

Exhibit A - Scope of Work

The city of Cascade Locks seeking a skilled consultant to enhance and promote Cascade Locks' Tourism activities. They will contribute their expertise to elevate Cascade Locks's tourism initiatives and outreach and will work closely with the Tourism Committee and regional and state partner agencies under the direction of the Tourism Committee and City Council.

Scope of Work Areas:

1. Stakeholder Engagement and Strategic Planning
2. Marketing Campaign Creation, Brand Management, and Media Relations
3. Client Relations, Administrative Support, and Reporting

Scope of Work Details:

1. Stakeholder Engagement and Strategic Planning

Stakeholder Identification & Outreach

- Identify key stakeholders, including city officials, local businesses, tourism partners, community organizations, and residents.
- Develop and implement a stakeholder engagement plan to ensure broad input and support for tourism initiatives.
- Foster collaboration among stakeholders to align tourism goals and leverage local resources.

Strategic Planning

- Conduct market research and analysis to inform tourism strategy.
- Develop a comprehensive tourism strategic plan with clear objectives, target audiences, and measurable outcomes.
- Present strategic recommendations to the Tourism Committee and City Council for approval.

2. Marketing Campaign Creation, Brand Management, and Media Relations

Marketing Campaign Development

- Design and execute integrated marketing campaigns to promote Cascade Locks as a premier travel destination.
- Create compelling content for digital, print, and social media platforms, highlighting local attractions, events, and experiences.

Brand Management

- Develop or refine Cascade Locks' tourism brand identity, including messaging, visual assets, and brand guidelines.
- Ensure consistent brand application across all marketing materials and communications.

Media Relations

- Build and maintain relationships with local, regional, and national media outlets.
- Prepare and distribute press releases, pitch stories, and coordinate media coverage for key events and initiatives.
- Organize familiarization (FAM) tours for travel writers, influencers, and industry partners.

3. Client Relations, Administrative Support, and Reporting

Client Relations

- Serve as the primary point of contact for the Tourism Committee, city staff, and external partners.
- Respond promptly and professionally to inquiries, requests, and feedback.
- Creation of events report for Cascade Locks.
- Coordinate with web page designer/host and graphic designers.
- Oversee/assist in social media content.

Administrative Support

- Prepare meeting agendas, minutes, and action items.
- Manage project timelines, budgets, and deliverables.
- Coordinate logistics for meetings, events, and promotional activities.
- Maintain organized records of all communications, contracts, and campaign materials.

Reporting

- Provide regular progress reports to the Tourism Committee, including updates on campaign activities, stakeholder engagement, and performance metrics.
- Deliver an annual summary report detailing achievements, challenges, and recommendations for future initiatives.



City of Cascade Locks

PO Box 308 140 SW WaNaPa

Cascade Locks, OR 97014

www.cascade-locks.or.us

(541) 374-8484 Fax: (541) 374-8752

TTY 711

Request for Proposals Tourism Administrative Support Consultant

The City is soliciting proposals from qualified consultants to enhance and promote Cascade Locks' Tourism Committee

Posting Date: January 14, 2026
Questions Due Date: February 6, 2026
Proposals Due: February 20., 2026

The City of Cascade Locks, Oregon (the "City") requests interested parties to submit proposals for the above referenced Request for Proposals (RFP).

About Cascade Locks

The City of Cascade Locks, Oregon is located 40 minutes west of downtown Portland and nestled in the middle of the Columbia River Gorge National Scenic Area. Volunteer committee of 7 appointed by City Council.....

Background

The Tourism Committee prioritizes attracting new overnight visitors to Cascade Locks. The program also aims to boost the local economy by promoting hotels, restaurants, meeting rooms, activities, events, and small businesses, drawing both residents and visitors to Cascade Locks's many attractions. Funded by a 7% lodging tax collected by the City of Cascade Locks, the program supports the growing small businesses and reactional industry and enhances efforts to establish Cascade Locks as a premier destination.

Scope of Work

The city of Cascade Locks seeking a skilled consultant to enhance and promote Cascade Locks' Tourism activities. They will contribute their expertise to elevate Cascade Locks's tourism initiatives and outreach, and will work closely with the Tourism Committee and regional and state partner agencies under the direction of the Tourism Committee and City Council.

The complete Scope of Work is attached, as Attachment A, and shall be incorporated into this RFP by this reference.

Budget Estimate

Based on the above outlined Scope of Work and attachment A, the City has budgeted \$85,000 total costs per year for this project, including wages, taxes, fees, travel, design work etc.

Subcontracting

Any outsourced work must be approved by the Tourism Committee in advance, including the selection of the vendor and agreement on project estimates. The selected Contractor shall provide the names of all subcontractors with whom the Contractor will directly subcontract for performance of the work and the projected value of that work, subject to the provisions of the contract and city procurement policy. The Contractor shall not substitute a listed subcontractor without written permission of the City. If a listed subcontractor is unable to comply with any requirements of the contract, the Contractor may be required to replace the subcontractor with an acceptable subcontractor. Copies of all invoices for completed subcontracted work should be included in the consultant’s monthly billing for City records.

