



Blue Ridge Parkway Association, Inc.
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Phone: 828-670-1924

3/5/2024

Request for Proposal (RFP) for:

Name of Grant: National Scenic Byways Program (2022)

Recipient: North Carolina Department of Transportation (NCDOT)

Sub-Recipient: Blue Ridge Parkway Association (BRPA)

Primary project Types:

- Development and provision of tourist information to the public, including interpretive information about a scenic byway.
- Development and implementation of a scenic byway marketing program.

Submission of RFP Deadline: April 15, 2024

Project Completion Deadline: September 30, 2025

I. INTRODUCTION

The Blue Ridge Parkway Association (BRPA) is issuing this Request for Proposals (RFP) to solicit statements of qualifications, technical approach and pricing from firms, agencies, and organizations capable of providing partial or all-encompassing services, to develop comprehensive digital traveler information for the 3- state region (North Carolina, Virginia, and Tennessee), in addition to branding and marketing.

This RFP is issued in accordance with the provisions of the laws of the State of North Carolina and Federal Regulations Part 200: Title 23 of the Code of Federal Regulations, Part 172; Title 40 United States Code, Chapter 11, Section 1101-1104; NCGS 142-64, Parts 31 and 32 and the Department's Policies and Procedures for Major Professional or Specialized Services Contracts.

II. BACKGROUND

The Blue Ridge Parkway was the most visited National Park Service unit in 2021 with 15.9 million visitors, Great Smoky Mountains National Park was second with 14.1 million visitors, and Shenandoah National Park hosted 1.6 million visitors. Over 50% of the U.S. population lies within one day's drive of the region. The combined economic impact of the parks was \$2.7 billion in 2020. In addition to the two All-American Roads and one National Scenic Byway within the parks, the region is home to over 30 state scenic byways. Simply put, the southern Blue Ridge Mountain region is a scenic driving mecca.

Blue Ridge Parkway travelers are moderately affluent, inquisitive, well-traveled adults who want to immerse themselves in the Parkway's recreational opportunities, habitat for diverse species of flora and fauna, access to America's cultural heritage, an icon of American progress and ingenuity and a gateway to charming communities.

BRPA, founded 75 years ago, is the officially designated marketing partner of Blue Ridge Parkway, a majestic highland boulevard that winds through the Blue Ridge Mountains for 469 miles. The BRPA is a 501c-6 nonprofit organization comprised of businesses and organizations that serve visitors to the Blue Ridge Parkway and along the scenic corridor of the Shenandoah National Park, the Blue Ridge Parkway, and the Great Smoky Mountains National Park in the tri-state region of Virginia, North Carolina and Tennessee.

BRPA members work together to offer annual visitors to the Parkway a broad range of family entertainment, recreation, shopping, lodging, dining, and support services in communities well beyond the scenic corridor's 469-mile length.

BRPA is also responsible for helping to improve the revenue-generating capabilities of its 400+ members who are directly and indirectly involved in the tourism industry. We serve as the destination marketing organization for our members by providing opportunities for individual businesses to market their operations and services to visitors. BRPA is governed by an elected Board of Directors to whom the Executive Director reports. The Board and Executive Director will be responsible for selecting and working with the selected firm.

Blue Ridge Parkway Association has been marketing the Blue Ridge Parkway since 1949, and its travel products include a website, mobile app, printed map, and a 100-page printed travel planner. The travel planner is the only non-NPS publication distributed on the Blue Ridge Parkway, and the National Park Service provides over 25 pages of content for the publication without charge. 300,000 copies are printed and distributed, and it is also available online. BRPA's printed map is a folded, rack-sized brochure. 350,000 copies are printed and distributed, and it is also available online. The BRPA website at www.blueridgeparkway.org is the top Google search result for "Blue Ridge Parkway" and has over 1.2 million visitors per year. The existing BRPA mobile app has 289,297 downloads. Travelers have the option of downloading the map in advance for use when cell service is not available on the Parkway.

