

REQUEST FOR PROPOSALS: REGIONAL EXPERIENTIAL ROUTE

Agency Description: Texoma Council of Governments (TCOG) is a voluntary association of local governments in Cooke, Fannin, and Grayson Counties that works directly with citizens and local jurisdictions to improve and advance economic vitality and quality of life in Texoma. In collaboration with our public and private sector partners, TCOG delivers various programs and services designed to support the health, welfare, and future of our citizens, our communities, and the region as a whole.

To this end, TCOG employees work hand-in-hand with elected officials and community leaders to develop sustainable and economically viable community and regional development solutions. This includes serving as the Economic Development District for Texoma (EDD), a designation awarded by the U.S. Department of Commerce Economic Development Administration, working to engage the region in comprehensive economic development planning to strategize for growth in our area.

Project: TCOG is interested in creating an experiential regional highlight plan for Cooke, Fannin and Grayson counties, in addition to the agency's member cities located in the Texoma area. The plan will feature an **ESRI StoryMap, which should include a combination of:**

- **Text**
- **Interactive mapping**
- **Other multimedia content**

of the region that spotlights cities, their unique stories and important landmarks. In addition, the plan will provide an ecotourism "day trip guide" to the region, including seasonal scenic stops, communities and their individual sources of pride. Businesses would be highlighted, along with any historical elements. The final product would include a website that would encourage regional tourism. The region already utilizes projects such as Visit Bonham, Discover Denison and Texas Lakes Trail Region. While these offerings are helpful, they do not necessarily encompass smaller communities and spotlight slower, scenic rural life. This plan should essentially build upon existing marketing efforts, but on a geographically smaller scale.

In addition, Texoma EDD is responsible for a regional Comprehensive Economic Development Strategy (CEDS). This new marketing plan will be produced to follow the most recent CEDS, specifically the "formation of regional initiatives to promote economic diversification."

Purpose: The purpose of this project is to assist cities and counties to bring attention to the assets rural communities have to offer, and to encourage day tourists to visit Texoma.

Schedule and Deliverables: It is expected that the project would take 3-4 months to complete, with work commencing in August/September 2020 upon contract award and concluding by December 15, 2020. The process should include some in-person meetings, as well as occasional conference calls and community surveys.

Instructions: Please submit a simple scope of work, timeline and fee estimate (not to exceed \$40,000.00) to Molly Guard, GIS & Planning Program Manager, mguard@texoma.cog.tx.us, no later than August 24, 2020. For questions, call 903-813-3527.