



AGENDA

CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE

223 East 4th Street, Room 160

Port Angeles, Washington

Thursday, April 14, 2022 – 1:30 p.m.

Lodging Tax Advisory Committee meetings will be available virtually at:

If you would like to participate in the meeting via Zoom audio only, call 253-215-8782 and use meeting ID: 875 561 7844 and passcode: 12345

If you would like to participate in the meeting via Zoom video conference, visit <https://zoom.us/j/8755617844> and use meeting ID: 875 561 7844 and passcode: 12345

This meeting can be viewed on a live stream at this link: <http://www.clallam.net/features/meetings.html>

Public comment and questions can be directed to the Clerk of the Board at 360-417-2256 or agores@co.clallam.wa.us.

- I. **CALL TO ORDER, ROLL CALL**
- II. **REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA**
- III. **APPROVAL OF MINUTES FOR THE MEETING ON:**
 - **March 10, 2022**
- IV. **PUBLIC COMMENT**
- V. **BUSINESS**
 - a. **Review of financial LTAC projections – Mark Lane**
 - b. **Discussion on Budget for 2022 Hotel/Motel (2nd call) Funding requests**
 - c. **Discussion on Peninsula Adventure Sports 2022 Hotel/Motel request**
 - d. **Discussion on Olympic Peninsula Tourism Plan**
- VI. **PUBLIC COMMENT**
- VII. **ADJOURNMENT**

LTAC 2022 meeting dates:

- May 12, 2022
- June 9, 2022
- September 8, 2022
- October 13, 2022
- November 10, 2022
- December 8, 2022

Lodging Tax Advisory Committee
Draft Minutes
March 10, 2022



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE

MINUTES of March 10, 2022

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2:30 p.m., Thursday, March 10, 2022. Also present were Lissy Andros, Ryan Malane, Marc Abshire, Vanessa Fuller, Lorrie Mittmann, Matthew Peloquin, Donya Alward and Pamela Dahl. All appeared by video.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

ACTION TAKEN: Andros moved to adopt the agenda as presented, Malane seconded, motion carried

APPROVAL OF MINUTES

- Minutes November 12, 2021

ACTION TAKEN: Fuller to approve the minutes as presented, Andros seconded, motion carried

BUSINESS ITEMS

a. Review of financial LTAC projections

Mark Lane – Chief Financial Officer provided a financial update. LTAC Members held discussion.

b. Review Keeping the Lights on COVID 19 reports

Johnson briefed the LTAC Members on the COVID reports. He noted that if there are any questions on any reports, the Clerk will ask them to come back to a future meeting for a presentation. Johnson read each applicant name. No questions were asked by LTAC Members regarding the reports. Malane questioned credit card charges. Lane responded.

c. Review 2021 Hotel/Motel Funding allocation reports

Johnson briefed the LTAC Members on the funding reports. He stated that he feels all applicants need to provide a follow-up report after receiving funding from LTAC. Johnson read each applicant name. Malane commented on Port Angeles Marathon \$15,000 distribution to other groups. Lane commented on agreements. LTAC Members held discussion regarding Port Angeles Marathon.

d. Discussion on meeting start time change to 1:30 p.m. and meeting dates

Johnson noted there was request to start the meeting at 1:30 p.m. instead of 2:30 p.m. There was no objection from the LTAC Members. New start time for LTAC meetings will be 1:30 p.m.

Members discussed meeting dates for additional funding requests for 2022. Johnson questioned dates for another call for applications. Clerk Gores provided dates if applications were due in April or May. LTAC Members discussed dates.

ACTION TAKEN: Abshire moved to call for applications in spring, Andros seconded, motion carried

ACTION TAKEN: Abshire moved to issue a notice to call for applications to be received April 18, 2022, Fuller seconded, motion carried

LTAC Members discussed meeting dates for 2022. It was determined that the meetings in July and August will be cancelled. Discussion was held regarding a call for application in the fall. Dates will be determined at the September 8, 2022 meeting as to when applications will be due for 2023 funding requests.

