



**REQUEST FOR PROPOSAL
MARKETING AGENCY
AUGUST, 2026**

INTRODUCTION:

The Grand County Colorado Tourism Board (herein known as GCCTB) invites all interested, qualified companies or firms to submit responses to the Request for Proposal (RFP) seeking companies capable of providing a full range of destination marketing, brand marketing and brand management services for Grand County, Colorado.

ORGANIZATION DESCRIPTION:

The Grand County Colorado Tourism Board (GCCTB) is a non-profit organization with 12 volunteer Board representatives appointed by the Grand County Board of County Commissioners.

The Board operates through funds generated by the Lodging Tax of 2%. The tourism board received 1% of the lodging fund, excluding the "Town of Winter Park".

GCCTB aims to drive responsible tourism to Grand County, Colorado, through increasing the average length of stay, supporting a year-round tourism economy that benefits residents, local Chambers of Commerce, lodging properties, activity vendors, restaurants, shops and other small businesses, attracting sustainable visitors, and disburse visitors throughout the county.

Grand County's communities include Grand Lake, Kremmling, Hot Sulphur Springs, Granby, Fraser, Parshall, Tabernash and Winter Park.

THE PROPOSAL SHOULD ADDRESS THE FOLLOWING:

Goals and Objectives

- Create a year-long media schedule to advertise Grand County, Colorado, and its events to potential visitors. Position Grand County as the premier tourist destination in Colorado.

- Work with various media platforms to increase visitor night stays, particularly during shoulder seasons.
- Work with the GCCTB Executive Director, social media and PR contractors and the GCCTB to maximize exposure to visitors at a reasonable cost.
- Work with the county's Chambers of Commerces, towns and the Colorado Tourism Office on joint county-wide marketing efforts. Work with local (Grand County) qualified professionals and businesses to develop materials and strategies.

Current Contractors

- Gaylene Ore – Executive Director
- Brouhaha Collective – Public Relations
- Megan Dryden – Social Media
- Lesley Rowbal – Karsh Hagan Madden

Scope of Services

The services required involve the management and execution of a comprehensive marketing strategy to be submitted to the GCCTB and Board of County Commissioners for approval. Following approval of the planned strategy, the services next required would be the management and execution of that strategy, including, but not limited to, developing an overall marketing plan, developing creative content, negotiating media buys, monthly reporting and analysis, and other services as requested by the GCCTB.

- Provide data and analysis to the GCCTB regarding the county's marketing efforts, return on investment (ROI), and other key performance indicators (KPIs).
- Work with Grand County area tourism interests to execute a consistent and cohesive brand.
- Develop Grand County-specific digital assets, including website assets, newsletters, email blasts, advertisements, videos, infographics, and photography.
- Identify Grand County's marketing needs by analyzing available advertising media, to determine suitable advertising media for the county.
- Plan, create, and prepare advertising or arrange for the planning, creating, and preparing of advertising.
- Negotiate and contract with the advertising media for space or time to obtain the most favorable terms and rates.
- Maintain website performance and accuracy, while building upon existing and seasonal media efforts.
- Help promote Grand County's stewardship campaign - Do Grand Right.
- Continue to build Grand County's local reputation campaign through print, radio and paid social media.
- Follow up on all services provided by the media to evaluate and determine their compliance with contractual obligations.
- Make timely payments to all persons or firms supplying goods or services in connection with the advertising program.
- Present a list of creative ideas and strategies for the GCCTB (minimum four times a year).

- Attend four in-person Board of County Commissioners meetings per year.
- Work on a customer satisfaction survey from visitors regarding the quality of experience in Grand County.
- Document how marketing will meet the board's goals and objectives.
- Conduct market research on key target demographics and trends in the travel industry.
- Implement SEO and SEM strategies to improve Grand County's online visibility and drive traffic to relevant platforms.
- Maintain website performance and accuracy, while building upon existing and seasonal media efforts.
- Update website when needed by GCCTB Executive Director and partners.
- Ensure that the website and all marketing materials are ADA Compliance.
- Collaborate with the executive director to leverage partnerships and resources local businesses, tourism organizations, and government agencies.
- Attend four Zoom GCCTB monthly meetings.
- Maximize the use of qualified local professionals and businesses.
- The proposal budget should clearly differentiate administrative costs vs. media buys.
- Demonstrate the ability to work with the Executive Director and contractors.
- Provide marketing support for Grand County area events, lodging, retail, restaurants, and activities as directed by the Executive Director and GCCTB.

