



TOWN OF RIDGWAY REQUEST FOR PROPOSAL VISITOR AND BUSINESS ENGAGEMENT

INTRODUCTION

Notice is hereby given that the Town of Ridgway will accept proposals from qualified and experienced consultants to serve in an independent contractor capacity on behalf of the Town of Ridgway to strengthen communication and collaboration among visitors, local businesses, and regional partners.

SCOPE OF SERVICES

The Town is seeking a consultant to serve as the connector between the Town, visitors, and local businesses in an effort to ensure that people can easily find accurate, welcoming information about Ridgway's shops, restaurants, events, and things to do. The selected consultant will be expected to support local businesses and event organizers and take part in Town marketing efforts to reach visitors effectively. The Town anticipates an annual budget of approximately \$25,000 to complete the full scope of services listed below. Any amount is subject to annual appropriation by the Ridgway Town Council.

a. Visitor Engagement and Information Management

- i. Distribute visitor information materials (e.g., maps, rack cards, itineraries, etc.) created by the Town or its marketing contractor at key locations around the community, such as Town Hall, businesses, and lodging providers.
- ii. Check materials quarterly to ensure displays are stocked, current, and in good condition.
- iii. Coordinate with Town staff when restocking or updates are needed.
- iv. Respond to visitor inquiries by phone, email, or in person, providing accurate and welcoming information about Ridgway attractions and businesses.

b. Business Outreach and Engagement

- i. Promote the Town's business directory and help businesses verify or update their listings through Town-approved channels.
- ii. Conduct biannual outreach (spring and fall) to share tourism updates, key event information, and cooperative marketing opportunities.
- iii. Encourage participation in Town-approved tools such as the Localist event calendar and visitor newsletter.

- iv. Facilitate shared promotional opportunities by engaging businesses to gauge interest, assemble participant lists, and help gather content and details for coordinated campaigns or themed promotions.
- v. Share local content leads—such as stories, photos, or highlights—for use by the Town’s marketing contractor.
- vi. Help organize at least one annual business engagement session or mixer to build relationships and promote collaboration.

c. Calendar and Event Coordination

- i. Serve on the county-wide calendar work group, collaborating with the Town of Ridgway, the City of Ouray and other stakeholders to improve coordination and calendar usability.
- ii. Act as Ridgway’s liaison for event listings on the Localist calendar, sharing updates and supporting event organizers as needed.
- iii. Assist organizers with event listings by sharing tips or brief help sessions.
- iv. Review and approve new Ridgway event submissions.

d. Coordination, Reporting, and Collaboration

- i. Attend quarterly coordination meetings with Town staff and the Town’s marketing contractor and maintain communication between meetings via email or brief check-ins as needed to ensure alignment.
- ii. Submit a concise semiannual report summarizing business outreach, visitor engagement, and calendar participation.
- iii. Recommend simple improvements to visitor information, business communications, or calendar participation.
- iv. Provide verified content leads (i.e., events, business stories, or photos) for use by the Town’s marketing contractor.

e. Optional Task: Visitor Center Activation

If directed by the Ridgway Town Council, the contractor may also support limited operations of the Ridgway Visitor Center, located at 150 Racecourse Road, as follows:

- i. Refresh visitor information displays inside the facility.
- ii. Coordinate limited volunteer support during peak visitor months.
- iii. Assist with scheduling of the adjacent community meeting room consistent with Town policy.
- iv. Maintain the appearance and accuracy of visitor information and signage.

Proposers may include an optional cost proposal for this function, to be considered if the Visitor Center task is activated by the Town Council.

KEY QUALIFICATIONS

Key qualifications are as follows:

- Strong knowledge of Ridgway’s business, creative, and visitor community, and commitment to supporting its character and values.
- Proven ability to build relationships and communicate effectively with local businesses, event organizers, and regional partners.
- Experience in community engagement, small-business outreach, or tourism marketing.
- Excellent organization and follow-through, able to manage outreach, reporting, and coordination independently.
- Familiarity with basic digital tools (e.g., email newsletters, online calendars, Google Workspace, etc.) and comfort learning new platforms such as Localist.
- Clear, friendly, and professional written and verbal communication skills.

SUBMITTAL REQUIREMENTS

Proposers shall submit one (1) paper copy printed double sided and one (1) electronic copy of the proposal in a sealed envelope, clearly marked with “Visitor and Business Engagement”, no later than 4:00 p.m. MST on Friday, January 23, 2026 to:

*Town Clerk’s Office
PO Box 10
201 N Railroad Street
Ridgway, CO 81432*

Proposers shall include the following information:

- A. **Brief Letter of Interest:** Provide a brief letter of introduction stating your interest and understanding of the scope of services.
- B. **Capabilities and Experience:** Provide specific information regarding your experience and capabilities on similar projects or related services.
- C. **Cost of Services:** Provide an itemized list of costs for the work, requirements, and obligations listed or contemplated in the Scope of Services section of this Request for Proposal (RFP).

TIMELINE

Identified below are the milestone dates associated with this project (subject to change).

<i>RFP Issued:</i>	<i>Monday, December 22, 2025</i>
<i>Proposal Due Date:</i>	<i>Friday, January 23, 2026</i>
<i>Selection and Notice of Award:</i>	<i>Wednesday, February 11, 2026</i>
<i>Contracting:</i>	<i>Week of February 16, 2026</i>
<i>Project Commencement:</i>	<i>Week of February 23, 2026</i>

SELECTION PROCESS

The Town's review of proposals will focus in general on the expertise, experience and understanding of the scope of services as evidenced by the consultant team.

ADDITIONAL INFORMATION

The Town intends to select one (1) consultant to provide the services described herein. The Town reserves the right to accept or reject any or all proposals, to waive any and all informalities and to negotiate contract terms with the successful proposer, or to accept the proposer for the contract, which in its judgement best serves the interest of the Town, and the right to disregard all non-conforming, non-responsive, or conditional proposals.

The Town will work to honor confidentiality requests to the extent possible and reasonable. If you feel certain aspects of your proposal are proprietary in nature, please clearly indicate those specific components in the submittal.

For more information about the Town of Ridgway, please visit <https://townofridgway.colorado.gov/>.