PUBLIC COMMENT

- Marsh Massey, commented on City of Sequim funding and a state grant for festival and events.
- Donya Alward, commented that the Esprit Event will be returning on May 8 through 15, 2022
- Marc Abshire, commented that the Jazz in the Olympic will be returning on April 22 and 23, 2022.
- Ryan Malane, provided an update on Canada crossing and testing requirements.

NEXT MEETING – April 14, 2022 at 1:30 p.m.

ADJOURNMENT - Meeting concluded at 3:52 p.m.

Lodging Tax Advisory Committee
Financial Report
Mark Lane

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
STATEMENT OF SOURCES, USES AND RESERVES
YTD FEBRUARY 2022 ACTUALS, REVISED 2022 PROJECTION & 2022 BUDGET WITH 5 YEAR LOOK BACK

	BUDGET	PROJECTIONS	ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK						ACTUALS--YTD PRIOR YEAR	
	2022 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC)	PROJECTED YEAR-END 2022--UP 7.6% FOR YEAR --JAN-MAR ACTUALS UP 30.2%, APRIL-JUNE UP 10.1%, JULY-DEC UP 3.1%	YTD MARCH 2022	2021	2020	2019	2018	2017	YTD MARCH 2021	% CHANGE VS PRIOR YEAR
REVENUE (SOURCES OF FUNDING)										
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	740,000	799,104	109,282	742,715	392,878	499,196	481,653	394,239	83,750	30.5%
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	740,000	798,833	109,014	742,114	395,680	492,412	436,419	394,191	83,882	30.0%
291.33121.01.9100 AMERICAN RESCUE PLAN (LOST REVENUE, "KEEP THE LIGHTS ON")	-	- **	-	-	-	-	-	-	-	--
291.33321.01.9100 CARES ACT-COVID-19 RELIEF ("KEEP THE LIGHTS ON")	-	-	-	-	252,761	-	-	-	-	--
291.36700.00.0000 CONTRIBUTIONS AND DONATIONS	-	-	-	-	-	940	-	-	-	--
291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT	-	-	-	-	-	-	-	-	-	--
TOTAL REVENUE (SOURCES)	1,480,000	1,597,937	218,296	1,484,829	1,041,318	992,548	918,071	788,430	167,632	30.2%
% CHANGE VS PRIOR YEAR	42.1%	7.6%	30.2%	42.6%	4.9%	8.1%	16.4%	25.6%		
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	87.7%	7.6%	30.2%	88.3%	-20.6%	8.1%	16.4%	25.6%		
EXPENDITURES (USES OF FUNDING)										
291.55730.41.0020 PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	--
291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE	12,000	12,000	12,000	12,000	20,000	10,086	21,363	22,971	12,000	0.0%
291.55730.41.0117 CHAMBERS OF COMMERCE	1,600	1,600	1,000	567	1,567	2,972	1,822	1,822	-	--
291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU	650,000	650,000	95,830	558,333	591,667	514,167	527,500	391,667	133,333	-28.1%
291.55730.41.5110 PARKS/FAIR/FACILITIES	60,000	60,000	-	32,377	25,947	24,025	28,596	30,000	-	--
291.55730.41.5120 PUBLIC WORKS	250,000	250,000	-	150,000	250,000	220,000	-	105,000	-	--
291.55730.41.5130 SHERIFF	-	-	-	-	-	-	-	-	-	--
291.55730.41.0118 FEIRO MARINE LIFE CENTER	-	-	-	-	-	-	50,000	54,000	-	--
291.55730.49.0036 SEQUIM PICKLERS	-	-	-	-	-	-	-	34,000	-	--
291.55730.49.0056 PENINSULA AREA PUBLIC ACCESS	-	-	-	-	-	-	-	33,000	-	--
291.55730.49.0151 DUNGENESS RIVER AUDUBON CENTER	-	-	-	-	-	-	-	69,710	-	--
291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION	-	-	-	-	-	5,000	-	-	-	--
291.55730.49.0160 PA CHAMBER OF COMMERCE	85,000	85,000	85,000	35,000	-	35,000	-	-	35,000	143%
291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE	-	-	-	-	-	25,700	-	-	-	--
291.55730.49.0162 FORKS CHAMBER OF COMMERCE	-	-	-	40,000	-	-	-	-	-	--
291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION	-	-	-	12,500	-	-	-	-	12,500	-100%
291.55730.49.0171 PORT ANGELES BASEBALL	60,000	60,000	60,000	-	-	-	-	-	-	--
291.55730.49.0172 PENINSULA ADVENTURE SPORTS	9,000	9,000	9,000	-	-	-	-	-	-	--
291.55730.49.0173 DUNGENESS CRAB & SEAFOOD FESTIVAL	15,550	15,550	15,550	-	-	-	-	-	-	--
291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION	100,000	100,000	100,000	100,000	-	-	-	-	100,000	0%
291.55730.49.0180 JUAN DE FUCA FESTIVAL	7,000	7,000	7,000	10,000	-	-	-	-	10,000	-30%
291.55730.49.0185 FORKS TIMBER MUSEUM	-	-	-	67,142	-	-	-	-	-	--
291.55730.49.0230 UNANTICIPATED PROJECTS (PRIOR YEARS INCLUDE "KEEP THE LIGHTS ON" FUNDING PROVIDED)	50,000	50,000	-	107,842	252,761	-	-	-	-	--
291.55730.51.0050 WASHINGTON STATE PATROL	-	-	-	-	-	-	5,290	4,831	-	--
TOTAL EXPENDITURES (USES)	1,300,150	1,300,150	385,380	1,125,761	1,141,942	836,950	634,571	747,001	302,833	27.3%
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	179,850	297,787	(167,083)	359,068	(100,624)	155,598	283,501	41,430	(135,202)	23.6%
ENDING FUND BALANCE/RESERVES	1,489,451	1,607,388	1,142,517	1,309,601	950,533	1,051,157	895,559	612,058	815,331	40.1%

