

# REQUEST FOR PROPOSAL

## TOURISM MANAGEMENT PLAN – JACKSON HOLE TRAVEL & TOURISM BOARD

### CONTENTS

I.	Introduction and Project Overview
II.	Background
III.	Needs
IV.	Objectives
V.	Phases
VI.	Term
VII.	Required qualifications
VIII.	Selection process
IX.	Schedule
X.	Method of Submittal

# **REQUEST FOR PROPOSAL TOURISM MANAGEMENT PLAN - JHTTB**

## **I. Introduction and Overview**

The Jackson Hole Travel and Tourism Joint Powers Board (JHTTB) is seeking the services of a professional organization to develop a sustainable destination management plan that provides a thorough plan and indicators for destination stewardship for Teton County in line with the community's common values of ecosystem stewardship, growth management, and quality of life preservation. The JHTTB will lead the process in a phased approach. The first phase will be to develop and execute foundational research to learn more about the visitor and local sentiment towards tourism in Teton County. Based on the results of this survey, the JHTTB will then engage in a full Destination Management Plan and implementation. The JHTTB reserves the right to refuse any and all proposals.

## **II. Background**

Teton County and the town of Jackson, Wyoming are located at the gateway to Grand Teton and Yellowstone National Parks. Teton County is also in the middle of one of the largest intact eco-systems in the lower 48 with an abundance of wildlife including "charismatic" species living in close proximity to the town and highly visited areas. Tourism is the #1 driver for the economy in the area. In the summer this is largely driven by the national parks. In the winter, it is driven by three ski resorts in the area but primarily, Jackson Hole Mountain Resort. In the past 5 years, both national parks have experienced record growth in visitation numbers. Despite a global pandemic, both Grand Teton and Yellowstone National parks had record visitation numbers in late summer, early fall. GTNP had a record setting 88% increase for the month of October while Yellowstone saw a 110% increase in visitation for the same month. And this trend continues. As the gateway community, Jackson, has also seen exponential growth in summer visitation. Likewise, the winter season has also experienced tremendous growth due to a variety of factors but most recently the advent of the multi-purpose ski resort passes, (aka Ikon, Mountain Collective).

The Jackson Hole Travel and Tourism board, (JHTTB), was formed in January of 2011 after a 2% bed tax was instituted on all lodging, rental properties and some camp sites in the valley. The JHTTB role is to effectively spend the lodging tax funds, (60% of all funds collected), to promote travel and tourism to Teton county in the shoulder seasons of Fall, Winter and Spring, not summer. Recently, the state statute broadened the language to include education and staging of events for use of funds. Initially, when the JHTTB was formed the priority was driving visitor volume and spend. Room nights, average daily rate, per person spend, and event attendance metrics were the key measurements of success.

Currently the community is experiencing increased visitor volumes like none we've experienced before, and a growing concern that we may be putting undo strain on our natural assets, overall infrastructure, resident quality of life and visitors quality of experience . Recently the JHTTB conducted a brief survey sent to our Chamber of Commerce members and over 66% of respondents indicated they'd prefer the destination focus more on destination management focused on sustainable and responsible tourism vs. tourism promotion driving demand. Additionally, there is heightened tension that the root cause of many of our community challenges, namely housing and traffic are the fault of the tourists and the tourism industry.

### **III. Needs**

The Jackson Hole Travel & Tourism Board and more broadly, Teton County is looking for a plan that will include greater collaboration and alignment with local government, key industry stakeholders, business leaders, civic leaders, national park representatives, public lands managers and the residential community in order to provide a tourism master plan that provides destination stewardship. While we recognize that tourism fuels our economy and creates jobs and opportunities, we want to ensure that we balance the tourism economy with our natural assets in order to protect these assets now and into the future. As stewards of these natural assets, it is incumbent upon us to develop a plan that is sensitive to the long-term sustainability of our community and one that is not dependent on growth. This includes preserving the quality of life for our residents and the quality experience for our visitors.

### **IV. Objectives**

Teton County and the JHTTB want to develop a tourism management plan to respond to and prepare for the situation we find ourselves in where our 75+ year tourism product has matured from a sheer volume/expansion based emphasis to a more curated strategy that takes into account where new opportunities exist in balance with existing inventory and natural market demands. As a world leader in sustainable tourism, our goal is to determine what tourism will look like in the next 10-20 years and how to best manage this while allowing private business to succeed and support our community through sales tax and employment. This plan will work to define a mission, vision, and purpose; to inform and educate the public; to develop strategies and actions; and to deliver outcomes in a timely manner. Through this process we will look to achieve the following:

- Outline an overview of the current state of tourism in Jackson Hole, including community and visitor sentiment and the current and future social, economic, and environmental conditions as they relate to tourism,
- Define a purpose and scope of work for future phases of the Destination Management Plan development,