III. PROJECT ABSTRACT

The purpose of the proposed project is to develop comprehensive digital traveler information for the 3-state (NC, VA, TN) region in addition to branding and marketing:

- Redesigned BRPA website to include general information about the three national parks (Blue Ridge Parkway, Shenandoah National Park, Great Smoky Mountains National Park) as well as comprehensive trip-planning tools for travelers (including customized itineraries) for the 605-mile journey that includes two All-American Roads and one National Scenic Byway.
- Redesigned BRPA mobile app to provide interpretation, trip-planning tools, visitor services information, and state-of-the-art mapping and navigation within the national parks and their gateway communities.
- Branding for BRPA's print and digital products to enable travelers to easily identify trusted information.
- Marketing plan to promote the contiguous Blue Ridge Mountains scenic driving experience found within the three national park entities extending to the Great Smoky Mountains: the unique local experiences and visitor services found in gateway communities, and BRPA as a trusted source of high-quality trip-planning and traveler information.

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Evidence of success will include:

- increased website visits and session duration
- increased mobile app downloads and sessions
- increased lodging bookings
- high visitor satisfaction with trip-planning and the travel experience
- less crowding at popular National Park Service sites
- increased average length of stay

Data used to measure success will include:

- existing website and mobile app analytics as baseline,
- redesigned website and mobile app analytics
- user reviews of the mobile app
- visitor feedback surveys collected pre- and post-project
- county and state tourism data
- the evaluation strategies identified in the marketing plan to measure success will be implemented as designed

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IV. SCOPE OF WORK

*****There are Four (4) Components to this proposal. You may bid on one or multiple components.***

Component #1. Redesigning the Blue Ridge Parkway Association Website

Objective: The website redesign will enhance the trip-planning tools available to travelers including the addition of customized itineraries that will allow visitors to select experiences that align with their personal interests and travel preferences, as well as allow them to locate critical visitor services quickly and easily (gas/electric vehicle (EV) charging stations, food, lodging, restrooms) on and off the primary scenic byway routes. The update will expand content related to Skyline Drive National Scenic Byway and the newly designated Newfound Gap All-American Road. The redesign will also ensure the website meets ADA accessibility requirements.

Elements of Scope of Work:

Priority:

1. Competitive market research
2. Review and inventory of current content and assets
3. Website redesign and development
4. SEO Development and keyword search
5. Itinerary builder
6. QC and Testing

Other:

- Content creation and integration
- Coordinate a seamless transition from the current website to the redesigned website from the current vendor if necessary.

The finished product should accomplish and include the following:

- General information about the three (3) national park entities (Blue Ridge Parkway, Shenandoah National Park, Great Smoky Mountains National Park).
- Comprehensive trip-planning tools for travelers to include customized itineraries.
- Emphasize and promote the visual appeal of the Blue Ridge Parkway with unique character.
- Organize Parkway and member information into a cohesive experience.

- Have a consistent look and feel to all pages (fonts, graphics and color schemes).
- Load rapidly and provide easy navigation between pages.
- A responsive design that is compatible with all desktop, tablet, and mobile platforms and browsers.
- Maintain high visibility of current advertising by members on the site (more below).
- Maintain forms and plug-in functionality where forms or calendars may be embedded into subpages where visitors and members may submit information.
- The redesigned website must be fully search engine optimized to sustain current organic top ranking for keywords and phrases and maximize ranking for member information.
- The site should be built on a platform that is proven, easy to use and allows for additional features and plugins to be added once launched.
- Strongly encourage use of WordPress to continue to allow BRPA staff to independently update basic text information on all pages, images, hierarchy of pages, add pages, edit featured content sections on home page to change both images and text, and edit and add to member advertising.
- Allow content to easily be shared using social media platforms.
- A search function where visitors can enter keywords and phrases and see a results page.

Visual Design

The website should incorporate graphic elements including landscape photography and illustrations that position our site as a destination with elements consistent with any updated branding initiatives as outlined in this proposal.

Member Advertising

BRPA members participate in multiple forms of advertising on the current website. These functions should be maintained as part of the website redesign as Advertising revenue source is a high priority for the website.

Interactive Parkway Map

Proposals must include an equal or better tool than BRPA's current interactive map with all of its current functions and filters, maintaining an overlay of the Blue Ridge Parkway so that visitors can distinguish the Parkway from other roads. It will also need to include the road extensions of Skyline Drive and Newfound Gap Road between Cherokee and Gatlinburg in the Great Smoky Mountains.

Training and design options

Proposals should include training of BRPA staff on new design elements and tools. Proposals should include multiple design options and revisions during the design process.

Hosting, Content Migration and Support

Proposals should include hosting options separated from other costs, as well as options for technical support in subsequent years after launch. Proposals should indicate options for content migration from BRPA's current site to the redesigned site.