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
2022 TAX REVENUE REFORECAST

	January 2022	February	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022	September	October 2022	November	December	
	Actual	2022 Actual	Actual	Projected	Projected	Projected	Projected	Projected	2022	Projected	2022	2022	2022 Projected
Hotel/Motel Transient Lodging Tax	30,739	30,973	47,572	41,046	62,997	69,889	79,567	101,688	96,109	99,217	88,942	50,366	799,104
Hotel/Motel Transient Lodging Additional	30,916	30,970	47,126	41,046	62,997	69,889	79,567	101,688	96,109	99,217	88,942	50,366	798,833
TOTAL HOTEL/MOTEL TAX REVENUE	61,656	61,943	94,698	82,092	125,994	139,778	159,133	203,376	192,218	198,433	177,883	100,732	1,597,937
YOY % CHANGE--MONTH	49.5%	17.6%	28.4%	15.0%	10.0%	7.5%	5.0%	5.0%	0.0%	0.0%	5.0%	5.0%	7.6%
YOY % CHANGE--CUMULATIVE	49.5%	31.6%	30.2%	25.7%	20.6%	17.1%	14.2%	12.0%	9.8%	8.2%	7.8%	7.6%	7.6%

ORIGINAL BUDGET SCENARIO 1--UP 5% FROM PROJECTED 2021 (DOWN -0.3% BASED ON FINAL 2021 ACTUALS) (%s BELOW REFLECT 60 DAY LAG BETWEEN ACTIVITY AND TAX COLLECTION)													
YOY % CHANGE	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	-8.9%	-7.5%	-19.3%	-0.3%
TAX REVENUE	43,296	55,298	77,419	74,954	120,267	136,528	159,133	203,376	201,829	180,821	156,633	77,382	1,480,000

