



**ADDENDUM TO REQUEST FOR PROPOSALS  
PROFESSIONAL SERVICES**

*‘Explore Wilsonville’ Tourism Promotion and Development  
and Destination Marketing Services*

ORIGINAL ADVERTISEMENT DATE: August 21, 2019

ADDENDUM PUBLICATION DATE: September 16, 2019

**Summary of Changes**

1. The Title of the RFP is changed to add “and Development” for a revised RFP title of: “‘Explore Wilsonville’ Tourism Promotion and Development and Destination Marketing Services”
2. Page 5 of Section B. Scope of Work, is modified to add “Tourism Development Services” after Management Services:

**Tourism Development Services**

- Creating and strengthening partnerships and relationships with leading DMO agencies and other public- and private-sector organizations for the creation of products and packages that help to build an effective marketing strategy.
  - Networking with managers of local-area attractions, events and visitor/tourism services to produce or package new options that encourage overnight lodging in Wilsonville, especially during the slower “shoulder season months.”
3. Pages 16-18, APPENDIX A – Tourism Promotion and Development And Destination Marketing Desired Scope of Services: The name and content of Appendix A is modified to reflect the change in RFP title (adding “and Development”) and to include Tourism Development Services.
  4. Page 17, APPENDIX A – Tourism Promotion and Development And Destination Marketing Desired Scope of Services, C. Social Media Services, Management & Implementation section contained an error. The word “subcontractor” is in error and is stricken, with the word “contacts” substituted; the sentence was intended to read as: “Manage and direct the ‘day-to-day’ social media contacts.”

5. Page 18, APPENDIX A – Tourism Promotion and Development And Destination Marketing Desired Scope of Services, is modified to add “Tourism Development Services” after Management Services:

**Tourism Development Services**

- Work to create and strengthen partnerships and relationships with leading DMO agencies (including Clackamas County/Oregon’s Mt Hood Territory (OMHT), Washington County Visitor Association (WCVA) Travel Portland, Willamette Valley Visitors Association (WVVA) and Travel Oregon) and other public- and private-sector organizations for the creation of tourism products and packages that help to build an effective marketing strategy.
- Network with managers of local-area attractions, events and visitor/tourism services to produce or package new options that encourage overnight lodging in Wilsonville, especially during the slower “shoulder season months.”
- Promote and market new or improved tourism products and packages that result in increased lodging-property occupancy on a year-round basis.