Equipment and Supplies

The chosen contractor will provide all personnel, mobile equipment, supplies and transportation necessary to perform these services.

Term

Upon selection of a consultant, the City intends to enter into an initial three-year agreement from April 2026 to March 2029, with one (1) optional three-year renewal term, for a potential maximum total term of six years. (see Attachment D, Option for Renewal).

Monthly rates shall not be subject to change for the duration of the initial three-year period. Thereafter, should the City exercise a renewal option, the City and Contractor may discuss any necessary changes to services and will confirm price/rates prior to the renewal. Contractor shall notify the City in writing at least thirty (30) days prior to any proposed price adjustment. Acceptance of such a request will be at the sole discretion of the City. The City reserves the right to cancel this contract at any time, upon thirty (30) days written notice to the selected Contractor.

Proposed Timeline

The following table outlines the anticipated schedule for this RFP process. The City reserves the right to modify or reschedule timelines as necessary.

Item	Date
RFP Announcement	14-Jan-26
Questions Due	6-Feb-26
Bids Due	20-Feb-26
Selection of Top Consultants for Interviews	24-Feb-26
Virtual or In-Person Interviews	2-Mar-26
Consultant Chosen & Draft Contract (Pending Council Approval)	16-Mar-26
City Council Approval	23-Mar-26
Contract Completed and Work Begins	1-Apr-26
Contract Term	Apr '26 to Mar '28

Project Schedule

Work is to commence on an agreed upon date no later than April 1, 2026. Please provide a work schedule and important milestones with your bid.

Bid Questions

Please email all your bid-related question to Jordon Bennett at jbennett@cascade-locks.or.us no later than February 6, 2026.

Proposal Due Date/Time

10:00AM (local time) on Friday, December 13, 2024 . The City of Cascade Locks Purchasing Division must

receive bids no later than said date and time. Bids received after such time will be returned unopened.

The City must receive proposals no later than said date and time.

Proposal Submittal Procedures

????????

Response Requirements & Format

All costs for developing a response to this RFP are the obligation of the respondent and are not chargeable to the City. The respondent must bear all costs associated with the preparation of the submittal and of any oral presentation requested by the City. All responses and accompanying documentation will become property of the City and will not be returned. Proposals may be withdrawn at any time prior to the published close date, provided notification is received in writing to the below listed City agent(s). Proposals cannot be withdrawn after the published close date. Proposals must include all information requested below and meet all specifications and requirements outlined in this RFP. If any requested information is not included, your proposal may be judged as non-responsive. A complete response should be no more than 10-pages (page limit does include cover page and the table of contents if included, but does not include Appendix items such as team member resumes and sample work):

1. Executive Summary stating:
 - a. Brief overview
 - b. Reason for interest.
 - c. List of services offered in accordance with scope of work qualifications.
 - d. Overall approach and understanding of the requested work.
 - e. Point-of-contact name, position, and contact information
2. Methodology to include:
 - a. Strategy for completing the work.
 - b. Describe your project management approach.
 - c. Describe your approach for client communication of promotion calendars, launches, status, and reporting.
 - d. Outline the anticipated schedule of important onboarding dates, processes, meetings, and/or milestones worth noting.
3. Experience & Capabilities to include:
 - a. Describe your level of industry experience and capabilities/expertise as related to the scope of work.
 - b. Identify the individual(s) you propose to assign as principal and any associate(s); include resume for each member within the appendix.
 - c. Organizational chart of firm.

4. Pricing methodology to include:
 - a. Payment schedule See Attachment B: this estimate should include anticipated number of hours, hourly rates, and/or tasks cost. Please include a clear and itemized total monthly and annual cost.
 - b. Subconsultants If any service is supplied by a partner or 3rdparty, identify the source service provider(s), and anticipated itemized costs.
 - c. Any expenses that are to be included as part of your proposal must be listed as separate line items and must include both the total anticipated expenses to be claimed and nature of the expenses (such as: office supplies, lodging, meals, etc.).
5. References Include a list of references (with contact information) of at least three (3) projects completed within the last two years for similar work. The City reserves the right to contact references without prior notification.
6. Work sample to include similar tourism PR work.
7. Business name proposals must be made in the official name of the firm or individual under which business is conducted (showing official business address) and must be signed by a person duly authorized to legally bind the person, partnership, company, or corporation submitting the proposal. A corporation must indicate place and date of incorporation.
8. Business license provide a statement to the effect that you understand and agree to obtain a City of Cascade Locks business license as a requirement for performing these services. If your place of business is not located within the city limits, but you or your agents will be physically coming into the city to conduct business, call on clients, or provide services, you will need a Cascade Locks business license. A city business license application can be found at: <http://www.redmond.gov/BusinessLicense>.
9. Valid time period provide a statement indicating that the proposal is valid for a minimum of 90 days.

A complete response should be no more than 10-pages(page limit does include the cover page and the table of contents if included but does not include Appendix items such as team member resumes and sample work).