Eligibility Criteria for Component #1:

1. Provide examples of past work. Demonstrate diversity in design styles, functionality, and industries served.
2. Proven track record in excellent customer service, work relationships, communications, conflict resolution and exceeding expectations
3. Proven track record in developing websites similar to what we need.
4. Expertise in programming languages, content management systems (WordPress), and frameworks.
5. Demonstrated design capabilities through aesthetics, usability, and user experience of previous projects.
6. Effective communication is crucial for successful collaboration. Must have clear communication channels and be responsive to inquiries.
7. Must have knowledge of search engine optimization (SEO) best practices to ensure website is optimized for search engines.
8. Must have experience in creating responsive websites.
9. Indicate what post-launch support services and maintenance plans are provided.
10. Must adhere to legal requirements such as GDPR compliance and have measures in place to enhance the security of our website and protect user data.
11. Must have management processes in place to ensure timely delivery and effective coordination throughout the redesign process.

-- End of Page Component #1 --

Component #2. Redesigning the Blue Ridge Parkway Association Mobile App

Objective: The existing BRPA mobile app has 289,297 downloads. Travelers have the option of downloading the map in advance for use when cell service is not available. The project will include a redesign of the app that will improve the map feature to include the mileposts on the Blue Ridge Parkway, Skyline Drive, and Newfound Gap Road, which is often cited as a needed improvement in user reviews. In addition, improved mapping will make it easier for travelers to navigate between the primary scenic byway routes and gateway communities. Additional interpretive information will be added including audio tours.

Elements of Scope of Work:

Priority:

1. Review current content and assets
2. Content development including maps/route navigation
3. App development and redesign
4. QC and testing

This project entails the re-design and delivery of a mobile application for the Blue Ridge Parkway available for mobile phones, smart phones, and tablet computers. This mobile app should be redesigned for the iOS and Android operating systems.

The finished product should accomplish and include the following:

- Trip planning tools. Visitors should have access to information on byway sites, mile markers, and visitor centers; community information to include BRPA-member lodging establishments, restaurants, convenience stores/gas stations, EV charging stations, attractions, and community heritage/culture organizations.
- The App map feature should include the mileposts on the Blue Ridge Parkway, Skyline Drive, and Newfound Gap Road.
- The in-App purchases of the off-line map should be a maintained feature.
- The App should utilize Mapbox and GPS technology to allow for detailed driving instructions on and off the byway, which currently has 181 exit ramps into rural communities.
- Improved mapping to make it easier for travelers to navigate between the primary scenic byway routes and gateway communities.
- Additional interpretive information including audio tours.
- The ability for travelers to save content to “Favorites” to go either in a map or in a list format.

Eligibility Criteria for Component #2:

1. Describe your mobile application development process. List any technologies or outside partners your company uses to design, develop, or test mobile apps.
2. Describe your approach to mobile application design. Explain how you support many different device types and/or OS versions.
3. Describe how our application will be able to grow/integrate/adapt to future devices/technologies as they are developed.
4. Describe how you support clients after redesign implementation.
5. Describe any mobile app components/innovations your company offers, with explanatory notes for each. For example:
 - a. Local Storage
 - b. Mobile Commerce
 - c. Augmented Reality
 - d. Integrated Maps/Location Services
 - e. Video Standards
 - f. Push Notifications
 - g. Other Tourism-Centric Features
6. Describe tools or technologies your company uses to test a wide range of mobile devices. What process do you use to ensure their stability?
7. Provide examples of past work. Demonstrate diversity in design styles, functionality, and industries served and experience in developing Mobile Apps similar to what we need.
8. Proven track record in excellent customer service, work relationships, communications, conflict resolution and exceeding expectations
9. Demonstrate design capabilities through aesthetics, usability, and user experience of previous projects.
10. Must have management processes in place to ensure timely delivery and effective coordination throughout the redesign process.

-- End of Page Component #2 --

Component #3 - New and improved branding for BRPA's print and digital products (Blue Ridge Parkway Travel Planner and the Blue Ridge Parkway Map Brochure for print and digital distribution)

Objective: “Logos, colors, materials, signs, architectural character, and graphic style are all elements of a byway’s identity. Each element conveys a unique feeling that adds to how visitors perceive and remember your byway ([USDA Forest Service 2002](#)).” Although this project encompasses multiple byways, branding is key and will be developed with stakeholder input to include design elements, colors, taglines, and other components to be incorporated into BRPA travel products. The goal is for travelers in the region to associate the BRPA brand with trusted information that enhances the quality of their trip.

Elements of Scope of Work:

Priority:

1. Collect stakeholder and community feedback through required state forums, meetings, questionnaire, comment cards, and other forms of communication.
2. Regional context and market analysis
3. Audiences analysis/brand positioning strategy
4. Visual standards development
5. Best practices and design guide
6. Redesign branded organization templates and publications.

Other:

- Brand guidelines for use across all platforms.
- Develop digital collateral (email templates and social media graphics)

The finished product should accomplish and include the following:

- A rebranded and reformatted Blue Ridge Parkway Travel Planner to ensure that critical traveler information is quickly and easily accessible via print and digital.
- An updated design, branding, and format of the Blue Ridge Parkway Association Map Brochure to ensure easily accessible and accurate directional instructions.
- Rebranding and reformatting, including logos, colors, materials, signs, architectural character, and graphic style for print and digital assets.
- Rebranding should differentiate Blue Ridge Parkway Association from competitors and communicate what makes us unique.

- Consistent branding across all channels should build familiarity and trust of our audience.
- Rebranding should create an emotional connection with our visitors.

Eligibility Criteria for Component #3:

1. Proven track of successful rebranding projects.
2. Proven track record of great working relationships, desire to go the extra mile and conflict resolution.
3. Must be innovative and produce compelling visual elements to differentiate our brand effectively.
4. Proficiency in various digital marketing channels including social media, content marketing, SEO, PPC, email marketing, etc.
5. Must have robust measurement and analytics capabilities to track the performance of rebranding efforts and marketing campaigns. Should provide regular reports and insights to assess the effectiveness of strategies and make data-driven decisions.
6. Must have a strategic approach to rebranding and marketing planning. Conduct thorough research, market analysis, and audience segmentation to develop a well-defined strategy aligned with our business goals.
7. Familiarity of the tourism industry. Must understand the specific challenges, trends, and regulations.
8. Must take the time to thoroughly understand our organization, its values, mission, target audience, and market positioning.
9. Must value collaboration and involve BRPA and stakeholders in the rebranding process and seek input at key stages and be open to feedback and revisions.
10. Must keep the project on track, within budget and delivered on time.
11. Must consider how the rebrand will translate across different channels and mediums, including digital platforms, print materials, signage, etc.
12. Must understand legal considerations such as trademark issues and copyright laws to avoid any legal complications down the line.
13. Must Consider National Park Service restrictions and requirements.
14. Consideration of ongoing assistance with implementing the new brand identity and addressing any challenges that may arise.

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Component #4 -Marketing plan (to promote the contiguous Blue Ridge Mountains scenic driving experience found within the national park entities, extending to the Great Smoky Mountains; the unique local experiences and visitor services found in gateway communities, and BRPA as a trusted source of high-quality trip-planning and traveler information).

Objective: To achieve BRPA organizational goals as well as expand the reach of BRPA travel products to target audiences. The plan will identify BRPA's marketing goals, define key markets, determine appropriate marketing strategies and timelines, and outline how success will be measured, in addition to content development and delivery.

Elements of Scope of Work:

Priority:

1. Messaging development
2. Communications plan
3. Content creation (video, photography, copywriting)
4. Content delivery (ads, social media, email, partner, event)

Other:

- Define target audience and key market segments.
- Expand the reach of BRPA travel products to target audiences.

Eligibility Criteria for Component #4:

1. Proven track record in marketing strategy and planning. Experience developing successful marketing plans for similar businesses or industries.
2. Proven track record of great working relationships, desire to go the extra mile and conflict resolution.
3. Demonstrate strong strategic thinking skills, including the capacity to analyze market trends and identify target audiences.
4. Develop unique and compelling campaigns that capture audience attention. Demonstrate creativity in your previous work.
5. Data-driven decision-making. Proficient in using data analytics tools to gather insights, measure campaign performance, and make informed adjustments to strategies as needed.
6. Effective communication in conveying marketing strategies clearly to stakeholders, team members, and clients.

7. Demonstrate strong project management skills to ensure plans are implemented effectively, efficiently and completed on time.
8. Proficiency in digital marketing channels such as social media, content marketing, SEO, and email marketing.
9. Familiarity with the tourism industry. Must understand the specific challenges, trends, and regulations.
10. Must take the time to thoroughly understand our organization, its values, mission, target audience, and market positioning.
11. Must Consider National Park Service restrictions and requirements.

