



Gilpin County, Colorado Request for Proposal (RFP)

Tourism Marketing & Advertising Services

Unincorporated Gilpin County

Proposal Deadline: August 31, 2026

Questions can be submitted to Melanie Bleyler, mbleyler@gilpincounty.org.

I. INTRODUCTION

Gilpin County is inviting proposals from qualified marketing and advertising firms to provide tourism promotion services for **unincorporated Gilpin County**.

Gilpin County is located approximately 35 miles west of Denver and is known for its historic mountain communities, outdoor recreation opportunities, and proximity to the Front Range. While gaming is a major economic driver within incorporated municipalities, this RFP focuses on promoting the unique assets, experiences, and businesses located in **unincorporated areas of the County**. Learn more on the Gilpin County website, gilpincounty.colorado.gov.

The selected firm will report to and collaborate closely with the **Gilpin Advertising Panel (GAP)**, an advisory body supporting tourism marketing efforts funded through lodging tax revenues.

For the first contract year, GAP has identified a priority focus on:

- Strategic planning and brand development
- Content creation and storytelling
- Foundational marketing direction

The anticipated annual budget for these services is approximately **\$40,000**, subject to annual appropriation.

II. PROJECT OBJECTIVES

The County seeks a marketing partner to:

- Establish a **clear, cohesive tourism strategy** for unincorporated Gilpin County
- Develop compelling **place-based storytelling and content**
- Increase awareness of Gilpin County as a destination for:
 - Outdoor recreation
 - Heritage tourism
 - Arts, culture, and local businesses
- Support **sustainable and responsible tourism** aligned with community values
- Build a scalable foundation for future tourism marketing efforts

III. SCOPE OF SERVICES

The selected contractor will provide services including, but not limited to:

A. Strategic Planning

- Develop a **comprehensive tourism marketing strategy**
- Define target audiences and key markets (e.g., Front Range visitors)
- Establish brand positioning, messaging, and tone
- Identify key performance indicators (KPIs) and success metrics
- Recommend phased implementation aligned with budget

B. Content Development

- Create a **content strategy and editorial calendar**
- Develop high-quality content such as:
 - Photography and short-form video
 - Written storytelling (blogs, itineraries, guides)
 - Social media content
- Highlight:
 - Outdoor recreation (trails, scenic areas)
 - Events and seasonal activities
 - Local businesses and experiences

- Coordinate with local creatives when feasible

C. Brand & Messaging Development

- Establish a **destination brand identity**
- Ensure consistent messaging across all platforms
- Incorporate responsible tourism messaging

IV. SUBMITTAL REQUIREMENTS

Proposals must include the following:

1. Letter of Transmittal

Include:

- Firm name, address, and contact information
- Authorized representative
- Statement of understanding of the project
- Commitment to perform services
- Signature of authorized individual

2. Firm Qualifications

- Years in business
- Experience with tourism marketing and/or rural destinations
- Experience working with local governments or similar entities

3. Technical Proposal

Provide a detailed response including:

a. Project Understanding

Demonstrate understanding of:

- Gilpin County's unique characteristics
- Challenges and opportunities for tourism

b. Methodology

- Approach to strategy development

- Approach to content creation
- Approach to working within a limited budget

c. Management Plan

- Project team and roles
- Communication approach with GAP and County staff

4. Relevant Experience

- Recent experience with similar projects
- Experience with rural or mountain destinations preferred
- References with contact information

5. Cost Proposal

Provide:

- Total proposed annual cost (not to exceed budget)
- Breakdown by service category (strategy, content, web, media)
- Hourly rates (if applicable)
- Optional services clearly identified

V. EVALUATION CRITERIA

Proposals will be evaluated in accordance with Gilpin County procurement policy using the following criteria:

Criteria	Weight
Understanding of project	20%
Methodology and approach	15%
Experience and qualifications	15%
Management plan	10%
Creativity and innovation	10%
Cost	20%

Criteria	Weight
Woman/minority-owned business preference	5%
Local/Colorado preference	5%
Total	100%

VI. SUBMISSION INSTRUCTIONS

Proposals must be submitted electronically to:

Melanie Bleyler, mbleyler@gilpincounty.org

Subject line: “RFP – Gilpin County Tourism Marketing Services”

Deadline: **August 31, 2026 at 11:59 p.m.**

Late submissions will not be accepted.

VII. SCHEDULE OF ACTIVITIES

Activity	Date
RFP Issued	June 25
Question Deadline	July 25
Proposal Due	August 31
In-person or virtual meetings with selected first-round organizations	Week of September 14
Award	October 19
Project Start	November 2

Questions can be submitted to Melanie Bleyler, mbleyler@gilpincounty.org. Answers will be posted on the [Gilpin County website RFP page](#) as well as BidNet.

VIII. TERMS AND CONDITIONS

- Gilpin County reserves the right to reject any or all proposals
- The County may negotiate scope and cost with the selected firm
- This RFP does not obligate the County to award a contract
- All proposals are subject to the Colorado Open Records Act (CORA)
- The selected contractor must comply with all County contracting requirements

IX. CONTRACT

The selected firm will enter into a Professional Services Agreement with Gilpin County. The contract term is anticipated to be **one (1) year**, with potential renewals based on performance and funding.

X. ADDITIONAL CONSIDERATIONS (OPTIONAL BUT RECOMMENDED)

You may include proposals for:

- Phased implementation aligned with budget constraints
- Leveraging partnerships (regional tourism, chambers, etc.)
- Grant or co-op marketing opportunities