



Park County

Department of Heritage, Tourism & Community Development

418 Main Street, PO Box 1373
Fairplay, Colorado 80440

Request for Proposals: Park County Tourism Marketing Plan

Background

The Park County, Colorado Department of Heritage, Tourism & Community Development is seeking proposals for the development of a sustainable, three-year tourism and marketing plan. The county is located in the center of Colorado within a two hour drive of the Front Range cities of Denver and Colorado Springs. Covering 2,200 square miles, the county consists of the largest of Colorado's three high altitude grassland 'parks' surrounded by mountain ranges, including five peaks over 14,000 feet in elevation. It has a population of approximately 16,000, with the largest town of Fairplay having a population of 600 people. It offers excellent hunting, fishing and outdoor recreation as well as rich ranching, mining and railroading history. Park County includes the South Park National Heritage Area, which has been directed by Congress to both protect and promote the natural, cultural, and recreational resources within its boundaries.

Proposals

Submit proposals via email to Linda Balough at lbalough@parkco.us before 5:00 PM Wednesday, November 18, 2015. Proposals should include a detailed budget and timelines for development and execution of the plan. A successful tourism marketing plan proposal will address the following:

- Research and evaluation, through empirical evidence, of the current image or impression of Park County as a travel destination by potential and existing visitors as well as the local community.
- Determination of the target market for Park County, including international markets, and the best methods for attracting that sector of the overall tourism market.
- A plan to develop a brand and enhance it in partnership with tourism-related businesses and organizations throughout Park County to maximize visitor experiences.
- A three-year strategy for marketing and public relations campaigns.
- Design of promotional materials, signage, and brochures that enhance the brand.

Questions

Questions can be directed to Linda Balough at lbalough@parkco.us or by phone at 719-836-4298.

This project is subject to funding availability.