SCENARIO 2--UP 7.6% FOR YEAR --JAN-MAR ACTUALS UP 30.2%, APRIL-JUNE UP 10.1%, JULY-DEC UP 3.1%													
YOY % CHANGE	49.5%	17.6%	28.4%	15.0%	10.0%	7.5%	5.0%	5.0%	0.0%	0.0%	5.0%	5.0%	7.6%
TAX REVENUE	61,656	61,943	94,698	82,092	125,994	139,778	159,133	203,376	192,218	198,433	177,883	100,732	1,597,937

Lodging Tax Advisory Committee

Peninsula Adventure Sports

Date: 3/23/2022

To: Clallam County Lodging Tax Advisory Committee

From: Lorrie Mittmann, Peninsula Adventure Sports

First off, I would like to thank you for the grant award that you recently approved for Peninsula Adventure Sports, supporting development of cyclocross racing in Port Angeles, specifically two Extreme CX Port Angeles races in Oct/Nov 2022. The grant was intended to fund a one-time procurement of supplies and equipment that would be an initial investment in getting what we need to develop the race course and venue to accomplish our long-term plan to host national and international events within the next five years.

Unfortunately an issue has come up with our planned cyclocross races for 2022. While it is still *possible* we may have one, at this point it looks like we will likely not. I can go into more detail at the meeting if anyone wants to hear it.

The great news is that we have been selected to host a USA Cycling national-level amateur cyclocross race, which is part of a national race series ACXC, for October 2023! Hosting this race is a requirement for next hosting a USA Cycling national-level professional race (ProCX series, USCX) as well as subsequent international racing through UCI (*Union Cycliste Internationale, based in Switzerland*). This is an exciting step in building the long-term vision for Extreme CX Port Angeles, and still keeps us on schedule with regard to our vision as it was listed in our application.

I have already received my grant funds and grant contract, which will terminate the end of 2022. I am writing to request consideration for the contract to be extended to the end of 2023. I intend for the grant to cover the same items, and the number of attendees that I estimated in my grant application will remain the same for the 2023 event. We will be spending late 2022 and early 2023 on course design, approval, and construction for the national event in fall 2023.

Thank you so much for your consideration

Best Regards,

Lorrie Mittmann

Peninsula Adventure Sports

A black rectangular redaction mark covering the signature area.

Lodging Tax Advisory Committee

Olympic Peninsula Tourism Plan

Request for Proposal (RFP)

Olympic Peninsula Tourism Strategic Plan 2021-2026

Olympic Peninsula Tourism Strategic Planning Committee

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REQUEST FOR PROPOSAL

1. SUBMITTAL INSTRUCTIONS

Submit two (2) original and one (1) electronic (PDF) copy and attachments on USB Flash Drive. The original shall be marked **“ORIGINAL – Olympic Peninsula Tourism Strategic Plan 2021-2026”** and shall be unbound (no binder or comb binding) (binder clips and/or rubber bands may be used). The original, and all printed copies, must be submitted as single-sided – we don't accept double-sided copies.

Sealed proposals shall be **submitted to the Clallam County Board of Commissioners at 223 East 4th Street, Room 150, Port Angeles, Washington no later than 2:30 p.m., Thursday, May 14, 2020** at which time they will be opened publicly and read aloud.

Proposals will not be accepted at any other county location other than the Clallam County Board of Commissioners at 223 East 4th Street, Room 150, Port Angeles, Washington. Documents delivered to other offices and received late by the Commissioner's Office will not be considered nor will ones received by facsimile or email. Late proposals will not be accepted and will be returned to the proposing firms unopened. Submittals made in an incorrect format will not be considered.

Questions must be submitted in writing to Loni Gores - Clallam County Lodging Tax Advisory Committee Clerk at agores@co.clallam.wa.us by 3 p.m., Thursday, March 26, 2020, and all questions and answers will be shared with all responders to this RFP.

Proposing firms shall be fully responsible for any and all costs incurred in the preparation, submittal and travel expenses related to their proposals and awards.

