Request for Proposal
Product Development for
BEAVER COUNTY TOURISM

PURPOSE: The purpose of the Product Development project as outlined in this RFP is to develop the Beaver Country as a destination for tourism and recreation in the area of extreme/intense sports. The ultimate outcome of Product Development will create jobs, increase spending, and improve our economy.

The fully integrated plan for Product Development will examine and address issues that will include but not be limited to:

- Leadership and vision through the partnership and collaboration with the local cities and stake holders.
- Identify and confirm authentic visitor experiences that support demand generators – including but not limited to: immersive and experiential product development in extreme/intense sports venue.
- Making Beaver Country market ready for facilities and amenities, training and productivity.
- Support programs with the goal of exciting and promoting entrepreneur engagement.
- Focus marketing by industry – Support the brand of extreme/intense sports and breaking personal boundaries but also maintain the integrity of who we are.

Branding

Below is a description of the brand we are pursuing. The purpose of this information is to begin to develop the vision of our brand and not necessarily the final branding language that will be used.

Brand focus: Extreme/Intense sports, breaking personal boundaries
Marketing messaging: "Crushing It," "Achieve new heights," Extreme Adventure"
Tag line: Push Your Limits (aspirational)
Location: "Beaver Country," "Mountain Sports" "Valley and Wind Sports"

Scope of Work

The Product Development effort is broken down into the following areas.

1. Extreme Park (or equivalent)

Research opportunities and create development plans for an extreme park, or an equivalent development opportunity. This can range anywhere from micro business incubator type areas for extreme sport start-ups, to large acreage themed based sport and recreation development. The plan will contemplate the size (acreage), target industries, needed infrastructure and amenities, feasibility, and marketing and recruitment. The plan will exhibit a business model showing how this opportunity accomplishes the goal to create jobs, increase spending, and improve the economy.

2. Sport/Recreation Research & Development

- The consultant will begin work with all state, regional, national extreme sport associations, event producers and other associations and businesses that could bolster the brand, finding out what would get them to invest in Beaver County.
- The successful applicant will build on past and current successes and develop new and innovative approaches to these existing events.

3. *Public/Private Amenities*

- Feasibility of facilities, marketing, management, and supporting amenities needed to support the implementation of the extreme/intense sports brand and subsequent private investment. The proposal shall clearly indicate the responsibilities of the public and private sectors and how these roles will achieve the stated purposes of this RFQ.

4. *Countywide site planning*

- Site planning (county-wide) to attract various private and public-sector investment, and business opportunities. The plan shall analyze the County's land make-up, including: federal, state, local, and private property to determine the development opportunities based upon current and future land based assets. The plan will show connectivity between all land assets and how they work together and how they will be developed to accomplish the branding effort of an extreme/intense sports destination.
- The plan will include development of non-sport related activities such as shopping, dining and entertainment, including plazas in Beaver City and Milford City.

5. *Business Plan*

- Create a Business plan to include: Debt service, management, staffing, revenue streams (naming rights, sponsorships, grants, etc.), capital improvements, expenses, and subsidies (if required) for the full implementation of the Product Development project.

6. *Public/Private Partnership Development Plan*

- Public/Private Partnership Development Plan: develop detailed plan and phasing that will attract various private and public sector investment..

7. *Marketing Plan*

- Detailed five-year marketing plan.
- Develop final brand focus.
- Develop master plan for advertising.

8. *Brand Messaging & Design*

- The look and feel of the developed brand.
- Key marketing messaging for tourism, economic development and community development.
- Taglines, headlines, sub-heads.
- Concept print ads, billboards, posters, pole banners, wayfinding, brochure covers, home page, social media pages.
- Ad placement, venues, etc.

Proposal Format & Requirements

- Number of site visits
- The consultant will prepare a final report for the product development team that will include a detailed implementation chart, key areas, responsibilities, timelines and accountability.

Timeline

- Proposals shall include a timeline, including milestones, to accomplish the scope of work
- The successful applicant will meet with the Product Development Team responsible for oversight of the brand and product development to further discuss the assignment and to establish expected outcomes of the assignment. During this initial meeting a schedule will be determined by the consultant and product development team for regular progress reports to ensure the timely development and delivery.

Time is of the essence and the successful applicant will be expected to begin work immediately upon award of contract.

Necessary Qualification

The successful applicant will be expected to have a high level of experience in tourism and destination development in order to lead the development of a new and fully integrated brand experience. Applicants shall include references and previous work experience as part of their proposal.

Submission Requirements

- Each section of the Scope of Work (items 1-8) shall be listed as a separate line item. Beaver County reserves the right to accept or reject individual line items.

- Submit to: Beaver County Clerk's Office
  PO Box 392
  Beaver, UT 84713
  Email: tmcmullin@beaver.utah.gov
  Proposals shall be submitted no later than 5:00 p.m. February 13, 2018

- If you have questions about this RFP please call Michelle Evans, Tourism and Outdoor Recreation Director 435.438.6482