



Request for Proposals (RFP) for Tourism Strategic Planning Services

ADDENDUM – 11.1.2024

These questions and answers are hereby incorporated into and are considered to be an integral part of Allegany County, Maryland's Tourism Request for Proposal for Tourism Strategic Planning Services.

	Question	Answer
1	Are you open to receiving proposals from firms outside Allegany County	Yes.
2	Could you please share the budget and resource parameters we should consider as we design our proposal?	Allegany County Tourism was awarded a grant through the Maryland Department of Commerce Office of Tourism in the amount of \$112,320. These funds will aid Allegany County Tourism in developing a strategic plan and implementation process of the plan. The allocation of funds for strategic plan vs implementation are not yet formally allocated.
3	Is this the first time a strategic plan is being developed, or are you building upon an existing framework	This is the first time our office is putting together a strategic plan specific to Allegany County Tourism. In 2019, the Allegany County Economic and Community Development office finalized and released a strategic plan for the county, in which tourism was part of.
4	Could you please share who completed the original 2019 Visitor Profile Study? Will the update entail conducting a full Visitor Profile Study with new survey data collection, or should we plan to enhance the existing data with post-COVID insights?	ChandlerThinks. We are open to your suggestions but the RFP is specifically seeking enhancing the existing data with post COVID insights. Here is a link: AlleganyCoMD-Visitor Profile-Final Report v2 (simpleviewinc.com)
5	Could you please provide insight into what destinations you currently benchmark to?	Not upfront. We feel like this is essential information that we work through with the consultant upfront. I can share, that we look towards mountainous communities within ample outdoor recreation/trail attractions and assets.

6	Do you have any data around tourist demographics you would be able to share with us?	Yes. We will refer to our Visitor Profile Study. Here is a link: AlleganyCoMD-Visitor Profile-Final Report v2 (simpleviewinc.com)
7	Can you please provide the average number of tourists you receive a year to Allegany County?	We typically quote around 1 million annually. Here is some information we released in September of 2024: World Tourism Day: The Economic and Cultural Impact of Tourism (mdmountaininside.com)
8	Are there specific groups or individuals Allegany County would like us to engage?	Yes. Our office will work with the consultant to identify the stakeholders and partner organizations we would want to engage with through the process.
9	Will the 2019 Visitor Profile Study data be available for reference, or should we plan to collect new data independently?	We are open to your suggestions but the RFP is specifically seeking enhancing the existing data with post COVID insights. Here is a link: AlleganyCoMD-Visitor Profile-Final Report v2 (simpleviewinc.com)
10	Are there particular data points or metrics Allegany County would like emphasized within the hotel/lodging analysis?	Our office will be able to provide access to our AirDNA data, and historical STR reports, to the awarded consultant. We are looking at what is our destination's demand and capacity building. We have seen a significant growth on short term rentals and what does that do/look like for our region in terms of strategic growth.