

Uniquely Idaho: Rural Tourism and Business Development Partnership Opportunity

Request for Qualifications

POSTMARK DEADLINE: February 1, 2007

SEND TO: Uniquely Idaho RFQ
c/o Idaho Commission on the Arts
P.O. Box 83720
Boise, Idaho 83720-0008

PURPOSE

A committee representing the various federal and state agencies whose logos appear at the end of this RFQ are seeking to identify ways to stimulate cultural/historic/agricultural tourism in Idaho. The purpose of this RFQ is to identify a collaborative project in one region of rural Idaho that will demonstrate an effective way of promoting cultural tourism in a model that might be replicated elsewhere in Idaho. If you are interested in working with the committee to find innovative ways to increase cultural tourism in your region, we invite you to apply by following the guidelines below.

The committee is looking for an RFQ from a diverse regional coalition that might consist of those in management operating locally, representing federal, state and local (city & county) governments, tourism, tribes, business, economic development, education, cultural organizations, faith community, and/or non-profit organizations. The proposed project could include (but not limited to) identification of the agricultural, cultural and/or historical tourism opportunities (assets) of your region, assistance in the development of those assets such as training in small business start-up, customer service, creating tourist-friendly facilities, etc., and marketing efforts.

AVAILABLE ASSISTANCE

Several state and federal agencies are combining forces to provide both professional expertise and financial assistance to the selected pilot project. The exact kinds and amount of assistance is dependent on the type of project selected and will be negotiated with the coalition members of the chosen project. So, please be as specific as possible in writing your RFQ.

ELIGIBILITY

Applicants may be a municipal or county government, or nonprofit organization with an economic or community development mission, that is an active member of the assembled Uniquely Idaho regional coalition.

HOW TO APPLY

Uniquely Idaho applications should be neatly handwritten, typed, or reproduced on a computer (do not use a type font smaller than 12 point).

All applications must include *one copy* of the following...

- **Cover page** that includes applicant contact information and a brief (one paragraph) overview of the proposed project.
- **Responses to the narrative questions.**
- **Clear and understandable project budget.** See budget instructions below.
- **Biographies or resumes of key consultants or personnel** (up to two pages each, if applicable).
- **Current list of coalition members** with their professional affiliations and contact information.
- **Support materials** that help demonstrate the scope and/or community support for your project such as a map of the region, publications describing existing agricultural, historical, and/or cultural tourism attractions, and/or letters of support. (limit to five pieces, please)

Assemble materials in the following order: Cover page, narrative questions, budget, resumes, coalition member list, and support materials. Since copies will be duplicated for panel review, do not use staples to secure the pages.

EVALUATION CRITERIA

Note: Committee members will evaluate applications based on these evaluation criteria. Please ensure that you have provided evidence that your project meets the evaluation criteria either in the narrative responses or in other areas of your application.

- Regional Opportunity
- Project Feasibility
- Coalition Make-up

NARRATIVE QUESTIONS

Submit a clear and concise narrative of up to **four pages**. Number, repeat the questions, and answer in order. Keep in mind the evaluation criteria.

Describe:

1. Describe your region's opportunity for cultural/heritage/agricultural tourism and small business development.
2. Describe the specifics of the project to be undertaken in detail. What is it that you want to do? And how best are you going to accomplish it?
3. Describe the make-up of your local coalition. Who is involved? What are their roles and responsibilities? How is it managed? What is your mission? What geographic region do you represent?
4. Describe the difference (outcomes) you intend this effort to make for your region. What measurement/evaluation strategies will you use to know that you've made this difference?

BUDGET

Applicants should provide a projected budget at the time of application. Clearly list itemizations for both cash expenditures and cash income that directly relate to the cost of the project described in your application. If applicable, in-kind contributions (contributed goods or services) should be noted, with source and dollar value, on a separate page.

QUESTIONS?

If you have any questions about this program, please feel free to contact Delta James, Community Development Director, Idaho Commission on the Arts at 208-334-2119 x112 or djames@arts.idaho.gov.

UNIQUELY IDAHO COMMITTEE MEMBERS:

