

**‘Explore Wilsonville’ Tourism Services RFP
Proposer Finalists Interview Assessment Form**

Name of Assessor: _____

Consultant Firm:

QUESTIONS

1. How will you engage the community and tourism experts in the development of the strategy?

2. Please explain your current perception of the City’s ExploreWilsonville destination-marketing and tourism-promotion program.

3. How is your firm staffed in terms of having the needed expertise and professional experience to advance your proposal and successfully develop a Tourism Development Strategy?

4. City’s current destination-marketing program relies heavy on the work of our Marketing Consultant JayRay. How will you integrate the knowledge and work plans of JayRay into the Tourism Development Strategy creation process?

5. What components of the “FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy” do you think are most relevant or important, and worth continuing into the future?

6. What are Wilsonville’s primary tourism advantages? What are the biggest challenges? How would your firm approach both questions?
