



**Tourism Committee
Warren County Tourism Department
AGENDA
August 10, 2016**

Committee Members:

E. Merlino, Chairman
D. Dickinson
R. Conover
E. Frasier
E. Wood
R. Vanselow
M. Simpson
C. Leggett
R. Seeber
J. Strough
D. Beaty

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- I. Committee meeting called to order by Chairman Merlino
 - II. Action Agenda/New Business
 1. Report from Deborah Garry, BBG&G
 2. Discussion of second part of Tourism Evaluation Strategies RFP.
 - III. Motion to adjourn

WC 73-15 - REQUEST FOR PROPOSALS FOR TOURISM CONSULTANT TO EVALUATE AND
ANALYZE TOURISM STRATEGIES OF WARREN COUNTY

TUESDAY, DECEMBER 15, 2015 TIME: 3:00 P.M. PLACE: HUMAN SERVICES BUILDING

I. BACKGROUND INFORMATION:

Warren County is easily accessible, affordable, and offers diverse activities in all four seasons. In addition to nearly 10,000 lodging rooms, 300 restaurants, 145 attractions and more than 400,000 sq. ft. of indoor exhibition space and acres of outdoor space, Warren County is convenient to I-87, Amtrak, Albany International Airport and the Floyd Bennett Memorial Airport, Warren County, NY, making it a desirable alternative to larger city destinations.

It has been determined that local Occupancy Tax Funding will support a contract for a Tourism Consultant to evaluate and analyze current marketing strategies of Warren County to determine if the most effective methods are being utilized and to provide recommendations for increased marketing opportunities.

II. SCOPE OF SERVICES REQUESTED:

Warren County desires to receive proposals from individuals, companies and/or organizations who are experienced in the area of Tourism Consulting. The below scope of services is only a point of reference for proposers and not necessarily all-inclusive of the final negotiated contract. The submission with the most comprehensive proposal will be awarded the contract based on the results of a "best value" evaluation.

- A. Evaluation of marketing strategies currently being utilized within Warren County, including, but not limited to, website, social media strategies, and creative campaigns, and the economic impact of same on the local economy;
- B. Review and analyze Warren County's operational strategies and identify best practices and/or new opportunities to include, but not necessarily be limited to, a Destination Assessment of tourism infrastructure, attractions & events, event opportunities, transportation opportunities, tourism categories;
- C. Compare Warren County's tourism trends including, but not limited to, occupancy, rates, occupancy tax, and sales tax with other government entities/communities comparable in size and demographics;
- D. Review and analyze marketing coordination between Warren County and other stakeholders in the region, including, but not limited to, Chambers of Commerce, Convention and Visitor Bureaus, and private businesses, and make recommendations for improved coordination, if necessary;
- E. Prepare a summary of observations including, but not limited to, strengths, weaknesses, opportunities, and threats, and attach data supporting said observations;
- F. Provide recommendations to enhance and/or improve marketing strategies, new opportunities, and distribution channels, as well as technology upgrades that may be required for implementation;
- G. Provide identifiable metrics that will allow Warren County to measure progress after implementation of new strategies and/or opportunities. Warren County will provide access to any and all data currently on file in the Tourism Department; and
- H. Additional requirements:
 - 1. Contractor will work in collaboration with the Tourism Coordinator and Tourism Creative Director. Must be willing to meet at agreed to intervals;
 - 2. The contract may include reporting to committees as appropriate (i.e. Occupancy Tax Committee, Tourism Committee and/or Board of Supervisors Meetings).