



Mystic Country

Eastern Connecticut Regional Tourism District
Request for Proposal
Regional Non-profit Partner

PURPOSE:

The Eastern Connecticut Regional Tourism District (ERTD) is seeking a non-profit organization presently engaged in the tourism industry (e.g. Chamber of Commerce, Arts Council, Council of Government, Municipality) and whose primary purpose is conducting tourism marketing to assist the ERTD in carrying out the organization's administrative, fiscal and marketing operations for the 2022 and 2023 Fiscal Years. The successful organization shall be located within one of the forty-one (41) member municipalities of the ERTD.

BACKGROUND:

The Eastern Connecticut Regional Tourism District (ERTD) was established under Sec. 10-397 of the Connecticut General Statutes. Membership in the ERTD consists of the following municipalities: Ashford, Bozrah, Brooklyn, Canterbury, Chaplin, Colchester, Columbia, Coventry, East Lyme, Eastford, Franklin, Griswold, Groton, Hampton, Killingly, Lebanon, Ledyard, Lisbon, Lyme, Mansfield, Montville, New London, North Stonington, Norwich, Old Lyme, Plainfield, Pomfret, Preston, Putnam, Salem, Scotland, Sprague, Sterling, Stonington, Thompson, Union, Voluntown, Waterford, Willington, Windham and Woodstock.

The mission of the ERTD is to stimulate economic growth by promoting and marketing the region and its forty-one (41) member municipalities as a premier leisure, business and travel destination.

SCOPE OF SERVICES:

The selected non-profit partner will report to the Chair of the Board of Directors of the ERTD and will be responsible for the following, including but not limited to:

- Providing supportive services such as office support, bookkeeping, communications and correspondence, board support, marketing, and other reporting requirements; sending agendas and announcements in accordance with proper notice requirements and taking minutes at ERTD meetings
- Responding to Connecticut Office of Tourism requests including: group sales, bus tours, conferences, ambassadors; and Public Relations inquiries from traditional media and online influencers
- Drafting social media and editorial content; overseeing brochure distribution; attendance at meetings and trade shows; familiarization tours and industry updates;
- Keeping stakeholders informed about ERTD activities and provide information to the public regarding regional tourism



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- Catalog and update as necessary, both still and video photography owned by the ERTD, ensuring that we have talent releases for any individuals shown in them
- Catalog and store ERTD property

REQUIRED INFORMATION:

The following information, at a minimum, shall be submitted:

- Non-profit name, mailing address, phone number, and main contact's name, title, email address and direct phone number
- A brief description of the company's structure and capabilities
- List of services provided in-house and services provided by outside consultants. Provide a brief description of these outside consultants, their roles and capabilities
- Describe your approach and process for regional tourism marketing
- Describe your process and approach working with local stakeholders such as local businesses, Chambers of Commerce, historical, cultural and arts institutions, etc.
- Relevant example materials of work produced by respondent
- Three references

REVIEW AND SELECTION:

The Selection Committee (the Committee) will consist of the Executive Committee of the ERTD. The Committee will check responses against the evaluation criteria provided below. Responses not meeting all mandatory criteria will not be considered for review. The recommendation of the Committee shall be subject to the approval of the ERTD Board of Directors.

ACCEPTANCE OF RESPONSES:

This RFP is not a binding agreement to purchase services. Responses to this RFP are assessed in light of the qualification review criteria. Qualified respondents will be notified of their selection to complete the RFP process. Respondents not selected will also be notified.

SUBMISSION:

An original and eight (8) copies of the sealed response must be received by 12:00 p.m. (noon) on Tuesday, June 1, 2021 . Proposals shall be submitted via mail (USPS or overnight carrier), hand delivery, or electronic mail (only one [1] copy original for email, but must be received in a non-editable format) to:

James V. Bellano
Executive Committee Chair
Eastern Connecticut Regional Tourism District
c/o Windham Town Hall
979 Main Street, Willmantic, CT 06226
jbellano@windhamct.com
860-465-3062



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Late proposals will not be considered.

SELECTION CRITERIA*:

Submissions will be reviewed by the Committee. The Committee seeks to partner with a non-profit partner they deem will be the most successful in carrying out the mission of the ERTD.

Selection criteria will include:

- The organization's reputation and familiarity, and experience in promoting regional tourism;
- Capacity of the organization to manage administrative, fiscal and marketing responsibilities noted in this RFQ; and
- Experience and qualification of personnel assigned.

*The ERTD reserves the right to amend or to cancel this RFP.

INQUIRIES:

All inquiries related to this RFP are to be directed, in writing, to:

James V. Bellano
Executive Committee Chair
Eastern Connecticut Regional Tourism District
jbellano@windhamct.com