

# **PUBLIC NOTICE**

## **Chelan County Economic Services Department Request for Proposals**

### **Tourism Impact Study**

***Deadline: September 9, 2024 – 5:00pm***

Chelan County Economic Services is seeking proposals from qualified firms to provide a comprehensive Tourism Impact Study. The study aims to assess the socio-economic, environmental, and cultural impacts of tourism activities in our region. The findings will inform strategic planning and sustainable development initiatives within the tourism sector.

#### **Scope of Work**

Chelan County has a vibrant tourism economy and desires to gain a better understanding of the collective impacts the industry has on the County.

The Tourism Impact Study should contain the following:

1. A thorough analysis of tourism trends, including visitor demographics, travel patterns, activities, expenditures, frequency of visits, length of stay and lodging types and choices.
2. Analyze and compare the downstream economic impacts from the various types of overnight accommodations. This should include short term rentals, hotels, bed and breakfasts, camping and staying with family or friends.
3. Assessing the economic impact of tourism on local businesses, employment and revenue generation.
4. Evaluating the environmental impact of tourism activities on our natural resources, ecosystems and trails, paths and parks.
5. Evaluating local community amenities and how tourism impacts them, including if the community would have the amenities without tourism.
6. Analyzing the social and cultural effects of tourism on local communities, including community well-being and community access.
7. Local Community and County costs associated with tourism, i.e., increased infrastructure needs, search and rescue, emergency medical, waste management, additional law enforcement for events and holidays.
8. Impact of tourism on housing in Chelan County including the impact short-term rentals may have had on the cost of housing.
9. Amenity/activity gap analysis. What activities amenities or businesses are missing that will enhance the visitor's experience.
10. Recommendations for enhancing the positive impacts of tourism while mitigating negative impacts.
11. Comparison of Chelan County to other counties with high tourism economies.

#### **Key Deliverables**

1. Detailed report outlining the findings of the study, including data analysis, methodologies and key insights
2. Presentation of the study results to the Lodging Tax Advisory Committee and County Commissioners.
3. Executive summary highlighting the main conclusions and recommendations for policy-makers and industry stakeholders.

**Proposal Submittals and Selection**

Submit ten (10) hard copies and one electronic PDF copy of your SOQ by 5:00 p.m. September 9, 2024. Please email the digital copy to: [ron.cridlebaugh@co.chelan.wa.us](mailto:ron.cridlebaugh@co.chelan.wa.us) and submit the hard copies to the following:

Ron Cridlebaugh, Economic Services Director  
Chelan County  
400 Douglas Street, Suite 201  
Wenatchee, WA 98801

1. All proposals must be in a sealed envelope and clearly marked "Tourism Impact Study."
2. Cost of preparation of proposals will be borne by the responding firm.
3. Submittals are limited to twenty (25) pages. Curriculum Vitae (CVs) will not count toward the twenty (25) pages.
4. Chelan County, in consultation with the County's Lodging Tax Advisory Committee, shall award the contract to the firm whose proposal will best serve the interests of the County.

**Minimum Requirements**

The proposal shall include the following information:

1. A narrative stating why your team is qualified to perform the above-described work. Include time allocation for each participating staff or subconsultant (included by project task).
2. Provide information on project experience of similar projects completed.
3. The consultant's approach and work plan for providing the required services described in this RFP including.
4. The consultant's cost for providing the required services and a timeline for completion of the services described in this RFP, by task.
5. A CV of each consultant who will work on the project.

**Evaluation of Proposals**

The evaluation team will determine which proposal can best serve the project's objective.

The evaluation is not limited to, but will focus on the following aspects:

1. Experience and expertise of the firm's project team in conducting similar work.
2. Responsiveness, clarity and methodological approach the firm will use to accomplish the studies objectives.
3. Cost-effectiveness and allocation that with the team's resources and ability to deliver a project on time and within budget.
4. Past performance and references from similar projects.

The evaluation team may elect to hold interviews as part of the evaluation process in addition to evaluating proposals.

Proposals will be evaluated and ranked or scored as follows:

Project Team.....25 pts  
 Proposer Resources.....25 pts  
 Proposer Approach..... 25 pts  
 Cost Proposal..... 25 pts  
 Total 100 pts

For additional information, please contact Ron Cridlebaugh, Economic Services director, at (O) 509-667-6883 or (C) 509-607-1470 or by e-mail: [ron.cridlebaugh@co.chelan.wa.us](mailto:ron.cridlebaugh@co.chelan.wa.us).