



REQUEST FOR PROPOSALS FOR A PART-TIME TOURISM DIRECTOR

MAY 15, 2023

The Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP) unites the chief executives from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Ontario, Pennsylvania, Québec and Wisconsin. The Governors and Premiers work as equal partners to grow the region's \$6 trillion economy and protect the world's largest system of surface fresh water. GSGP manages two partnerships aimed at increasing tourism to the Great Lakes St. Lawrence region—Great Lakes USA (GLUSA) and Cruise the Great Lakes (CTGL).

GLUSA conducts international marketing and sales for the member States in the United Kingdom and Ireland, and the German-speaking countries of Germany, Austria and Switzerland. CTGL is the region's cruise marketing partnership. CTGL is a collaboration of the region's States, Provinces and partners working together to grow regional cruising. Its mission is to promote cruising in the region through an optimized and unique brand targeted towards current and potential passengers.

Each program is overseen by a board consisting of representatives from each of the participating member States and Provinces. Each program also has a fee-based partnership program open to interested organizations (e.g. Conventions and Visitors Bureaus; Cruise Ship Operators; and Ports).

For more information on GLUSA and CTGL, visit:

<https://greatlakesusa.co.uk/>
<https://www.greatlakes.de/>
www.cruisethegreatlakes.com

GSGP is now accepting applications for an independent contractor who will serve as a part-time tourism director who would help lead GSGP's tourism programs, including GLUSA and CTGL. **All proposals must be submitted by email to gsgp@gsgp.org by June 15, 2023.**

GENERAL REQUIREMENTS:

First operational contract duration: July 1, 2023 – June 30, 2024

Option to renew beyond first year: Four consecutive one-year options to renew operational contract, subject to the evaluation of contract performance and budgets.

Total anticipated duration: July 1, 2023 – June 30, 2028

The annual contract will be for US\$50,000 for the first year, with the potential for adjustments in year two and beyond. This amount represents all monies to be paid for services. The Conference will separately pay any travel costs subject to prior approval by the Conference’s Executive Director.

SCOPE OF SERVICES:

- Create and coordinate GLUSA and CTGL programs with GSGP staff, participating member States and Provinces, Preferred Partners and other partner organizations.
- Create, coordinate and oversee implementation of the marketing programs of GLUSA and CTGL in collaboration with partner organizations such as Brand USA and existing contractors.

GLUSA: TMR—Germany, Switzerland, Austria
Cellet—United Kingdom, Ireland

CTGL: Stevens Advertising, Clark Communications

- Working with the Chairs of both organizations as well as any sub-committees, develop agendas and organize in-person and virtual meetings for both organizations.
- Working with the Chairs of both organizations and the boards, develop marketing strategies; and, budgets that reflect both the revenues received from members and partners as well as the expenditures of these funds to advance the strategies developed by the organizations’ boards.
- Support strategies to earn media coverage including serving as spokesperson, as appropriate, at events and in response to media inquiries.
- Research, apply for and manage any grant proposals.

QUALIFICATIONS:

GSGP is seeking an individual or firm with the following:

- Minimum 5 years of tourism marketing experience.
- Demonstrated effectiveness of programs for current or previous travel clients.
- Familiarity with the Great Lakes region, international tourism marketing and cruise marketing.
- Experience organizing and facilitating in-person/virtual board meetings.
- Experience and ability to work within the Great Lakes community in the travel and tourism field and have the necessary network of contacts to initiate and implement this program.
- All work will be done in English. French and German language skills would be advantageous.

ELEMENTS OF PROPOSAL:

Submissions must include:

- Description of your business including:
 - General overview and years in business;
 - Number of full and part-time employees and consultants/contract employees by functional area (if not a solo practitioner);
 - List of clients for the past three years indicating those that are current and length of relationship for all; and,
 - Contact person for this RFP including mailing address, phone and email.
- Organization's capabilities as they relate to overseeing and coordinating GLUSA's and CTGL's marketing programs.
- Provide examples of related work. Outline the key goals, objectives, and outcomes. If other than a solo practitioner, indicate who from your organization was responsible for the project.
- Resumes for any and all individuals who would be working with GSGP. If other than a solo practitioner, clearly identify the person who will have primary responsibility for managing the account and the person who will be the primary day-to-day contact with the GSGP team.

EVALUATION CRITERIA AND SELECTION PROCESS:

Proposals, excluding any resumes, should be no more than 10 pages including supporting exhibits. Materials exceeding this limit will not be considered. **All proposals must be submitted by email to gsgp@gsgp.org by June 15, 2023.**

Proposals will be evaluated based upon:

- Demonstrated ability to perform all required services;
- Relevant experience;
- Demonstrated results; and,
- Overall quality of the submission.

GSGP will conduct virtual interviews with finalists during the week of June 15 and notify the successful candidate or firm during the week of June 22. Work under contract will begin on July 1.

No phone or email inquiries during the application or selection process.