Desired Qualifications

- Minimum of Five years destination marketing experience.
- Experience in creating comprehensive marketing plans.
- Experience working with destination stakeholders (non-profits, governmental agencies, and stakeholders).

Submission Details & Timeline

Please submit the proposal in PDF format to info@visitgrandcounty.com by 11:59 p.m. MST October 14, 2026. Any proposals received after this time or via any other channels may be disqualified and deleted. GCCTB does not take responsibility for any technical issues related to agency submissions nor receipt confirmation from GCCTB. GCCTB will do its best to ensure such emails are received but not take responsibility if, for any reason, they are not.

The following is the complete timeline and process for agency solicitation, evaluation, and selection. Timeline subject to adjustment.

- RFP Distribution: Wednesday, August 12, 2026
- Agency Questions Deadline: 5:00 p.m., September 9, 2026 (submitted via email)
- RFP Deadline: 11:59 p.m., Wednesday, October 14, 2026
- Selected Agencies Notified: Wednesday, October 28, 2026
- Presentations: TBD
- Final Selection: Wednesday, December 2, 2026
- Start Date: January 1, 2027 or immediately upon contract finalization

QUESTIONS

Note that all answers regarding questions and requests for clarification for this RFP will be responded to publicly on the GCCTB website in a manner consistent with the schedule to ensure that all respondents have the same information. No calls, please.

SUBMISSION INSTRUCTION

Proposals must be submitted electronically to Gaylene Ore at info@visitgrandcounty.com

SUBMITTAL REQUIREMENTS AND DELIVERABLES

Your response to this RFP must be submitted in the following format and labeled accordingly:

Statement of Qualifications

Provide a written statement of your agency's qualifications for providing the work as described in the Scope of Work.

Tourism Experience

Provide a written statement of your involvement in the tourism industry, specifically with DMO clients, industry memberships and resources.

Organization, Ownership, and Management

- Name, address, and telephone number of the entity that will be contracted with and all trade names to be used.
- Name, address, and telephone numbers of the organization's principal officers and other owners.

Organization's Structure and Experience

- The organizational chart of the company, including any subcontractors who will work with GCCTB.
- Total number of employees including full-time, part-time and contract workers.
- A summary of employees who will work on the account, including their name, title, a short summary of their qualifications, and their main role in working with GCCTB.
- Hours of operation that staff will be available and any satellite offices.
- Experience in creative content, layout, messaging, print publishing, print distribution, and ad design. Please submit no more than three relevant case studies, including project goals with measurable KPIs and results. Creative work should be included in each case study.

Client Information

- Current clients in descending order of size.
- List your two most recent past clients and reason for termination.

- List any travel/tourism clients and their current status.

Account Gain and Loss

- Indicate if the agency has had a contract terminated for non-performance over the last five years, with either litigation determining the agency at fault or no litigation due to inaction on the part of the organization.
- List of accounts gained over the last two years and why your organization was awarded the work.
- Three references that are current accounts with contact names, email and phone numbers.

Conflict(s) of Interest

The proposer must declare and provide details of any actual, potential, or perceived conflict(s) of interest.

Budget

Please provide a proposed budget based on a budget of \$617,000 and a full year for creative layout, production, creative account management, and out-of-pocket expenses for a three-year contract.

