



**ONCE a DAY
MARKETING™**
INSPIRING IDEAS INSIDE

**Rio Communities
Outdoor Recreation Economy
Support Proposal
March 6, 2023**

TABLE of CONTENTS

OVERVIEW	1
SCOPE of WORK	2
PROJECT TIMELINE	3
FEES	3
CONCLUSION	4
CONTACT INFORMATION	4

OVERVIEW

Once a Day Marketing LLC (OaDM) is excited to offer Rio Communities our proposal to support development of the outdoor recreation (OR) economy in the community. We will work with Rio Communities to identify and engage partners and stakeholders and create a work plan for you to continue development of this new facet of economic growth. Engaging the outdoor recreation (OR) industry is a positive step to enhance and diversify the local economy, improve offerings to visitors and enrich quality of life for residents. Please see the graphic on page 2 that highlights the community benefits of outdoor recreation.

Further, with OR now a high priority for the State of New Mexico, Rio Communities does not have to take this journey alone but rather can embrace regional, statewide and national activities and identify opportunities that will benefit Rio Communities outdoor recreation goals.

Building a sustainable OR industry is comprised of two parts: 1) enhancing outdoor recreation offerings & experiences (e.g., health/fitness, tourism, infrastructure) and 2) attracting more guides, outfitters, outdoor gear manufacturers, OR event promoters (e.g., job creation, economic development). Rio Communities must identify the best ways to leverage resources to create quality of life/place while launching more businesses and jobs to expand this economic sector.

Rio Communities Project Goals include:

Outdoor Recreation Assets and Opportunities – identify Rio Communities OR assets and opportunities to advance the outdoor recreation economy

Outdoor Recreation Stakeholder Meeting – convene an initial meeting with identified stakeholders & partners, prioritize actions/tasks required to move the OR initiative forward, and determine best approach for stakeholders to work together

Outdoor Recreation Economy Work Plan – utilizing research captured above, create a work plan for Rio Communities to develop its OR economy

Once a Day Marketing is ideally suited to accomplish these goals for Rio Communities. We are immersed in the state and national outdoor recreation economy and fully committed to supporting efforts to expand the OR economy. OaDM partners created/managed the City of Farmington's Outdoor Recreation Industry Initiative (ORII) and united the region around OR; prepared OR feasibility studies for Farmington, Bloomfield and Los Lunas; launched and now manage the New Mexico Outdoor Recreation Business Alliance (endeavOR New Mexico); established strong ties with nation's leading OR organizations; and contributed content to the Outdoor Recreation Roundtable (ORR) Rural Economic Development Toolkit. We also bring our expertise supporting the strategic branding initiatives for many communities.

Our team knows *outdoor recreation, branding, marketing, economic development, tourism as well as strategic planning* and is excited by the opportunity to support the efforts to shape the future of Rio Communities outdoor recreation industry. Thank you in advance for your consideration.

SCOPE of WORK

To achieve the project goals outlined above, OaDM will work closely with Rio Communities during the implementation of the project. The following section outlines the tasks and deliverables that OaDM will complete during the project.

Outdoor Recreation Assets and Opportunities – identify Rio Communities OR assets and opportunities to advance the economy

- Identify stakeholders
- Work with Rio Communities city staff to complete 14 questions in the Recreation Economies for Rural Communities (RERC) assessment
- Summarize findings

Outdoor Recreation Stakeholder Meeting – convene an initial meeting with identified stakeholders & partners, prioritize actions/tasks required to move the OR initiative forward, and determine best approach for stakeholders to work together

- Working with Rio Communities, secure location and date for stakeholder meeting
- Develop meeting agenda and priorities
- Support efforts to invite guests to the meeting
- Facilitate Rio Communities meeting to generate excitement for OR efforts
- Provide overview of OR initiative and capture meeting input and comments
- Utilize ORR Toolkit and assess 15 best practices to build a thriving OR community
- Summarize findings

Outdoor Recreation Economy Work Plan – utilizing research captured above, create a work plan for Rio Communities to develop its OR economy

- Utilizing input captured at OR stakeholder meeting, analyze data and report findings
- Share and discuss findings with Rio Communities and prioritize strategic direction
- Prepare work plan for Rio Communities to follow to advance OR economy
- Deliver actionable work plan

(Intentionally left blank)

PROJECT TIMELINE

We estimate that three months will be required to complete an assessment of the Rio Communities outdoor recreation economy and stakeholders & partners and prepare a work plan. The timeline below summarizes scope of work activities which will commence upon an agreement between Rio Communities and Once a Day Marketing being executed.

ACTIVITY	MONTH		
	One	Two	Three
Identification of stakeholders / outdoor recreation assessment			
Preparation and facilitation of OR stakeholders meeting			
Development of Rio Communities OR work plan			

FEES

The purpose of this project is to engage with outdoor recreations partners & stakeholders in Rio Communities and surrounding area. Assessing their needs and priorities are the crucial first steps in working together to enhance and expand the outdoor recreation economy and amenities in the region. It will provide clarity around where Rio Communities may want to focus economic development resources and how to work together moving forward.

The budget for the scope of work outlined above:

DELIVERABLE	BUDGET
Stakeholder identification and OR assessment	\$15,000
Facilitation of initial stakeholder & partner meeting	
Development of a Rio Communities OR work plan	
Travel time to Rio Communities (3-hr RT @\$75/hr. x 2 team members)	1,350
Mileage – 3 visits to Rio Communities	350
Meals while in Rio Communities	120
GRT	1,145
Total Cost	\$17,965

Appropriate New Mexico Gross Receipts Sales Tax is included in the total fee of \$17,965. We will invoice work as follows:

- \$5,988 – end of month 1
- \$5,988 – end of month 2
- \$5,989 – upon completion of the workplan

Rio Communities will be billed for any reasonable travel expenses including meals and accommodations, as required. Mileage will be charged at the appropriate IRS rate. These costs for three visits to Rio Communities are included in this proposal. Any additional visits to the community or other charges must be pre-approved by Rio Communities prior to actual expenditure and reimbursement submittal.

OPTIONAL Scope of Work and Fees – OaDM understands that Rio Communities is evaluating the purchase of the Tierra del Sol Golf Course. Partner James Glover supported the effort to brand and market Sierra del Rio Golf Course in Elephant Butte when it first opened. Through our work with cities and counties across the state, OaDM has strong ties with numerous municipal golf courses. For an additional fee of \$5,000 + GRT, OaDM will analyze municipal golf course operations and report on the benefits, costs and risks of owning and managing a public golf course.

CONCLUSION

Once a Day Marketing appreciates the opportunity to support the growth of the outdoor recreation economy with Rio Communities. We understand the importance of this effort to enable the Rio Communities to expand outdoor recreation economy, enhance OR experience, increase local pride, and improve quality of life for the community.

Thank you for considering the services of our team. We look forward to assisting you to create a new outdoor recreation economy in Rio Communities.

CONTACT INFORMATION

Once a Day Marketing LLC

James Glover

505.501.1330

glover@onceadaymarketing.com

Marianne Tenenbaum

505.699.7849

mten@onceadaymarketing.com