Selection and Award

A the Tourism Committee will evaluate the submitted proposals and top candidate(s) will be requested for an interview. During the evaluation process, the committee and the City of Cascade Locks reserve the right to request additional information or clarification from firms responding to this RFP.

All interested parties are requested to provide a response containing all required elements herein to the City by the deadline given. A selection committee will review and evaluate all proposals, with the intention of selecting a consultant who provides a proposal that, in the opinion of the City, provides the best value, service, and quality.

Evaluation Criteria	Weight
Project Approach and Understanding	30
Qualifications and Experience	30
Project Methodology	30
Proposed Fees/Cost	10
Total	100

During evaluation, the City may consider the following:

- References - history of errors and omissions via reference checks
- Quality of previous performance if applicable

- Ability to meet contract deadlines
- Staff availability for the project
- Responsiveness to solicitation requirements
- Compliance with statutes and rules relating to contracts or services
- Strength and stability of the firm
- Technical experience and strength and stability of proposed subconsultants

The City reserves the right to reject any or all proposals and to waive any irregularities or information in the evaluation process. The final decision is at the City's sole discretion and respondents to this request have no appeal rights or procedures guaranteed to them.

The City reserves the right to re-evaluate firms who were not originally short-listed at any time before the determination of a finalist is made. Upon notification of an intent to award, the City reserves the right to limit the period of contract development to fifteen(15) days, after which time project award may be rescinded. The City has the option not to award a contract at the end of this process.

Terms and Conditions

The City reserves the right to amend terms of this RFP to circulate various addenda, or to withdraw the RFP at any time, regardless of how much time and effort firms may have spent on their responses. Terms of the agreement are outlined in this solicitation and include the following documents, which are incorporated herein by this reference:

- RFP Number ???
- Attachment A, Scope of Work
- Attachment B, Payment Schedule
- Attachment C, Consulting Services Agreement
- Attachment D, Option for Renewal

Contracting notice:

Upon selection of Consultant, the City intends to enter into an agreement using its standard Consulting Services Agreement which shall be used to secure these services. A copy of this document is attached, as Attachment C and will be the governing document. No changes or deviations from the terms set forth in this document are permitted without the prior approval of the City.

Performance Criteria

Consultant shall perform in accordance with the terms and conditions as stated herein and in accordance with the highest standards and commercial practices. Charges of poor performance/service against the Consultant shall be documented by the City and submitted to the Consultant for corrective action. Continued poor performance shall be deemed a breach of City requirements and shall be the cause for immediate termination of services.

Proposed Personnel

Consultant agrees to provide all professional staff necessary to perform the scope of work, including key individuals named in Consultant's proposal. These key personnel shall remain assigned for the duration of the contract, unless otherwise agreed to in writing by the City. In the event Consultant proposes to substitute any key personnel, the individual(s) proposed must demonstrate similar qualifications and experience as required to successfully perform such duties. The City shall have the sole right to determine whether key personnel proposed as substitutes are qualified to work on the project. The City shall not unreasonably withhold approval of staff changes.

Insurance

Consultant must maintain insurance as outlined in the Consulting Services Agreement (Attachment C). Prior to performing any services, Consultant shall provide the City a standard ACORD Form 25 Certificate of Insurance, naming the City as Additional Insured. Failure of the City to demand such certificate or failure of the City to identify a deficiency in the insurance documentation shall not be construed as a waiver of obligation to maintain such insurance.

Invoicing and Payment

Consultant may invoice the City no more frequently than once per month for work completed. Invoices shall contain an itemized listing of all expenses and copies of approved outsourced contracted/vendor work. The City will make payment to consultant within thirty (30) days after receipt and approval of said invoices.

Invoices shall be delivered to the City of Cascade Locks tourism project lead or:

City of Cascade Locks
Accounts Payable, M/S: 3SFN
P.O. Box 97010
Cascade Locks, OR 98073-9710
accountspayable@redmond.gov

Public Disclosure Notice

All materials provided by the respondent are subject to State of Washington and applicable County (e.g. King County) public disclosure laws, per RCW 42.56. Any information contained in the proposal that the respondent desires to claim as confidential or proprietary must be clearly designated, including page with particular content identified. The City assumes no obligation on behalf of the respondent to claim any exemption that is not clearly identified by the respondent as being confidential or proprietary. The City will try to respect all material identified by the respondent as being confidential or proprietary but requests that respondent be highly selective of what they mark as such. The City will make a decision predicated upon applicable laws and can choose to disclose information despite its being marked as confidential or proprietary. Marking the entire proposal as confidential or proprietary, and therefore, exempt from disclosure will NOT be accepted or honored, and may result in disclosure of the entire proposal or disqualification of the proposal solely at the discretion of the City. Documents identified as confidential or proprietary will not be treated as such if public disclosure laws take precedence, the obtained from third parties without restrictions on disclosure, or the information was independently developed without reference to the confidential information.

