



**Request for Proposals (RFP):
Strategic Planning Consultant Services for Discover Gloucester**

I. Introduction

Discover Gloucester, the official 501(c)6 non-profit Destination Marketing Organization (DMO) for Gloucester, MA, invites experienced Strategic Planning Consultants to submit proposals for providing strategic planning services. Our goal is to develop a comprehensive and actionable strategic plan that aligns with our vision for promoting and enhancing Gloucester's tourism industry over the next 5-10 years, meeting the needs of our partner businesses, the City of Gloucester, and community.

II. Project Overview

The consultant will collaborate with Discover Gloucester and City of Gloucester officials to create a strategic plan that addresses current challenges, leverages opportunities, and sets a clear direction for the growth and development of the promotion of tourism in Gloucester over the next 5-10 years.

III. Scope of Work

The consultant will be responsible for:

- Conducting a thorough analysis of the current tourism market, including trends, challenges, and opportunities specific to Gloucester.
- Facilitating stakeholder meetings, workshops, and interviews with key Discover Gloucester members, city officials, business owners, and community representatives.
- Developing strategic goals, objectives, and actionable plans that align with Discover Gloucester's mission and vision, leveraging and/or identifying opportunities for an organizational success.
 - Strategic planning needs to consider the seasonality of our tourism economy, as well as our two built in audiences: partner businesses and consumers/ visitors.
- Identifying key performance indicators (KPIs) and metrics for measuring the success of the strategic plan.
- Delivering a comprehensive strategic plan document, including an executive summary, detailed strategies, implementation timeline, and budget estimates.

IV. Proposal Requirements

Proposals should include:

- Firm's background and experience in strategic planning, particularly in the tourism sector or related fields.
- Approach and methodology for strategic planning, including stakeholder engagement.

PO Box 915
Gloucester, MA 01930
(978) 675-1818

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- Overview of the project team and qualifications of key personnel.
- Case studies or examples of previous strategic planning projects.
- Proposed timeline and detailed budget with cost breakdown.
- References from past clients.

V. Budget Considerations

Discover Gloucester has allocated a budget of \$20,000 for this project. Proposals should provide a detailed budget breakdown that falls within this range, including any additional costs that may be incurred during the project.

VI. Project Timeline

Outreach and Strategic Plan development should take place between February-May 2024 with all project outcomes due and invoices due no later than May 31st, 2024.

VII. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and proven track record in strategic planning.
- Understanding of the tourism sector and its unique challenges and opportunities.
- Quality and clarity of the proposed approach and methodology.
- Qualifications and expertise of the proposed team.
- Overall cost-effectiveness of the proposal.
- References and client feedback.

VIII. Submission Details

Questions due by February 2nd (Contact Information in section IX). Proposals must be submitted by February 9, 2024 to tess@discovergloucester.com. Late submissions will not be considered. Selection will be made by February 16, 2024 and applicants notified.

IX. Contact Information

For any queries related to this RFP, please contact:

Tess McColgan, Executive Director

tess@discovergloucester.com

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