1. **Scope.**

   **1.1 Purpose:**

   The City of Airway Heights is submitting this Request for Proposals (RFP) from firms or entities who desire to propose a bid to develop a plan that addresses the following items.

   **1.2 Scope of Proposal:**

   The City seeks a proposal from interested persons, firms or entities who desire to propose a bid to develop a tourism plan that accomplishes the following.

   - A strategic roadmap for the development of a tourism promotion program for the City of Airway Heights.
   - A destination audit of facilities and attractions.
   - Recommendations for product/facility development.
   - Develop a plan that includes destination marketing and event promotion as essential elements.

2. **Background**

2.1 **LTAC MISSION**

   To invest in activities and facilities that increase tourism related revenue through a sustainable visitor experience.

2.2 **LTAC GOALS**

   1. Focus on developing a unique Airway Heights experience.
   2. Improve the visitor experience.
   3. Fully utilize existing facilities.
   4. Promote creative uses of existing facilities.
   5. Promote partnerships through coordination and cooperation.
   6. Improve the visitor / resident relationship.
2.3 LTAC AREAS OF EMPHASIS

Promoting tourism that typifies the “best of Airway Heights” – its history, the connection to Fairchild Air Force Base, Spokane International Airport, the historical significance to the region’s native American Tribes, the area’s geology, outdoor activities, culture and arts.

Strategies Include

- Amplify the “voice of the visitor” in the civic dialogue on downtown/highway corridor street scene concerns and partner organizations on the corridor beautification initiative.
- Supporting public art projects that enhance the experience of the visitor and highlight historical or cultural significance of the area.
- Supporting and encouraging outdoor recreation as a prime community asset and tourism draw.
- Identify and encourage development of new products, services and infrastructure that attracts and serves visitors.
- Support the development of marketing and other tools that facilitate tourist’s exploration of the area.

3. Proposal Instructions, Inspection and Qualifications

3.1 Certain Terms of Engagement:

Proposer shall have the sole responsibility to deliver a bid to develop a tourism plan that meets the scope outlined above. Individuals or firms wishing to be considered should submit a statement of qualifications showing their experience in the categories listed, resumes of proposed staff to be assigned to these projects, references. Consideration shall be given to those individuals or firms who present a clear understanding of the following:

3.2 Expectations of Consultant

- Engage industry partners and key stakeholders in the processes associated with this assignment.
- Provide a salient, practical plan with recommendations for implementation.
- Have demonstrable experience in tourism strategic planning.
- Proposers must provide estimates of how moneys received will result in increases in the number of people traveling for business or pleasure on a trip as required in RCW 67.28.1816.
3.2 Examination

Each Proposer shall carefully examine the Scope of the Proposal and thoroughly familiarize itself with all requirements prior to submitting a proposal. Should the Proposer be in doubt as to their meaning, Proposer shall, at once contact the Parks & Recreation Director to request an interpretation for clarification or correction thereof.

J.C. Kennedy
Parks, Recreation & Community Services Director
City of Airway Heights
1208 S. Lundstrom St.
Airway Heights, WA 99001
(509) 244-4845
E-mail: jkennedy@cawh.org

3.3 Proposals, Delivery and Opening Date:

Six (6) copies of the Proposals shall be delivered to the City of Airway Heights, 1208 S. Lundstrom, Airway Heights, Washington 99001, by 1:00 p.m. Friday June 19, 2015. No Proposal will be considered unless the proposal is signed and delivered under sealed cover. Each sealed envelope should be clearly designated LTAC Tourism Plan Consulting Services. No proposal will be accepted after that date and time. The Date for the opening of said proposal shall be 10:00 a.m. Tuesday June 23, 2015 in the City Council Chambers, 13120 W. 13th Avenue, Airway Heights, Washington. At which time all delivered proposals will be reviewed by the LTAC.

3.4 Qualifications

The City LTAC will serve as the Selection Committee which, at its sole discretion, shall determine whether the Proposal is acceptable. No contract will be awarded to any proposer that is in arrears or is in default to the City of Airway Heights on any debt, contract or has failed to faithfully perform any previous contract with the City, unless Proposer is able to demonstrate a good faith dispute exists.

3.5 Evaluation of Qualified Proposals

The City LTAC at its sole discretion, may elect to interview any or all firms, or select one or more firms directly from the submittals received. The City reserves the right to advertise and retain other consultants on individual projects independent of the firm(s) selected from this solicitation.
3.6 Rejection of Proposals

Proposals shall remain open for acceptance and be irrevocable for a period of Sixty (60) calendar days from the Delivery Date. The LTAC reserves the right to reject any or all proposals, extend the Delivery Date or modify this request, as appropriate. Reasons for rejection of any proposals shall not be indicated. After submission the LTAC may request, and Proposer shall furnish, such additional information as the LTAC may reasonable request.

The LTAC reserves the right, in its sole discretion:

A. To reject proposals that contain omissions or otherwise fail to comply with these specifications.
B. To reject all proposals when reasonably determined that such a procedure would be in the best interest of the LTAC.
C. To waive technical or insubstantial irregularities in the proposal when not shown to have resulted in any unfair advantage to any Proposer.
D. To reject proposals that contain any conditions and/or contingencies which make the proposal indefinite or incomplete.

4. Contract

It is intended that the LTAC would make a recommendation to the City Council of the City of Airway Heights to approve funding for the proposal from the Cities Lodging Tax Fund, funded by a portion of the revenue collected under the state Lodging Tax excise statutes. Upon City Council approval the City would execute a contract with the selected Proposer.

*The City of Airway Heights is an equal opportunity employer. Minority and Women owned enterprises are encouraged to submit.*