2. PROJECT OVERVIEW

Clallam County, in partnership with Jefferson County and other communities on the Olympic Peninsula, invites interested, experienced, and qualified consultants to submit proposals to develop and create a 2021-2026 Olympic Peninsula Tourism Strategic Plan ("the Plan"). To manage this process and meet this objective, Clallam County has organized an Olympic Peninsula Tourism Strategic Planning Committee ("the Committee"), comprised of representatives from across several jurisdictions and municipalities on the Olympic Peninsula, with Clallam County acting as the lead agent, to create a 5-year strategic plan to address and optimize the regional tourism industry.

The resulting strategic plan will serve as a guiding document for counties, municipalities, businesses, and organizations on the Olympic Peninsula to develop processes, make strategic investments in services and infrastructure, and organize more efficiently and effectively to optimize a sustainable and thriving tourism economy. The Plan will be forward-looking, actionable, and adaptable to new opportunities and technologies that emerge as important growth areas for tourism.

The selected firm that will help meet this objective will, among other qualifications:

- Have a thorough knowledge of current tourism industry trends at the local (Olympic Peninsula), state, and regional levels;
- Have relevant experience with projects of a similar scope and complexity;
- Be conversant with Washington State tourism legislation, especially legislation and laws that cover lodging-related and tourism-based fees and taxes;
- Be familiar with the workings of local government;
- Demonstrate a solid skill for assessing issues, framing appropriate responses, and rendering those responses into written recommendations and procedures;
- Have excellent listening, presentation, and written communication skills;
- Be very conversant with Olympic Peninsula tourism;
- Demonstrate a successful track record in organizing and facilitating public meetings and workshops for purposes of garnering stakeholder input;
- Demonstrate ability to meet deadlines and pay attention to details;
- Be able to develop metrics, benchmarks and work plans with deliverable dates; and have the ability to synthesize and prioritize deliverables and identify the resources needed to complete elements of the updated plan.

The selected firm will be under the contractual direction of staff from Clallam County, and strategic priorities will be determined by the Committee, who the selected firm will meet with at least quarterly. The Committee includes representatives from Olympic Peninsula counties and municipalities, as well as other stakeholders, such as representatives from the Olympic National Park, Olympic National Forest, Washington State Parks, and coastal tribes. Additional outreach required of the selected firm will include coordination with economic development organizations, key tourism attractions and transportation operators, elected officials, and the Olympic Peninsula Visitor Bureau – as the Olympic Peninsula Tourism Strategic Plan may affect their scope and deliverables. The firm will be responsible for coordinating meetings. The selected firm will provide a preliminary report 9 months after contract execution, with a final deliverable due by the end of 12 months after contract execution, which will include 10 copies of the final strategic plan. The selected firm will also be required to make up to 5 presentations on the completed project and strategic plan at public meetings.

3. BACKGROUND

The Olympic Peninsula, as a regional tourist destination, is located west of the Seattle gateway, and is defined by the geographic area surrounding the Olympic National Park and Olympic National Forest, and bordered by the Pacific Ocean on the west, the Strait of Juan de Fuca on the north, the Hood Canal on the east, and the area between Olympia and Ocean Shores on the south. It includes Clallam, Jefferson, Mason and parts of Grays Harbor counties.

The Olympic National Park, the 6th largest national park in the continental United States, and the 9th most visited of all national parks (2018), is by far the most important tourism driver on the Olympic Peninsula. Encompassing nearly a million acres, and the only temperate rainforest in the United States, the park includes a vast wilderness, thousands of years of human history, and several distinctly different ecosystems, including glacier-

capped mountains, old-growth forests, and over 70 miles of wild coastline. As one of the few national parks that doesn't have a road traveling through its center, the park is further surrounded by the Olympic National Forest. Annual recreational visitation to Olympic National Park exceeds three million people.