CONDITIONS OF PARTICIPATION

- Submittals in response to this request and respondents' participation in the process shall be at no cost or obligation to the GCCTB. GCCTB reserves the right to, at any time, abandon or terminate its efforts to contract for any or all of said services without any obligation to any respondent.
- Responses to this request and other materials submitted shall become the property of GCCTB and will not be returned.
- Respondents shall not contact any GCCTB members or contractors after this request has been advertised, except to ask questions as specified below under "Respondent Questions." Such contact will be considered a cause for disqualification.
- GCCTB may waive any informalities or minor defects or reject any and all submittals.
- GCCTB reserves the right to reject any submittal if the evidence submitted by or investigation of such respondent demonstrates that such respondent or its subcontractors are not properly qualified to carry out the obligations of the Contract or to complete the work enumerated or implied to fall under the scope of work thereof.
- All applicable laws, ordinances, and the rules and regulations of all governmental authorities having jurisdiction shall apply throughout the Contract. Further, all legal matters shall be adjudicated by the state courts of competent jurisdiction in Grand County, Colorado, and shall comply with all relevant federal and state laws, regulations, and ordinances.

CONFIDENTIAL AND PROPRIETARY INFORMATION

If a contractor believes that parts of an offer are confidential, then the contractor must specify. The contractor must include in bold letters the term "CONFIDENTIAL" on that part of the offer, which the contractor believes to be confidential. The contractor must submit in writing specific detailed reasons, including any relevant legal authority, stating why the contractor believes the material to be confidential. Vague and general claims as to confidentiality will not be accepted.

The county will be the sole judge of whether a claim is acceptable. Decisions regarding the confidentiality of information will be made when requests are made to make the information public. All offers, and parts of offers that are not marked as confidential will automatically be considered public information after the contract is awarded. The successful offer may be regarded as public information even though parts are marked confidential.

WITHDRAWAL MODIFICATIONS OR OFFERS

Any contractor may modify or withdraw an offer in writing at any time before the deadline for submission of an offer.

ACCEPTANCE

Any offer received and not withdrawn shall be considered an offer, which may be accepted by the county based on initial submission without discussions or negotiations. By submitting an offer in response to this solicitation, the contractor agrees that any offer it submits may be accepted by the count at any time within 90 calendar days from the submission deadline date. The county reserves the right (a) to reject any or all offers, (b) to waive informalities and minor irregularities in offers received, and (c) to accept any portion of an offer if deemed in the best interest of the county. The contractor must provide in its offer any information requested in the RFP to avoid the rejection of the offer for non-responsiveness.

PROPOSAL PREPARATION COST

The cost of proposal preparation is not reimbursable. Proposal preparation and presentation shall be at the contractor's sole expense and is the contractor's total and sole responsibility.

AWARD

The county intends to make an award using the evaluation criteria listed in this RFP to determine the best value, considering all factors and criteria in the proposals submitted. Best value means the expected outcome of an acquisition that, in the County's estimation, provides the most significant overall benefit in response to the requirements detailed in the RFP. The county reserves the right to reject any or all offers and not to make an award.

SUBSTANTIVE PROPOSALS

By responding to this RFP, the contractor certifies (a) that the contractor's proposal is genuine and is not made in the interest of, or on behalf of, an undisclosed person, firm, or corporation; (b) that the contractor has not directly or indirectly induced or solicited

any other contractors to put in a false or sham proposal; (c) that the contractor has not solicited or induced any other person, firm, or corporation to refrain or abstain from proposing an offer or proposal; (d) that the contractor has not sought by collusion to obtain for themselves any advantage over any other contractors or over the county; and (e) that the contractor has not violated or caused any person to violate and shall not violate or cause any person to violate the county's Code of Ethics.

NON-COLORADO ENTITIES

If the contractor is a foreign entity, the contractor shall comply with C.R.S. section 7-90-801, "Authority to transact business or conduct activities required," and section 7-90- 802, "Consequences of transacting business or conducting activities without authority." Before or at the time that the contract is awarded to an entity organized or operating outside the State of Colorado, such entity shall obtain authorization to do business in the State of Colorado, designate a place of business herein, and appoint an agent for service of process. Such entity must furnish the county with a certificate from the Secretary of the State of Colorado to the effect that a certificate of authority to do business in the State of Colorado has been issued by that office and is still valid. The entity shall also provide a certified copy of the designation of the place of business and appointment of an agent for service of process from the Colorado Secretary of State or a letter from the Colorado Secretary of State that such designation of place of business and agent for service of process has been made.