



## REQUEST FOR PROPOSAL

### Design and Copy:

### Mt. Hood and Columbia River Gorge Regional Recipe Book

Mt. Hood/Columbia Gorge Regional Tourism Alliance  
c/o Clackamas County Tourism & Cultural Affairs  
2051 Kaen Rd  
Oregon City 97045  
971-378-4006  
Contact: Lizzie Keenan  
lizzie@hood-gorge.com

#### **What We Are Seeking:**

We are seeking proposals for the design and copy for the Mt. Hood and Columbia River Gorge Regional Recipe Book to support tourism in the region. We will provide the recipes from chefs, outlines for content, and connections to locals to help inform the content. We are looking for an agency to help bring this exciting idea to life and to the page.

#### **About the Mt. Hood/Columbia Gorge Region Tourism Alliance**

[The Mt. Hood/Columbia River Gorge Region Tourism Alliance](#) (MHCRGRTA) is the Regional Destination Marketing Organization (RDMO) representing Mt. Hood and the Columbia River Gorge, one of seven of Travel Oregon's tourism regions. There are four main tourism DMO partners that make up MHCRGRTA:

- Clackamas County Tourism & Cultural Affairs, representing Estacada, Boring, Sandy, Villages of Mt. Hood, and Government Camp
- Visit Hood River, representing all of Hood River County
- The Dalles Area Chamber of Commerce, representing Mosier, The Dalles, and Dufur
- Explore Troutdale, representing Troutdale, Wood Village, Corbett, and Cascade Locks

Collectively MHCRGRTA works to use responsible visitor management to build awareness for the region as a multi-day and year-round travel destination that benefits all communities.

### **Background:**

The restaurants of the Mt. Hood and Columbia Gorge region were hit hard by the COVID-19 pandemic and they are still struggling. And yet, outdoor recreation in the region is at an all-time high. There is a need for tourism advocates to pivot visitor's interests to our food and beverage experiences in order to broaden the appeal of the area, boost economic benefits in our communities, and encourage longer stays.

That is why we are creating the Mt. Hood and Columbia River Gorge Regional Recipe Book to be used as a promotional tourism tool, delivered as both a digital and print piece, to celebrate and promote the range of culinary experiences visitors can have in the region. Every recipe will connect current and potential visitors to an experience they can have around seasonal food items, to a local chef and restaurant, and a local beverage supplier all while learning more about the food history of the area.

The opportunity here is ripe as the region was recently highlighted in two episodes of Top Chef Portland, Season 18, from the connection of First Foods in Cascade Locks to U-pick farm experiences on the Fruit Loop and even a highlight around food on the Oregon Trail. National eyes are on Oregon as a culinary destination right now. There is a need for a follow-up investment to deepen food-related connections to the region, and to continue to make information about our chefs and local culinary tourism globally accessible.

### **Project Overview:**

The Recipe Book will include recipes using local ingredients, created by local chefs, specifically designed for visitors to create their own food experience around existing food activities such as foraging for mushrooms, fishing for salmon, u-picking their own fruits, and visiting breweries and wineries. Through the beverage pairing portion of each recipe, a connection will be made between the chef, the chef's restaurant or business, and local wineries, cideries, breweries, and distilleries. Throughout the Recipe Book, we will tell food stories of the region through the voices of local chefs and culinary producers and will highlight our world-renowned seasonal food items.

The plan is for the Recipe Book to be accessible. That is why it will be available to download online as a PDF for free and a limited run of 1,000 copies will be available for giveaways and media uses. The Recipe Book will engage visitors with the culinary scene of the region before they even arrive, and will drive interest and deep connections with local cuisine and

destinations. It will include food items across multiple seasons which will encourage year-round and repeat visitation. It also highlights some of our prioritized and less visited areas within the region.

### **Anticipated Recipe Book Content:**

- 10-20 regional recipes with beverage pairing suggestions and blurbs on food experiences you can have related to their highlight ingredient
- 8-15 themed copy sections throughout the book focused on history of food in the region, food and farm trails, chef highlights, and more.

### **Scope of Work**

The proposed scope of work is as follows...

Contractor deliverables:

- Design and layout of the digital and print Recipe Book (estimated 30-50 pages)
- Copy writing and editing (excluding the recipes which will come from the chefs)
- Spanish Translation for the digital Recipe Book
- Printing (1,000 soft bound copies, 100 hard bound copies)

MHCRGRTA deliverables:

- Outreach, Planning, and Coordination with food and beverage partners to obtain recipes, collect content, and connect with contractor for photo and video other needs
- Share existing regional photos for use in the book.
- Content outlines for copy/background pages
- Review and edits of the Recipe Book

MHCRGRTA partners and Travel Oregon will have ownership of the final creative materials. Submission of final files should be both print and download ready as well as sharing of the editable design files should the region need to make small copy edits in future updated editions.

### **Other considerations:**

We also have an RFP out to support food photography and videos for this project. If your organization is able to support those as well, please consider applying for both or as a package.

### **Timeline:**

Emailed responses are due by **December 27, 2021** to:

Mt. Hood/Columbia Gorge Region Tourism Alliance

c/o Clackamas County Tourism

Contact: Lizzie Keenan

[lizzie@hood-gorge.com](mailto:lizzie@hood-gorge.com)

Interviews, if needed week of **January 3, 2021**

Project awarded by **January 10, 2021**

Project completed by **April 25, 2022**.

### **Respond to the following questions in your proposal:**

1. Describe the process you would use to complete the project (e.g. timeline, communication with the MHCRGRTA, design decision making, etc...)
2. Describe any similar work that you have completed.
3. Provide samples of previous work for review (links are adequate).
4. Provide qualifications of key staff that will be working on the project.
5. Detail your budget proposed to complete the project and billing (e.g. hourly fee or bundled cost for the project)
6. Provide 3 references, with contact details.
7. Provide any additional information that you believe to be important and relevant to this request.

### **Questions?**

All questions must be submitted in writing via email to [lizzie@hood-gorge.com](mailto:lizzie@hood-gorge.com) with "Mt. Hood and Columbia River Gorge Recipe Book RFP Question" in the subject line. You can also email Lizzie to schedule a call to go over questions. Answers to all questions of a substantive nature will be shared publicly on our industry resources page: <https://www.hood-gorge.com/industry-resources>