Cooperative Purchasing

The City has entered into intergovernmental (interlocal) purchasing agreements pursuant to RCW 39.34 with price. By submitting an offer, the respondent agrees to make the same bid terms and price, exclusive of freight, available to other Washington governmental agencies. Only those public agencies that have complied with the requirements outlined in RCW 39.34 are eligible to use this contract. Further, the public agency accepts responsibility for compliance with any additional or varying laws and regulations governing purchases by or on behalf of the public agency in question. A purchase by a public agency shall be affected by a purchase order from the public agency, directed to the Consultant or other party contracting to furnish goods or services to the City. The City of Cascade Locks will not accept responsibility for purchase orders issued by other public agencies. (for any subsequent purchase orders/contracts resulting from this RFP) or 60 days post award (for one-time purchases).

Non-Collusion

By submission of this proposal, respondent and each person signing on behalf of respondent

The City of Cascade Locks is an Equal Opportunity Provider.

certifies, and in the case of joint proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his/her knowledge and belief: (1) The prices of this proposal have been arrived at independently, without collusion, consultation, communication, or agreement with any other respondent or competitor, for the purposes of restricting competition or as to any matter relating to price. (2) Unless otherwise required by law, the prices quoted in this proposal have not been knowingly disclosed by respondent and will not be disclosed by respondent directly or indirectly to any other respondent or competitor before proposals are opened. (3) No attempt has been made or will be made by the respondent to induce any other person, partnership or corporation to submit or not to submit a proposal on any portion of the project work. If collusion is uncovered, the City maintains the right to reject all proposals from implicated parties.

Governing Law and Venue

In the event of litigation, the submittal documents, specifications, and related matters shall be governed by and construed in accordance with the laws of the State of Washington. Venue shall be with the appropriate state or federal court located in King County.

Bid Protest

Respondents have the right to protest certain decisions in contract solicitation, selection and award processes made by the City. The City will consider protests alleging to issues related to: (1) A matter of bias, discrimination or conflict of interest, (2) Errors in computing score (3) Non-compliance with procedures described in the solicitation or City policy.

All protests shall be in writing and clearly state that the respondent is submitting a formal protest. Protests must be emailed to the RFP content contact listed below. Bid Protests will not be accepted later than two (2) RFP Content Contact will review any protest and respond to protestor within ten (10) business days. The City may request additional time if needed. Protestor and the other respondents will be notified in writing if protest results in a change to award details and/or protest results in a new solicitation process.

Americans with Disabilities Act (ADA) Information

The City of Cascade Locks in accordance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 will make every reasonable effort to provide equal opportunity to submit qualifications in response to this request. Visit <http://redmond.gov/ADA> for more information. This material can be made available in an alternate format by contacting the Customer Service Center at info@redmond.gov or 425-556-2900, option 7.

Title VI Statement

The City of Cascade Locks in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all respondents that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit qualifications in response to this invitation and will not be discriminated against on the grounds of race, color, national origin or sex in consideration for an award. Visit <http://redmond.gov/TitleVI> for more information.

Questions/Inquiries

Please direct any questions concerning this RFP (s) listed below. No other City official or employee is empowered to speak for the City with respect to this request.

Information obtained from any other source shall not be binding and may disqualify your response.

Heidi Johnson MS: 3NFN

Sr. Purchasing Agent 15670 NE 85th Street

Email: hjohnson@redmond.gov PO Box 97010

Tel: 425-556-4201 Cascade Locks, OR 98073-9710



Request for Proposal
Cascade Locks Tourism Committee – Contract Work

Organizational Overview

The Cascade Locks Tourism Committee is a volunteer committee, with seven members appointed to serve by the Mayor and City Council. The duties of the committee consist of the power and duty to advise the city council concerning the expenditure of Transient Room Taxes (TRT's), collected by the city, for the promotion of tourism.

Tourism Committee Project Focus and Goals

For 2019-2020, the Cascade Locks Tourism Committee has identified goals:

- Increase Transient Room Taxes
- Conducting/Partnering with Tourism Entities for Tourism Symposium
- Increase Volunteerism and Awareness with Tourism efforts
- Work with Port of Cascade Locks to Promote Local Events
- Grants for Tourism Funding
- Strengthen Existing Relationships with Community Leaders/Organizations
- Increase Tourism Related Facilities

The Cascade Locks Tourism Committee has identified strategies that will help us reach these goals with our resources and funding opportunities:

MARKETING

Grants
Advertising

PROMOTION

Sponsorships

TOURISM FACILITIES

Bike Racks
Bike Hub
Visitor Information Centers

The Cascade Locks Tourism Committee in conjunction with the City of Cascade Locks is requesting a proposal for contract work to assist the Tourism Committee in Promotion, Marketing, Projects and Committee Support.

