

Grand County Colorado Tourism Board

Request for Proposal (RFP)

Community Outreach Contractor

Introduction

The Grand County Colorado Tourism Board (GCCTB) is 12 volunteer Board representatives appointed by the Grand County Board of Commissioners.

The Board operates through funds generated by the lodging tax paid by visitors staying in lodging properties, excluding the Town of Winter Park.

GCCTB works to support tourism in Grand County while promoting responsible recreation and stewardship that protects the natural resources, culture, and quality of life valued by residents and visitors alike.

Mission

We inspire a sustainable, year-round tourism economy in Grand County with an emphasis on strengthening the vitality of our communities, celebrating our local culture and traditions, and respecting our environment and resources.

Description

The selected contractor shall support implementation and promotion of the *Do Grand Right* campaign through direct outreach, education, and collaboration across the community.

- Promote Do Grand Right, the county's sustainability messaging to residents, second homeowners, business owners, and land managers.
 - Represent GCCTB at seven (7) or more summer markets, concerts, or community events annually.
 - Set up and staff outreach booths.
 - Distribute campaign flyers and materials.
 - Work with other contractors to ensure consistent messaging.
 - Maintain outreach records and provide feedback on campaign effectiveness.
 - Participate in coordination meetings.
 - Lead annual Scenic Byway committee.
 - Identify additional outreach opportunities.
 - Note: This position reports to the Executive Director.
-
- Primary outreach locations include Grand Lake, Granby, Fraser, Kremmling, Hot Sulphur Springs, and the Front Range.

Qualifications

- Experience in community outreach, tourism, recreation, or education.
- Strong communication and interpersonal skills.
- Familiarity with Grand County communities preferred.
- Ability to organize events and manage logistics.
- Professional representation at public events.

Preferred Experience

- Experience working markets, festivals, or public booths.
- Familiarity with Leave No Trace or stewardship messaging.
- Experience working with local governments or community groups.
- Ability to lift materials and independently set up booth displays.

Deliverables & Reporting Requirements

Monthly Deliverables:

- Monthly activity report summarizing outreach efforts.
- Event attendance tracking.
- Inventory tracking of materials distributed.
- Summary of community feedback.

Annual Deliverables:

- Participate in seven (7) or more summer outreach events.
- Annual summary report including total engagement and recommendations.

Success will be evaluated based on outreach reach, community participation, and measurable increases in awareness of Do Grand Right principles.

Coordination Requirements:

- Work with contractors to maintain consistent messaging.
- Follow approved branding standards.
- Maintain professional representation.

Success will be evaluated based on outreach reach, community participation, and measurable increases in awareness of Do Grand Right principles.

Budget & Term

GCCTB budget for this scope is \$40,000 per year. Payments are issued monthly upon receipt of the activity report.

The initial contract term will be one (1) year with the possibility of renewal for additional years, contingent upon satisfactory performance.

The contractor must obtain 1.5M in liability insurance.

GCCTB reserves the right to cancel services with a 30-day written notice.

Submission Details & Timeline

Please submit the proposal in PDF format to info@visitgrandcounty by 5:00 p.m. MST Monday, May 5th, 2026.

Timeline subject to adjustment:

- RFP Distribution: Friday, April 21, 2026
- Agency Questions Deadline: 5:00 p.m., Friday, April 30, 2026
- RFP Deadline: Tuesday, 5:00 p.m., May 5, 2026
- Interviews: Monday, May 7, 2026 (Time to be determined)
- Final Selection: Wednesday, May 8, 2026
- Start Date: Saturday, June 1, 2026 or immediately upon contract finalization

Additional Submission Guidelines

Confidentiality: All information shared by GCCTB is confidential.

Flexibility: GCCTB reserves the right to modify or cancel the RFP process.

Truthfulness and Integrity: All information must be accurate.

Conflict of Interest: Any conflicts must be disclosed.

Intellectual Property: Materials submitted will not be returned.

Proposal Evaluation Scoring Sheet

Evaluation Criteria	Weight	Score (1-5)	Weighted Score
Relevant Experience	30%		
Proposed Approach	30%		
Communication & Collaboration	20%		
Cost Proposal	10%		
References	10%		