- Define the strengths, weaknesses, opportunities, and threats to the destination
- Describe tourism related management strategies to prevent, mitigate, and/or adapt to visitor and resident impacts,
- Document, review, and analyze current community initiatives that relate to sustainable tourism and destination management, identify gaps in current policies and practices, and meet set goals for the community to achieve sustainable destination certification and successful implementation that is based upon and in consideration of Town/County plans and policies already adopted,
- Develop goals and actions for a sustainable community and sustainable tourism plan that integrate various stakeholder efforts and empower community innovation and involvement,
- Create performance indicators and a timeline for plan development and implementation towards goals to be a world leader in sustainable tourism,
- Propose a 10-year vision for the future of tourism and sustainability in Jackson Hole that includes assumptions, goals, and actions to mitigate those assumptions,
- Outline outreach and media strategies to engage stakeholders, communicate and educate the public on the Tourism Management Plan, offer opportunities to contribute and support the Plan, and leverage already existing partnerships

#### Key Focuses

Community input and buy-in

Public comprehension

Integration of already developed and implemented plans, goals, efforts, and objectives

Inclusion of efforts from Grand Teton and Yellowstone National Parks, Bridger Teton National Forest, National Elk Refuge and Wyoming office of Tourism

#### **V. Phases:**

Phase I: Incorporate foundational research that includes insight from both the visitor and local community. This should include visitor and resident surveys. The findings from phase one will inform the direction for Phase II and Phase III.

Phase II: Develop a Destination Management Plan. We envision this to include: visioning workshops and stakeholder engagement to develop priorities for opportunities and challenges, recommendations based on outcomes, finalizing recommendations with roles and responsibilities. Please outline what stakeholder involvement would look like.

Phase III: Implementation and Action plan including a strategy in place for how the plan will be implemented and who will be responsible for each area of implementation. This should also outline how the plan will be monitored and improved with benchmarks in place to optimize plan.

## **VI. Term**

The terms of this Agreement shall commence on July 1, 2021 and shall expire on June 30, 2021. The parties shall have the option to renew the contract for an additional one (1) year term, such renewal is not automatic. The Contractor or Board may terminate this agreement at any time; provided, however, that all compensation earned or costs incurred prior to such termination shall be payable to Contractor.

## **VII. Required Qualifications**

An organization submitting a proposal represents that it is fully qualified, staffed and equipped to properly perform any agreed upon conditions and work as requested in this bid proposal and as represented in their proposal.

1. Understanding of the tourism industry and sustainable tourism
2. Experience in sustainability efforts and demonstrated samples of long- range plans with a focus on sustainable tourism issues
3. Demonstrated ability to engage with large, diverse stakeholder groups and ability to facilitate public outreach programs to garner input in a safe environment

## **VIII. Selection Process**

Jackson Hole Travel and Tourism Joint Power Board shall contract with the organization and shall be the owner of all materials. The owner's representative is the County Attorney's Office. Questions on bid submittals shall be directed to Kate Sollitt, Executive Director, [lodgingtax@tetoncountywy.gov](mailto:lodgingtax@tetoncountywy.gov) and copied to the, Deputy County Attorney, Keith Gingery, [kgingery@tetoncountywy.gov](mailto:kgingery@tetoncountywy.gov)

All material submitted regarding this bid request becomes the property of the owner and will not be returned to the organization. Disqualification does not eliminate this ownership right. The owner reserves the right to reject or accept any or all proposals or waive any formalities, informalities, or information therein.

Proposals shall include at a minimum the following information:

The Proposal should cover a TBD-month period. It should specify how each element of the Scope of Work will be approached and completed and should incorporate the following:

1. The title of the proposal should contain your firm's name, address, telephone number, principal contact and email address.
2. Description and history of the Consultant/company

3. Brief of relevant prior experience of the Consultant/company
4. Links to or actual copies of previously produced relevant material showcasing the quality of your work and testimonials where applicable
5. Consulting team: name, title and a brief CV for the Team Leader and each team member, inclusive of their roles and responsibilities for the proposed project
6. Understanding of the scope of work and objectives
7. Outline of project approach, strategy for carrying out the scope of work and methodology
8. Detail the time to be spent on the project
9. Financials should include a detailed “line item” breakdown of costs for the project
10. Identify any possible adjustments to the scope of work that would ensure a high value product
11. Propose work that could be completed by the JHTTB so that budgeted dollars are focused on the highest value components of the scope of work
12. Any other information deemed appropriate for this project

The owner will award this contract to an organization based upon review of the merits of the proposals received. Criteria for these merits include but are not limited to:

1. Demonstrated relative experience with similar clients.
2. Understanding of Scope of Work and Objectives
3. Positive reference feedback from past clients.
4. The process, manner and methods of providing the service.
5. Fees and costs of the proposal.

## **IX. Schedule**

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|--------------------------|-----------------------------------|
| 1. RFP Issued            | March 18, 2021                    |
| 2. Proposal Due          | May 17, 2020 at 4:00 PM (MT)      |
| 3. Notification of award | June 10, 2021 JHTTB board meeting |

## **X. Method of Submittal**

All bid proposal submittals shall be submitted electronically to:  
 Kate Sollitt, Executive Director, [lodgingtax@tetoncountywy.gov](mailto:lodgingtax@tetoncountywy.gov) and copied to the,  
 Deputy County Attorney, Keith Gingery, [kgingery@tetoncountywy.gov](mailto:kgingery@tetoncountywy.gov)

Submittal must be received no later than 4:00 PM (Mountain Standard Time), May 17, 2021. If a bid proposal submission is received after this deadline, it will not be considered and will be rejected without any further action by the Owner. All proposals shall be the property of the Owner and will become public record.