JOB TITLE: TOURISM SUPPORT STAFF

JOB FUNCTION:

Project Deliverables and Specifications

Contracted Services with the following categories:

General Tourism Committee Support

- Minutes taking (back up to committee secretary)
- Document Creation and Duplication
 - Monthly Flash Report
 - Agendas (in conjunction with committee chair)
- Tourism Correspondence (in conjunction with committee chair)
- Grant Writing and Administration
- Responding to tourism inquiries via phone, mail, email and fax

Promotion

- Website management and Updates
- Online calendar and ORB updates
- Backup to booth staffing for outreach events
- Writing and distribution of press releases
- Identifying promotional opportunities

Marketing

- Social media posts
- Advertisement design in-house or in communication with designer
- Identify and coordinate advertising opportunities
- Coordinate marketing with other Chambers of Commerce and Visitor Associations
- Alignment with Travel Oregon

Tourism Facilities

- Special Project Administration and Implementation

Requirements and Guidelines for Contracted Services

Individuals applying for these contract services are required to provide the following:

- Letter of interest stating your reasons for applying and qualifications for the position
- Current resume, highlighting matching specifications with this role
- Three professional references
- Samples of recent work (no more than three)

Contract Terms

Duration of contract services is up to 20 hours per week, beginning at or near July 1, 2019 to June 30, 2020. Per hour varies up to \$20 per hour depending on qualification level. These contract services do not include benefits. Position will be supervised by the Tourism Committee Chair and City Administrator.

To Submit your RFP

Required materials can be sent via mail, email or fax with the following information:

Cascade Locks Tourism Committee

PO Box 308

Cascade Locks, OR 97014

Phone: 541-374-8484

Fax: 541-374-8752

Email: mbump@cascade-locks.or.us

Deadline to submit your RFP: June 3, 2019, 4:30 p.m.

Proposed Evaluation Timeline

Committee Review: June 10-15, 2019

Interviews: June 17-21, 2019

RFP Awarded: June 24, 2019

Start July 1, 2019

Call to Order/Roll Call. Vice-Chair Nathan Jones called the meeting to order at 6:00 PM. Vice-Chair Jones, Member Halliwell, Member Drew, Member Borque and member Patrick. Also present were City Administrator Bennett and Admin Support Crane.

Additions or Amendments to the Agenda. Motion: Motion move item 9 before item 8. Motion made by member Drew and seconded by Member Halliwell. Approved by Members Jones, Halliwell, Drew and Borque. Member Patrick did not vote. Motion Passed.

Approval of Minutes. Motion: Approve the minutes from November 3rd and 17th, 2025. Motion made by Member Halliwell and seconded by Member Drew. All voted in favor, motion passed.

Approval of Financial. Motion: Approve Fiscal Year 2025-2026 unaudited financial report through October 2025. Motion made by Member Drew and seconded by Member Halliwell. All vote in favor, motion passed.

Admin Support RFP Action.

Motion: Approve requesting approval from Council to move forward with hiring of interim support services. Motion made Member Patrick and Seconded by Borque. All voted in favor, motion passed.

Motion: Staff present two RFPs for committee review, one for current structure and one for DMO structures. Motion made by Member Drew and seconded by Member Halliwell. All voted in favor, motion passed.

Adjournment: 8:07 pm

Prepared by
Jordon Bennett
City Administrator

APPROVED:

_____, Chair

CASCADE LOCKS STAFF REPORT

Date Prepared: December 29, 2025

For City Council Meeting on: January 5, 2026

TO: Honorable Mayor and City Council

PREPARED BY: Jordon Bennett, City Administrator

SUBJECT: Approve IMBA Trail Town Designation

CITY STRATEGIC GOALS:

Downtown Revitalization

Public Services

Communication Enhancement

Affordable/Workforce Housing

Code Improvements

PURPOSE

To position Cascade Locks as a premier biking destination and enhance tourism, this report recommends pursuing the **International Mountain Bicycling Association (IMBA) Trail Town Designation** in 2026.

Why IMBA Trail Town Designation Matters

- **High Status Recognition:** Confirms the quality of our trail system.
- **Community Validation:** Demonstrates strong local support for cycling recreation.
- **Fundraising Advantage:** Improves eligibility for grants and sponsorships.
- **Tourism Boost:** Identifies Cascade Locks as a must-visit destination for cyclists.

References:

- <https://www.facebook.com/reel/1473300477065190>
- <https://www.imba.com/designation/trail-town>

CURRENT PROGRESS

- **Community Assessment Submitted:** First step completed; Cascade Locks meets qualification criteria.
- **Existing Partners:**
 - Northwest Trail Alliance
 - U.S. Forest Service
 - Port of Cascade Locks
 - Several local businesses
- **Missing Partner:** The City of Cascade Locks—critical for success.

CALL TO ACTION

The City Council is invited to:

1. **Vote to Support** pursuing IMBA Trail Town Designation in 2026.
2. **Approve Funding** for the application process: **\$500**.
3. **Commit to Bicycle Safety Initiatives:**
 - Create bike lanes, greenway paths, and natural surface trail connections.
 - Issue a formal statement prioritizing bicycle safety.
4. **Improve Signage:**
 - Add signage for the new bike lane near Wind Song II.
 - Increase painted markings on existing bike lanes.
5. **Regional Collaboration:**
 - Begin discussions with Hood River County and ODOT to add bike lanes through Cascade Locks and to trailheads.

