



REQUEST FOR PROPOSALS

Oregon's Mt. Hood Territory Illustrated Things To Do Map

Clackamas County Tourism - Oregon's Mt. Hood Territory
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Oregon City, OR 97045
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ABOUT CLACKAMAS COUNTY TOURISM and OREGON'S MT. HOOD TERRITORY

Clackamas County Tourism (CCT) is the Destination Organization for Clackamas County, branded as [Oregon's Mt. Hood Territory](#). Clackamas County Tourism work includes promoting responsible travel to and within the destination to optimize economic impacts from tourism in our communities. We consider our destination from the perspectives of visitors, residents and tourism businesses while considering the impacts of visitation on place. Our work aims to contribute to a vibrant and welcoming destination with a thriving tourism economy that benefits the natural environment.

Mt. Hood Territory falls into three of Oregon's seven regions, which means CCT represents three distinctive visitor experiences: Mt. Hood area with strong outdoor recreation; the farms and wineries of the Willamette Valley; and the urban area just outside Portland with vibrant main streets, art and food all bordering the Willamette River. Mt. Hood Territory covers a large and diverse geographic area and includes 13 unique cities/communities. Some areas of the county are dense population and business centers, while others are large uninhabited natural areas.

BACKGROUND

CCT provides a suite of printed visitor information including an annual Travel Planner magazine, a Things To Do Map brochure, and other niche brochures as needed. Many of these brochures need to be regularly updated by our team in-house and some are designed in-house. Travel Planners are provided directly to potential visitors through online orders to inspire trip planning. Other brochures also serve as an in-destination resource for visitors, with many distributed at brochure racks in hotels and visitors centers throughout the state, as well as serving as a resource for area businesses and visitor-facing staff to provide recommendations to their guests.

OBJECTIVES

We are seeking a qualified artist/design contractor who can provide illustration and design services for the Things To Do Map brochure, including an illustrated map of our destination. This popular in-destination brochure plots roughly 100 points of interest in Mt. Hood Territory, arranged by city. The brochure includes a large area dedicated to the map, plus business listings and photos for all included



attractions in a multi-fold format. This is a visual redesign of a popular existing piece, so an example will be provided for function.

The brochure and map design should provide visual inspiration and represent Mt. Hood Territory as a destination. Style of the piece should fit within our overarching brand style (style guide will be provided). The map should include major highways, rivers and cities in Mt. Hood Territory in a visually stylized yet to-scale format. Additionally, the map should include illustrated iconography to bring the character of the destination to life.

The primary application of the map element will be the Things To Do Map brochure, but we will also want the map provided as a separate file for use across other pieces designed in-house. Because CCT will be using this map across various applications, the map should be provided as a basic base map with an enhanced library of iconography that can be included or removed from the base map depending on the placement of the map. The iconography should be uniquely designed to represent Mt. Hood Territory as a destination and will include a variety of visitor experiences from all seasons of outdoor recreation to farm experiences, historic sites and downtown main streets.

The map will be used across various print and digital applications. The base map should be able to be read at a scale as small as a 4x9 rack card, with high-res design files provided that can be used for large print applications. The complete Things To Do Map brochure should be provided in a print-ready file, as well as in a native editable file so that our internal team can make updates to listed businesses for reprinting as needed.

SCOPE OF WORK

Contractor to Provide

- Design services for Things To Do Map brochure including illustrated map and accompanying business listings for roughly 100 points of interest, in a folded map brochure layout format.
- Design and illustration services for an illustrated map with customizable elements.
- At least three rounds of edits based on client feedback (client will work with designer to determine when in the creative process edits should take place).

Clackamas County Tourism (Client) to Provide

- List of points of interest and business information for brochure
- Samples of existing collateral (including past Things To Do Map) for reference
- Mt. Hood Territory brand style guide for reference
- Timely feedback and collaboration

Deliverables

- Print-ready Things To Do Map brochure
- Illustrated map with full rights owned by Clackamas County Tourism for use in print and digital media and merchandising



- Final files including high-resolution editable vector design files. Final files for map should be easily customizable with which icons our team will want included in specific applications. Final files for brochure should be prepared for our team to edit internally for reprints as needed.
- Note: Printing/merchandising is NOT included in this project scope and will be completed by client with full rights to design

PROPOSALS

To submit a proposal please respond to the following.

- Why are you interested in this project?
- Please provide 2-3 samples of your visual style with a brief description of the work. Should be relevant to this project, but does not need to be client design work.
- Describe the process you would use to complete the project including timeline, revisions and communication with the client.
- Provide your budget for this project, including a detailed billing structure (hourly fee or bundled cost for project, charge for revisions etc.)
- Provide 1-2 references with contact details.

Proposals can be sent to Ithaca Janzen at ithaca@mthoodterritory.com. Proposals must be received by 5pm Monday, April 24, 2024.

Selected respondent will be notified by May 2.

Work to be completed by July 31, 2024.

QUESTIONS?

Send any questions to ithaca@mthoodterritory.com