On the north side of the park, in Port Angeles, is the 100+ years-old Black Ball ferry route to Victoria, Canada, that is the Western-most Canadian border crossing with the continental United States. The economic impact from this ferry route on the Olympic Peninsula is in excess of \$60M annually, with 472,000 passengers and 128,000 vehicles served in 2018.

Visitor spending in 2018 on the Olympic Peninsula (as represented by Clallam, Jefferson, Mason and Grays Harbor Counties) exceeded \$975 million. State and local taxes generated by that visitor spending totaled \$68.3 million. There were a combined 13,140 jobs in the region supported by tourism, generating \$308.5 million in employment earnings.

The vast and specific geography of the Olympic Peninsula presents a challenge in determining the optimal approach toward developing an effective tourism strategic plan. Geographically, the destination is comprised of the very large Olympic National Park at its core, surrounded on the perimeter by small municipalities, rural areas and tribal lands, each with their own tourism priorities and challenges. Whether it makes the most sense to first develop a tourism strategic plan for the entire Olympic Peninsula, or limit this initial effort to one part of that overall area, such as the North Olympic Peninsula, is a consideration the selected firm will be expected to analyze, advise, and help the Committee determine. The result of this part of the planning process, along with decisions by the Committee that come from it, will necessarily impact the scope and timeline of this project, as well as the final deliverables.

4. SCOPE OF SERVICES

The Tourism Strategic Plan must address all aspects of the area's tourism, including, but not limited to, outdoor recreation, maritime, indigenous, agricultural, arts and culture, culinary, national parks and other public lands, festivals, and events. The Plan will provide strategic goals and objectives, analyze supply chain infrastructure, and identify visitor experience strengths, gaps, and opportunities. The Plan will result in strategic actions that will grow the tourism industry in a sustainable manner, and identify new processes and methods to collaborate and manage resources to maximize opportunities that expand the regional, national, and international tourism markets for the Olympic Peninsula. The Plan must include defined actions and consider costs, as well as identify roles and responsibilities among local tourism industry stakeholders.

OVERALL OBJECTIVES

The following objectives must be addressed in the proposal:

- Review the status of the Olympic Peninsula tourism industry in terms of visitor trends, accommodation capacity, tourism-related infrastructure and tourism product offerings through the lens of destination competitiveness and sustainability.
- Engage residents and businesses, as well as tourism professionals and government and civic leadership in the overall vision of tourism for the Olympic Peninsula.
- Analyze current market conditions and identify current weaknesses and threats to the local economy, detail appropriate opportunities and targets for improvement.
- Identify any emerging/new opportunities as they relate to areas of marketing, advertising, product development and infrastructure development.
- Assess the current brand of the Olympic Peninsula, and the effectiveness of current brand collateral.
- Analyze existing funding models of the various county and municipal lodging tax funds and identify opportunities for optimal use and benefit.
- Assess service-level workforce, labor rate requirements, and housing required for service-level workforce individuals to develop a plan for optimal growth.
- Analyze the unique travel and transportation constraints, strengths, and gaps of the Olympic Peninsula from a visitor/tourist perspective.
- Consider the appropriateness of the scope of this project, specifically making recommendations regarding limiting the scope to the North Olympic Peninsula or expanding the scope to include the entire Olympic Peninsula.
- Advise the Committee, on other items that should be considered or included in the scope of this project.

SCOPE OF WORK

- A. Analyze, understand, and define the region's natural, historic, and cultural heritage and related tourism activity.
- B. Analyze, understand and define the region's anticipated growth of visitation, the potential for increased numbers of visitors using area public lands, and associated impacts of this increased usage.
- C. Perform on-site familiarization and preliminary sustainable tourism asset/threat assessment, including interviews with stakeholders – with particular emphasis on protecting the Olympic Peninsula brand, identifying actionable measures to prevent over-tourism, and developing effective incentive programs for low season growth.
- D. Organize, administer, and facilitate workshops to develop a collaborative action plan appropriate for sustainable tourism on the Olympic Peninsula, including desired tourism volume and considering impact on local residents.
- E. Develop a Situational Analysis Report and a Comparative Competitive Analysis Report that educate the marketplace on at least five other, similar tourist destination regions, such as national park gateway communities. These reports must include

consideration of new technologies in the tourism industry, local economic impacts, spending profiles of visitors, infrastructure, quality of attractions, transportation, and Internet/social media presence and activities.