BENEFITS TO CASCADE LOCKS

- Increased tourism and economic activity.
- Safer, more connected community.
- Stronger partnerships with regional and national cycling organizations.

COUNCIL OPTIONS

- 1) Approve Support for IMBA Trail Town Designation and \$500 Request
- 2) Approve Support only
- 3) Not Approve Support or Request

RECOMMENDED MOTION: “I move to approve the City’s support for the IMBA Trail Town Designation and provide \$500 to cover the application fee.”

CASCADE LOCKS STAFF REPORT

Date Prepared: December 29, 2025

For City Council Meeting on: January 5, 2026

TO: Honorable Mayor and City Council

PREPARED BY: Jordon Bennett, City Administrator

SUBJECT: Tourism Support RFP

CITY STRATEGIC GOALS:

Downtown Revitalization

Public Services

Communication Enhancement

Affordable/Workforce Housing

Code Improvements

INTERIM SUPPORT

Council approved the committee to recommend a hire for interim support until permanent support is acquired. The City Attorney has approved the process as well as long as the total amount paid does not exceed \$25,000.

RFP FOR PERMANENT SUPPORT

A vote to approve the RFP discussed during the work session.



REQUEST FOR PROPOSALS (RFP) to provide:
WEBSITE DESIGN AND DEVELOPMENT
for the CITY OF SEASIDE VISITORS BUREAU

RFP PROJECT 2024WEB/SEASIDE

PROPOSALS DUE by 4 PM:
Friday, May 31, 2024

City of Seaside Visitors Bureau

Request for Proposals to provide Website Design and Development

About the City of Seaside Visitors Bureau

The City of Seaside Visitors Bureau (SVB) is the official destination marketing/management organization for the City of Seaside, operating as a department of the City. The mission of the SVB is to strengthen the Seaside economy by attracting year-round overnight visitation and showcasing Seaside as a unique and premier travel destination on the Oregon Coast. The SVB manages a comprehensive marketing program that includes print, digital, broadcast, environmental and other avenues of promotion in addition to providing information and local, regional, and statewide tourism-focused collateral through the Seaside Welcome Center at Highway 101 and Broadway.

Scope of Services

The SVB is seeking proposals from qualified, innovative web design and development companies to create a mobile-oriented, mobile-first website that offers visitors a seamless, engaging online experience. This includes a crisp, responsive design that reflects Seaside's unique branding and positioning, giving space to forward-thinking options as outlined below. Service sought include:

- Design and development of a utilitarian website to host Seaside travel content in a branded online environment.
- Prioritize a seamless and surprising mobile experience, as three out of four users on our website are now via phone.
- Build utility for potential travelers and creative thinking into the proposal, possibly including but not limited to:
 - The ability for website users to save/share/retrieve favorite listings and articles without a login.
 - Functional listings/mapping integration with Google Places API.
 - AI chatbot assistance that can provide answers to questions about Seaside travel posed in natural language using data from official websites and training material.
 - Any other ways to provide usefulness and value to the potential visitor.
- Optimize for fast-loading and search-engine compatibility.
- Consider potential structural and design implications of voice search and AI developments.
- Preserve historical blog content (both Seaside Stories and Seaside History blogs) into a chronology that remains accessible on the site and indexed by search engines.
- Integrate with Google Analytics 4.
- Provide a CMS for SVB staff to easily update content.
- Ensure accessibility standards are met.

Program Budget

Bidders will provide a proposed fee for designing and developing a new destination website hosted at SeasideOR.com that will be built to the above parameters. Creativity is encouraged, but reliability and will also be an important consideration. The design and development budget will reflect the proposed solution, not to exceed \$50,000. Future development phases could be considered, but the initial phase should establish a website with solid functionality and deep content.

Anticipated RFP Schedule

- April 29, 2024 – SVB issues formal RFP.
- May 31, 2024 – RFP proposals due by 4 PM Pacific Standard Time (PST).
- June/July 2024 – Interviews with top-tier candidates.
- July 17, 2024 – Recommendation to Seaside Tourism Advisory Committee to award contract.

Project kickoff can begin immediately after contract signing (but not before project fiscal year begins on July 1, 2024)

Contract Requirements

The SVB reserves the right to reject proposals not in compliance with public bidding procedures and requirements, and may reject for good cause any proposals not in the public interest. The selected bidder will be invited to enter into a contract with the SVB. This contract will stipulate the terms and conditions of the services provided, including fees. If a reasonable fee cannot be negotiated, negotiations will proceed with other qualified bidders until a mutually agreed contract is settled. SVB reserves the right to change any terms and conditions of the contract before its execution. SVB also reserves the right to terminate the contract at any time and for any reason within 30 days of written notice to the selected firm.

Business License, Registration, Certification

The selected firm shall be licensed to do business in Oregon (and the City of Seaside, where applicable) as required by state codes and maintain current any certification, accreditation or license(s) required to perform work under this contract. Essential personnel fulfilling contract duties may not be changed without prior written approval.

