



TRAVEL



OREGON

**Oregon Tourism Commission
RCTP and OWCLPTPP RFP**

9.24.24

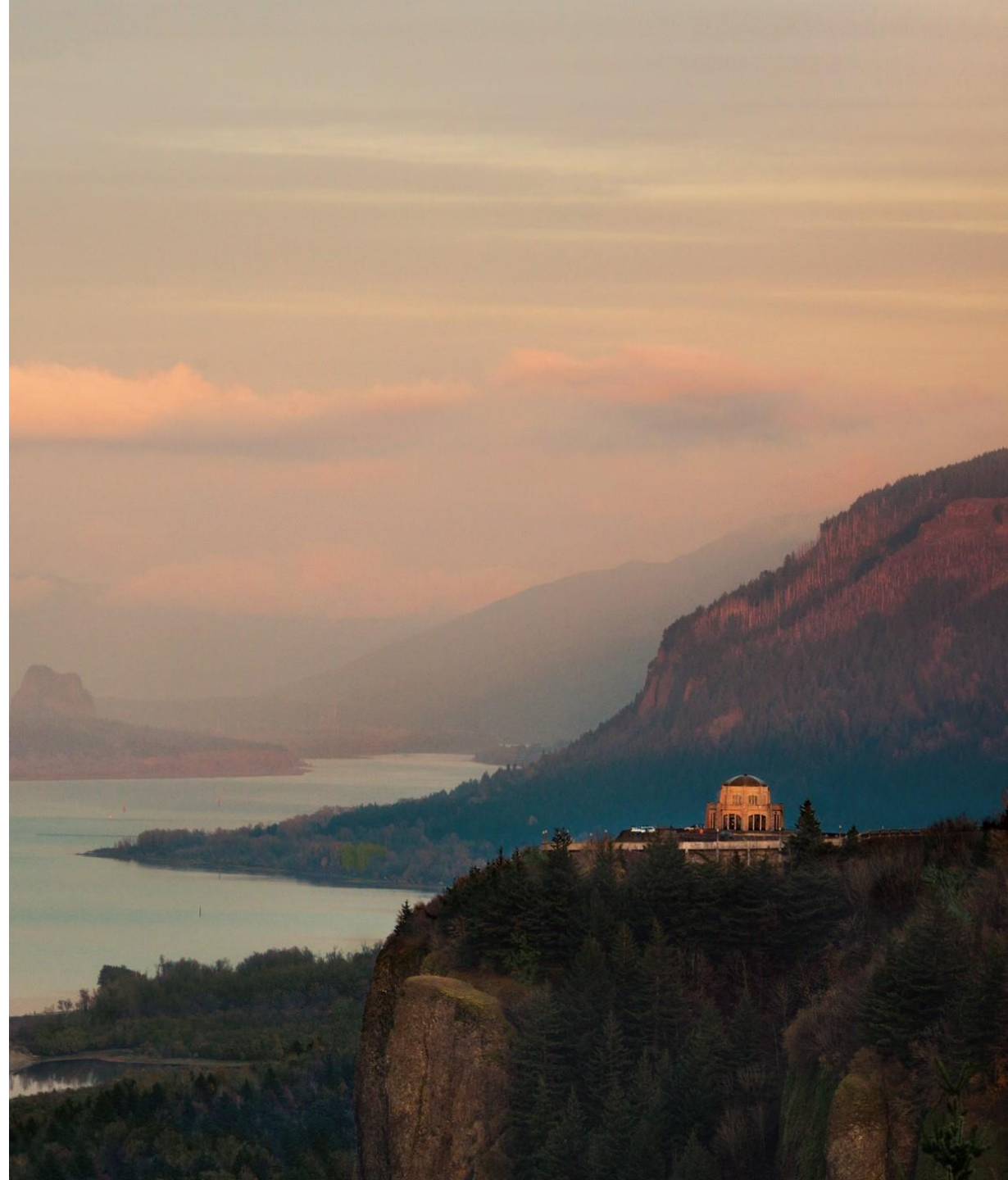
RFP REVIEW PROCESS

Committee:

- 10- person review committee
- Review committee was comprised of all departments at Travel Oregon
- Chair DiNovo and Vice Chair Willets represented the Oregon Tourism Commission

Initial Process and Scoring:

- Review Committee scored RFP application materials before in person interviews with RFP applicants
- The max possible score was 27
- Initial in person interviews the week of May 20th
- Applicants were asked to prepare a presentation that encapsulated their RFP approach
- Interview questions were consistent across all applicants



ADDITIONAL REVIEW

- In depth reference checks
- Organizational budget analysis
 - Five years P&L statements
 - Budget to actual for RCTP or similar program (including detailed funding sources and allocation to programs, personnel and administration)
 - List of paid positions for last 5 years for RCTP or similar program
- Additional interview with applicants
 - Zoom meetings were conducted Mid-August
 - Dynamic questions were developed for individual applicants
- Evaluation Committee
 - Committee rescored applications utilizing original scoresheet
 - Committee developed consensus on recommendation for designation



MT HOOD AND COLUMBIA RIVER GORGE

Applicant: Columbia River Gorge Tourism Alliance

Review committee score
RCTP: 18.9

Applicant: Clackamas County Tourism dba Experience Mt. Hood
and the Gorge

Review committee score
RCTP: 22.6

Review committee recommendation: For RCTP and
OWCLPTPP: Term of Designation: 8-year designation comprised of (4) 2-
year contracts, conditional on midpoint review by the Oregon Tourism
Commission.



CLACKAMAS COUNTY

Review committee recommendation:

For RCTP and OWCLPTPP

Term of Designation: 8-year designation comprised of (4) 2-year contracts, conditional on midpoint review by the Oregon Tourism Commission

Considerations for Clackamas County recommendation:

- Clear and demonstrated ability to function as RDMO across entire region
- Strong support from industry partners, particularly DMOs
- Demonstrated track record of plan and program execution
- Financials showcase strong financial management and accountability; ability to leverage other operational elements from Clackamas county
- Highly collaborative approach with all Travel Oregon teams





Thank you.