F. Produce on time materials according to the list of Deliverables listed in Section 7

5. CONTRACT TERMS

The contract terms will be effective upon the date of contract execution and complete the work required by the Agreement 12 months after contract execution.

The maximum budget to complete this contract is not to exceed \$170,000.

6. DELIVERABLES

- Situational Analysis Report
- Comparative Competitive Analysis
- Tourism Strategic Plan, to include
 - Executive Summary
 - Situational Analysis
 - Area Key Travel Trends
 - Prioritized Strategic Objectives
 - Actionable Tactics and Timelines
 - Definition of Responsible Parties
- Up to 5 presentations to elected officials and/or stakeholders summarizing key findings and recommendations, which may include community workshops, presentations to local government and civic leadership, and tourism/hospitality industry professionals

All written deliverables will be provided in draft for review by the Committee. The Committee will provide one consolidated set of comments that shall be addressed in the final deliverable.

7. PROPOSAL (SUBMITTAL) REQUIREMENTS

Proposals should demonstrate the consultants' ability to produce readable, concise, and attractive written materials with appropriate use of graphics. Proposals (submittals) shall include, at a minimum, the following:

- A. Experience/Similar Projects: What is your experience with strategic planning? Provide three client references for successful similar projects in size and scope within the past three years. Briefly describe each project, measures of success and

for each reference provide up-to-date individual contact name with e-mail and phone number. Provide the size, scope, and dates of each project along with samples of plans submitted.

- B. Qualification/Experience of Personnel Assigned:** Qualifications and experience of key personnel who will be assigned to this project and the percentage of time committed to the contract. Identify each by their proposed role and the percentage of time they will be committed to this project. Include for each their name and up-to-date, pertinent resume. Identify and provide the same information for any proposed subcontractors.
- C. Development, Implementation:** Describe your approach in developing and implementing a strategic plan and how priorities will be developed. Provide specific experience conducting research, including development of discussion points, recruitment of participants, facilitating focus group sessions, and reporting results.
- D. Community Framework and Infrastructure:** General knowledge and local insight into the Olympic Peninsula area, the history, the nature of its citizens, and the existing, developing and potential tourism assets.
- E. Costs:** A detailed budget should include fees for services, initial, and on-going costs to achieve strategic goals and objectives should be identified, as well as billing structure.
- F. Sustainability:** The Firm shall include any sustainable related strategies, practices, services, or products that may reduce the environmental and/or economic impact of the services proposed.
- G. Agreement Terms & Conditions:**
Personal Services Agreement
- H. Legal Action:** Disclose any current or recent (within past five years) legal action in progress or taken against the firm or individuals.
- I. Disclosure:** List all business transactions and relations within the past five years that may create or be perceived to create a conflict of interest.
- J. Transmittal Page:** The first page of this RFP shall be included in the Proposal Submittal Package.

Proposals shall be limited to not more than 20 pages for items A - D above. Detailed project experience and resumes for key personnel (items A and B) may be included in attachments and not included in the page limit.

