



REQUEST FOR PROPOSAL

Photography and Videos:

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 food photography for the Mt. Hood and Columbia River Gorge Regional Recipe Book and “snack-sized” fun instructional cooking videos to guide readers through the steps of some of the recipes. The photos will be used in the book and for promotional purposes. The videos will help make the book more interactive and will be used as promotional tools. We are looking for an agency to help visually 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.

Project 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.

Project Scope of Work:

The proposed scope of work is as follows...

Contractor deliverables:

- Photography (20-30 images of the dishes from the recipes and other needs for the Recipe Book)
- Videos (5 videos in total. 4 x short social media instructional recipe videos with local chefs. 1 social media sized sizzle reel for Recipe Book promotion.)
- Work with the design agency and MHCRGTA to determine photography needs and identify recipes for videos.

MHCRGTA deliverables:

- Outreach, Planning, and Coordination with food and beverage partners and design agency.
- Review and selection of final photos and editing feedback on the videos.

MHCRGTA partners and Travel Oregon will have ownership of the photos and videos for promotional use only. This includes sharing with media for promotional purposes.

Other considerations:

We also have an RFP out to support the Recipe Book design and copy 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

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 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>