RFP Submittal Requirements

Proposals are due to the SVB director by 4 PM PST on Friday, May 31, 2024.

To be considered for a possible interview and contract, proposals must:

1. Provide a cover letter (maximum of one page) describing website design and development background, clients (especially relevant tourism clients), and specific areas of expertise concerning the scope of work outlined above. Include the number of years in business and the scope of general services provided.
2. Provide professional bio/resume for the primary personnel assigned to the contract. Include any experience, accreditations, licenses, or special training related to the RFP.
3. Provide detailed work history (maximum ten pages) covering related work examples, principal responsibilities, and results.
4. Provide information (maximum of one page) on your firm's creative process and culture and describe what sets your work apart from your competitors.
5. Describe (maximum of one page) the challenges and opportunities of the work, as you see it, and how your firm would approach building a standout website for Seaside.
6. Provide the total projected cost for the design and development contract, including a payment schedule based on project milestones.
7. Provide a list of at least two business references for which the firm has provided similar services. Include a contact name and phone number for each reference.
8. Include links to at least two existing websites that can serve as a reference for the caliber of work provided by your firm.

Selection Criteria

The review will be based on overall evaluation and assessment of the materials contained in each proposal. Qualifications, experience, approach, past results, and other factors outlined above will be paramount in the review phase. At the discretion of the SVB director and the City of Seaside Tourism Advisory Committee, any firm deemed most suitable at the end of the initial review may be invited to interview. Otherwise, multiple firms deemed most suitable at the end of the proposal review may be scheduled for interviews. Any candidates invited to interview will be considered suitable on paper to perform the required components of the contract. During interviews, special attention will be given to the perceived ability of the firm to work collaboratively with the SVB and in harmony with our partners, including established developers contracted for site maintenance.

Selection criteria for and/or review of the proposals and linked websites include the following:

- Evaluation of work experience related to the scope outlined in the RFP – 30%.
- Evaluation of proposed solutions to the parameters and scope outlined in the RFP – 30%.
- Overall proposal evaluation, including grammar, style, and professionalism – 20%.
- Evaluation of the proposal regarding the applicant's understanding of client needs – 20%.

Other Considerations

Confidentiality. It is understood that proposals may contain confidential information relating to previous client strategies, goals and results. Applicants are encouraged to obtain written permission from previous clients before including any confidential or sensitive information relating to those clients. In return, the selection committee shall keep all proposals and the information they contain confidential, subject to standard record-keeping processes and public record requests. No one except the selection committee members and the City of Seaside's assigned staff shall review or read the proposals. Detailed discussion of each candidate's qualifications, abilities and proposals, and ability to successfully fulfill the contract requirements shall be restricted to the venue of official selection committee meetings and conducted only between official selection committee members.

Handling of Proposals. Until the selection process is complete and a contractor is chosen, the selection committee members will each possess one copy of each proposal. The committee members are advised to treat the proposals and the information they contain with the strictest confidentiality. Following the selection process, the committee may opt, for archival business reasons, to keep one copy of each proposal on file in a secure, locked area of the SVB offices. For security reasons, all other copies of the proposals will be shredded or destroyed. Candidates are, therefore, encouraged to exclude materials that are the sole copy and/or irreplaceable.

Acceptance/Rejections of Proposals. The SVB reserves the right, at its discretion, to reject any proposal that does not meet the stated criteria; to waive minor informalities within a specific proposal; to award all, some or none of the work to any applicant; and to revise, cancel or extend this solicitation of proposals.

Portfolios. Please do not submit extensive portfolios with proposals. Portfolios may be presented by candidates from whom the selection committee has requested a face-to-face interview during the interview process.

RFP Questions/Clarification. Questions regarding the RFP or requests for clarification of the RFP must be sent in writing or by email to the RFP Administrator, c/o City of Seaside, 989 Broadway, Seaside, OR 97138; jheineman@cityofseaside.us. Written and emailed questions must be received no later than the close of business on May 28, 2024. Requests must contain an email address to which the appropriate response can be sent; the administrator will attempt to respond within 24 business hours of receiving such requests.

(Note: Responses to questions will be sent to the applicant who asked the question and to all other applicants who supplied an email address when obtaining an RFP packet - please complete the final sheet of this packet to receive answers to questions asked.)

Disclosure. Other than the name of the selected firm, no other information regarding the candidates or their proposals shall be made public.

Cost of Preparation of Proposals. The City of Seaside Visitors Bureau is not responsible under any circumstances for costs incurred in preparing or submitting proposals.

Equal Opportunity. The SVB encourages minority and women-owned businesses to submit proposals in response to this RFP.

Contract Award. The SVB reserves the right to award one or multiple contracts for the outlined scope of work and to not award a contract to any candidate if none are deemed suitable.

How To Submit Proposals and Deadlines

Delivered proposals – Delivered no later than 4 PM PST on May 31, 2024.

Mailed proposals – Must be received by May 31, 2024, regardless of postmark.

Emailed proposals – Must be received no later than 4 PM PST on May 31, 2024.