8. EVALUATION CRITERIA: Described in Submittal Requirements, Section 8.

A.	Experience in developing comprehensive strategic tourism plans for public and private organizations that integrate a broad spectrum of tourism businesses, industries, and assets for the purpose of growing the sustainable tourism industry in rural geographic areas.	25%
B.	Qualification and Experience of Personnel Assigned	15%
C.	Development Process and Implementation	10%
D.	Understanding of the Scope and Objectives	15%
E.	Cost: Evaluation of the competitiveness of the proposing firm's price.	25%
F.	Considerations for sustainability and community impact	10%
G.	Contract Acceptance/Exceptions: Ability to contract with the Firm	Y or N
H.	Legal Action	Y or N
I.	Disclosure:	Y or N
J.	Transmittal Page (front cover page of RFP)	Y or N
Total		100%

9. PROPOSAL EVALUATION

- A. The Committee will evaluate proposals using the criteria set forth in Section 9 of this RFP, and will make selection recommendations to the Clallam County Board of Commissioners.
- B. The Committee may choose to interview one or more of the proposing firms and the Clallam County Board of Commissioners may choose to issue best and Final Offers to the highest rated firm.
- C. The Clallam County Board of Commissioners reserves the right to award a contract to the single highest rated firm without proceeding to interviews.

10. RFP QUESTIONS/CLARIFICATIONS

- A. Questions shall be submitted in writing to Loni Gores – Clallam County Lodging Tax Advisory Committee Clerk at agores@co.clallam.wa.us by 3 p.m., Thursday, March 26, 2020
- B. Verbal questions will not be answered. Questions must be in written form, by email. An addendum to this RFP will be issued by Loni Gores – Clallam County Lodging Tax Advisory Committee Clerk as a result of the questions generated under this competitive solicitation to all plan holders and sent to all RFP bid participants.
- C. A silent period is established between the time the RFP is issued by Clallam County and the time that Clallam County awards the RFP. All proposing firms, consultants, or individuals acting on their behalf are hereby prohibited from contacting or lobbying any Clallam County employee, official, or representative, or any member of the Committee regarding the RFP during the silent period.

11. ADDENDA

If at any time, Clallam County changes, revises, deletes, clarifies, increases, or otherwise modifies the RFP, Clallam County will issue a written addendum to the RFP. Proposing firms must register for this RFP to be notified of addendum and new documents on this RFP. It is the proposing firm's responsibility to check for addenda and other new documents on-line.

12. INSURANCE REQUIREMENTS AND INDEMNIFICATION

See Personal Services Agreement.

13. COUNTY NON-DISCRIMINATION

By signing and submitting a response to this RFP, the proposing firm or individual certifies that, in the event it is awarded a contract under this competitive solicitation (i.e., becomes the "successful vendor"), and as of the date of contract award, it shall comply with the "Non-Discrimination Clause" provided within the Personal Services Agreement.

14. FEDERAL SUSPENSION AND DEBARMENT CERTIFICATION

Federal Executive Order 12549 prohibits federal, state and local public agencies receiving grant funding from contracting with individuals, organizations, or companies who have been excluded from participating in federal contracts or grants.

The purpose of this certification is for the contractor/vendor to advise Clallam County, in writing, of any current Federal Suspension and Debarment.

Debarment Certification. By signing and submitting a response to this competitive solicitation, I certify that this firm and its principals are not currently suspended or debarred by any Federal Department or Agency from participating in Federal Funded Contracts.

15. PUBLIC DISCLOSURE

Submittals received by Clallam County in response to this solicitation become public records and are subject to Chapter 42.56 RCW, the Public Records Act. The proposing firm should clearly identify in its proposal any specific information that it claims to be confidential or proprietary. If Clallam County receives a Public Records Act request to view the information so marked in the proposing firm's proposal and the County determines that it must produce that information in response to the Public Records Act request, its sole obligations shall be to notify the proposing firm (1) of the request and (2) of the date that such information will be released to the requester unless the Proposing Firm obtains a court order to enjoin that disclosure pursuant to RCW 42.56.540. If the Proposing Firm fails to timely obtain a court order enjoining disclosure, Clallam County will release the requested information on the date specified.

16. OTHER PUBLIC AGENCY ORDERS

The Washington State Interlocal Cooperative Act, RCW 39.34, provides that other governmental agencies may purchase goods or services on this RFP or contract in accordance with the terms and prices indicated herein if all parties agree. The County does not accept any responsibility or involvement in the purchase orders or contracts issued by other public agencies.