respondent will be notified by October 10th, 2022