Submit via email (jheineman@cityofseaside.us) or by mail/delivery:

City of Seaside
ATTN: Joshua Heineman, RFP Administrator
989 Broadway, Seaside, Oregon 97138

TO BE COMPLETED BY CONTRACT CANDIDATES

PLEASE NOTE: If you wish to be copied on answers to questions posed by other RFP applicants (anonymously), please complete the information below, then scan (or screenshot) this page and email to jheineman@cityofseaside.us. Any questions asked after the date this request is received will be sent to the email listed below.

RFP PROJECT 2024WEB/SEASIDE

Name of company/individual: _____

Email address: _____

Date of request: _____

Cascade Locks Audio Story Proposal

November 2025

To: Cascade Locks Tourism Committee

From: Emily Goodwin Martin, Project Lead

OVERVIEW

The Cascade Locks Audio Story Project aims to produce short, yet compelling audio stories about Cascade Locks to be shared publicly in outdoor spaces for visitors and locals to enjoy. The intention behind this work is to enrich and uplift both the local community and visiting tourists with stories from this cultural and historic gem.

The goal of the Cascade Locks Audio Story Project is to create a bundle of 8-10 audio stories for the City of Cascade Locks that:

- Enhances Visitor Experience
- Enhances Cultural Understanding
- Enhances Stewardship & Responsible Travel
- Enhances Welcomability

Visitors would access the audio stories by scanning a QR code near the site of interest with their phone. The QR codes would be printed on durable, weatherized decals that would be visible and accessible when standing near the point of interest and would be placed on already existing structures, such as plaques, posts, or interpretive signs. This project as described relies upon existing signage and doesn't include budget for new interpretative signs. There would be no additional phone application (app) necessary for download, and the stories would be freely accessible to the public.

MONTHS 1 - 4

Story Development

Project Lead, Emily Martin, would work with the Tourism Committee and other interested parties to develop appropriate storylines and identify narrators for the stories. We would want a diversity of stories covering cultural, ecological, and historical information thereby enriching the tourist experience. A variety of different narrators, such as community members, historians, ecologists, local officials, tribal members, and others, would be used.

Story Production

From there, Emily would contact, interview and record community members. Emily would then edit and produce the audio stories and work with the appropriate people to complete the backend

pieces of the project including sound scrubbing, format exporting and translations. Audio stories will be available in both Spanish and English, and text-based transcripts would also be available for deaf audiences.

MONTHS 5 - 6

File Hosting

Visitors on the ground will simply scan the QR code and immediately listen to the story without ever knowing or caring where the file was hosted. If the stories are also presented on a public-facing webpage, interested people from afar could listen to the stories directly from the website without having to visit the sites themselves.

We propose to host the original files alongside the other audio stories on the Accessible Gorge website (www.accessiblegorge.com), run by Columbia Gorge Tourism Alliance (CGTA). While this will allow the stories to be discovered by a wider audience, the stories will also easily be able to be pulled onto cascadelocks.com, www.cascade-locks.or.us, <https://www.portofcascadelocks.gov>, or any other website without reference to Accessible Gorge.

QR Codes

Each story will have its own code to be printed on a decal. These codes will be maintained by the CGTA on their professional account which includes information on the number of people who scan each as well as their home location (where their cell phone is registered).

Signage

Working with the committee, Emily will design the QR Code decals and kiosk signage, identify ideal locations and install the initial stories. An additional set of decals will also be included for easy replacement in case of damage. The property managers (City of Cascade Locks and/or Port of Cascade Locks) would be responsible for ongoing maintenance of QR signage at CL locations.

Additional Stories

If the Committee wanted to enhance the project by adding additional stories at a later date, that's possible. The cost per story is approximately \$500.

ALTERNATIVE FILE HOSTING/ QR CODES OPTION

The CL Tourism Committee has the option of hosting the story files directly on their own website server and creating their own QR Codes for the audio stories. The size of these MP3 audio files are small and any basic website should have the capacity to host them. Once the audio stories are produced, they will be owned and maintained by either CGTA or the Tourism Committee, depending on which takes on the ongoing maintenance.

BUDGET

Line Item	Hosting with CGTA	Hosting with CL
Emily's Time: story production, interviews, recordings, audio production, QR placement, and local travel.	\$4,000	\$4,000
Spanish Translation	\$600	\$600
QR generation, printing, design, and production of simple metal signage (to be added to existing structures)	\$500	\$500
Website Placement & Indefinite Upkeep (minimum 5 years)	\$1,500	(own website development)
Total	\$6,600	\$5,100

Emily Martin is a science communicator and audio story producer who has created audio stories for Accessible Gorge, a project of the Columbia Gorge Tourism Alliance, and the Wallowa Nez Perce Homeland, a 320 acre parcel of land in Wallowa, Oregon. Emily has also been working with the town of Vale, Oregon and the Eastern Oregon Visitors Association to develop a walking audio tour of their outdoor murals. A portfolio of Emily's work can be found [here](#). References are available upon request.