

**Cache la Poudre River National Heritage Area
Management Plan – Interpretive Plan Component
RFP questions as of August 11, 2011**

Are fifteen hard copies of the proposal really necessary?

Yes. Each member of the PHA Board will need a hard copy of the proposal to review.

Will you also require fifteen hard copies of work samples?

No. Three hard copies and 15 CD's will suffice. If work samples are available online, then just provide a link to the site where the work can be accessed.

Will there be a posting of all questions from all potential bidders somewhere?

Yes. This document serves that purpose.

The 2002 Draft Interpretive Plan emphasizes the importance of developing a marketing strategy among its goals. Is it safe to assume that this is still a priority?

Yes. Marketing is a key component, so include in your proposal, and plan to do at least some original research on the topic.

Have demographic studies or visitor studies of the NHA been completed? Has the PHA done any visitor/demographic analysis in developing its visitor center and programming?

Not much demographic or visitor traffic analysis has been done. Depending on the cost, a demographic/marketing/economic impact study for the whole area would be desirable.

The (PHA) website mentions a Traveling Guide due out in 2007 – was that published and is it still in circulation? (<http://www.fortnet.org/PRHerCor/projects.htm>)

Yes. A guidebook was just completed and is currently available for use.

Was the public engaged in the development of the Draft Interpretive Plan? Have the interpretive themes it proposed been shared with the public?

At least one public input meeting in each affected county will be necessary. Public input meetings for the interpretive plan may also be held concurrently with remaining outreach efforts associated with the broader management plan process.

The RFP doesn't include a budget; how much can the PHA spend on this project?

There is quite a bit of background information in the draft plan, so the PHA does not anticipate that a basic interpretive plan would take much time or be very expensive. However, very little demographic, marketing or economic analysis has been done in the heritage area. This is where the PHA anticipates the majority of the time and expense to come into play.

If possible, please provide a range of end products and subsequent fees for the Board to choose from. The low end might include a document that, in addition to the interpretive content, includes some demographic and economic research, whereas something higher end might include a closer look at the actual visitor traffic within the heritage area – maybe to include original research and a visitor survey at key points along the river.

The Board may anticipate fees in the range of \$5k-15k for something basic, \$15k-25k for something that generally addresses marketing, visitor traffic and economic impact, and \$25k on up for something higher end that would more thoroughly accomplish the marketing strategy objective and fill the research void we have in terms of visitor traffic and overall economic impact to the area.