

Request for Proposal

Regional Economic Analysis

January 15, 2017

Project Purpose: To analyze the economic relationships between the regional communities on Colorado's central western slope.

Targeted Outcome: Supported specific detail of financial interdependencies, contributions and benefits for each community and economic driver.

- Communities include but are not limited to Telluride, Mountain Village, Montrose, Norwood, Ouray and Ridgway.
- Economic drivers include but are not limited to tourism, air service, employment, retail sales, professional services, development/construction services and supply, recreational and entertainment amenities, special events and affiliated, and others as to be determined in the course of study.

Background

The communities listed in this RFP have a mutual economic relationship, each providing drivers and services to the revenues that flow through the region. In brief:

Montrose acts as a hub for the region, providing employees, services, wholesale and retail shopping sectors, as well as a destination with a share of tourism traffic staying in Montrose for attractions there and in the area.

Telluride/Mountain Village, Ouray and Black Canyon National park bring significant tourism traffic to the region, driving corresponding industries and employment.

Ridgway and Norwood provide a combination of employees, services and attractions/visitation.

Regional partnerships play various roles including Colorado Flights, driving economic growth through increased air access and destination marketing, the regional Dispatch Center, providing emergency services and coordination, Colorado's Region 10 economic development programs, a burgeoning push for a regional RTA, and others.

Overall, there is a heavy flow of tourists, residents, employees, services and revenues moving between communities, creating a broader, interdependent regional economy.

Outcome & Deliverables

For the purposes of overall economic planning and development, transit forecasting and development, air service and airport development, partnerships and participation in a variety of multi-community

economic efforts, we are seeking to determine reasonably specific data as it relates to the Background information above.

Key deliverable targets will include:

- Determine the economic benefit to the region, broken out by community, for tourism traffic arriving by both air and vehicle, winter and summer.
- Determine the economic benefit of the total and supported air service into the region for all communities.
 - Determine the benefit of aviation related services
- Determine the level of individual employment in the tourism destinations (Telluride, Mountain Village, Ouray) from regional communities including Montrose, Norwood, Ridgway and potentially Ouray, along with overall economic benefit to those communities.
- Determine the economic benefit of pass-through and stay-in tourism traffic in Montrose, Norwood and Ridgway.
- Determine the amount of commercial spending from the tourism destinations for professional services in or from Montrose.
- Determine the amount of individual spending by full and part-time residents of the tourism destinations in Montrose, Ridgway and Norwood, along with overall economic benefit.
- Determine recreational and experiential traffic and cross-spending between regional communities.

Assets

The communities and stakeholder organizations have an array of top-line data pertaining to both local residents and visitors to the region.

A sample of assets include:

- Visitor quantities and demographics, winter and summer
- Air passenger data, including outgoing and incoming quantities and markets
- Lodging occupancy and population cycles
- Survey data offering customer spending, behaviors and trends
- Potential road traffic quantities and patterns
- Historic tax revenues for each community

Much of the specific community-interrelated data will need to be discovered in the process of this study, and can be outlined through the mutually determined scope of work.

Scope of Work

The scope will ultimately be determined in conjunction with the engaged firm. It will include gathering and processing any information pertinent to the deliverable targets above.

Process Schedule

Proposals are due no later than February 10, 2017.

- Questions and requests for information are welcome up until that date.

Final selection and notification will take place by February 17, 2016.

Contingent on data acquisition cycles and seasonality, target delivery of final project will be no later than 6 months from contract date, as to be mutually determined.

Award Evaluation

Firms with work in the same or similar field, region or industry will be given preferential consideration.

Requirements for Proposal

Entire proposal shall not exceed 20 pages, plus attachments (standard font and spacing).

Please include, but not limited to:

- Summary of proposed solution
- Strategic approach
- Research & development plan
 - List of tasks
- Outline of deliverables
- Timeline
- Proposed budget: Estimated range \$50,000-\$75,000
- Experience
 - Three directly related examples of prior work

Contact Information

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