



STATE OF WASHINGTON
DEPARTMENT OF COMMERCE

1011 Plum Street SE • PO Box 42525 • Olympia, Washington 98504-2525 • (360) 725-4000

www.commerce.wa.gov

October 26, 2021

From: Ashly McBunch, Assistant Contracts Administrator

Subject: Sole Source Announcement

The Department of Commerce (Commerce) intends to award a sole source grant agreement (contract) to Washington Tourism Alliance (WTA). The grant will be awarded on or about November 9, 2021 and will expire on June 30, 2023. The grant is \$2,766,491 for the grant period.

This contract is to plan, develop and execute a statewide tourism marketing plan focused primarily on rural, tourism-dependent counties, natural wonders, outdoor recreation and assistance for areas adversely impacted by natural disasters as well as evaluating annually, the impact of the marketing program on tourism statewide.

For the 2021-23 biennium, the period of this contract, work under the contract will focus on tourism industry recovery from COVID-19. The Washington Tourism Alliance (WTA) will work with Commerce to deploy planning, programs and implementation that drives economic and employment recovery in the categories of consumer marketing, tourism/travel trade development and destination development. Each of these areas of work will involve strategic planning and multi-faceted tactical implementation, measurement and reporting at regular intervals throughout the contract period. The deliverables for this grant agreement will provide:

- Consumer Marketing, Communications and Visitor Services
- Tourism Development Program
- Destination Development Program
- Destination and Industry Research
- Crisis Planning and Management
- Final Reports drafted with Commerce to the state legislature

A sole source contract is appropriate and necessary in this circumstance due to a mandate in RCW 43.384.050 (1)(a), the Washington Tourism Marketing Authority (WTMA) must enter into a contract for a multiple year statewide tourism marketing plan with a statewide nonprofit organization existing on June 7, 2018, whose sole purpose is marketing Washington to tourists. The marketing plan must include, but is not limited to, focusing on rural tourism-dependent

counties, natural wonders and outdoor recreation opportunities of the state, attraction of international tourists, identification of local offerings for tourists, and assistance for tourism areas adversely impacted by natural disasters.

Additionally, the Washington Tourism Alliance (WTA) is a nonprofit organization that has been in existence since 2011 whose sole purpose is to market the state of Washington to tourists and serves the whole state of Washington as stated in the RCW. Through research the WTA is the only provider of these services for the whole state of Washington.

Offerors contemplating the above requirements are required to submit capability statements detailing their ability to meet the state's requirements within five (5) business days of this announcement. The following information should be included in the capability statements: ability to meet the needs of the above listed RCW, ability to provide a plan for the listed deliverables, location within Washington, and administrative and operational support capacity surrounding Washington State Tourism. In the absence of other qualified sources, it is the state's intent to make a sole source award of the contract. Capability statements or questions must be sent to ashly.mcbunch@commerce.wa.gov