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V. CHALLENGES TO SCOPE OF WORK

As a vendor, you must take into consideration the challenges of this project.

1. **Overcrowding.** The Blue Ridge Parkway was the most visited National Park Service unit in 2021 and Great Smoky Mountains National Park was second. According to Blue Ridge Parkway Superintendent Tracy Swartout, many popular sites exceed capacity in peak season, and “Overcrowding at popular locations can lead to diminished visitor experience and damage to park resources.” The enhanced BRPA website and travel materials will help disperse travelers to alternate locations within the parks and gateway communities by allowing travelers to create custom itineraries, disclosing information about potential crowding, and offering alternative experiences. Visitor experience research indicates that traveler decisions are highly influenced by their personal interests (Weaver 2007, Falk & Dierking 2013). Additional research indicates that 57% of U.S. travelers feel that brands should tailor their information based on personal preferences or past behaviors ([Google Consumer Insights](#)).

2. **Limited visitor services.** The 469-mile Blue Ridge Parkway traverses the bulk of the region and has 15 visitor centers with only four open year-round. Travelers need to be directed to gateway communities for critical visitor services and need accurate maps to help them return to the primary byway routes. In addition, facilities within the national parks open much later than visitors begin arriving for the season. This is evidenced by visitor calls to the Blue Ridge Parkway/National Park Service (NPS) headquarters answered by BRPA staff (as a service to NPS). Although most Blue Ridge Parkway campgrounds do not open until late May, travelers begin looking for campgrounds in March, and there are private campgrounds available in gateway communities this early in the season. The enhanced BRPA website and mobile app will help direct travelers to private, off-parkway campgrounds, lodging, and attractions early in the season, and help them quickly locate available visitor services on and off the Parkway.

3. **Road closures/construction.** The primary tool used by BRPA staff to assist visitors is the BRPA website, and they routinely help travelers navigate road closures and construction. Due to recent funding allocations, construction on the Blue Ridge Parkway will be ongoing for the next 3-5 years. The BRPA website and mobile app maps will be critical tools for helping travelers navigate detours and construction.

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VI. SCOPE OF WORK FINANCIAL AND BOOKKEEPING REQUIREMENTS

1. A mutual agreement between the vendor and BRPA regarding invoicing and payment for projects will be established. BRPA will need to receive invoices no later than 30 days after completion of project. This is to adhere to the financial guidelines of the NCDOT/BRPA agreement.
2. All vendor invoices are required to have itemized receipts and specific tasks completed for that work.
3. A detailed progress report will be needed showing the percentage of the line-item budget used for those tasks. A detailed budget narrative with associated costs will be provided to the vendor.
4. Receipts for payment of services from BRPA are required within 30 days of payment. BRPA will request receipt if needed sooner.
5. Final invoices should be submitted 30 days prior to September 30, 2025 to ensure timely submission of reimbursement requests to NCDOT.

VIII. ADMINISTRATIVE REQUIREMENTS

Content

The chosen partner (vendor) will be provided with all pertinent and relative information for our mobile app and website. All content is currently available for review on blueridgeparkway.org. This includes but is not limited to copy, photos, logos, and other images. *New content will be required for this project and should be included in your proposal and final project costs.*

Sustainability

Separate from the project development costs, please provide a breakdown of the long-term maintenance plan including costs, marketing, and other services.

Portability of Mobile App and Website

Explain with what ease and cost any application may be transferred to another digital agency should circumstances dictate. Outline any functions/aspects of the mobile app and website that you deem proprietary and non-transferrable. Special consideration will be given to providers offering total portability.

Third-Party Relationships

We currently have third-party relationships that may continue and will need to be properly considered during this process.

VII. PROPOSAL REQUIREMENTS AND GUIDELINES

1. Share at least 2 case studies that support the component(s) that you are bidding on in your proposal.
2. Please provide a brief history of your company. Explain your current operations.
3. Please list 3 current client contact references for follow-up.
4. Description of Company and project team qualifications for this project.
5. Provide a list of outside organizations or individuals that you may subcontract with on this project.
6. Executive Summary
7. Process and Methodology
8. Any relevant Technical Specifications
9. Approximated Project Schedule/Timeline
10. Price Proposal (should include the following):
 - Summary
 - Details of price proposal
 - All appropriate terms and conditions associated with the Price Proposal.
 - All pricing exceptions shall be noted.
12. Representative applications
13. Project team contact list with names, email addresses and phone number.

X. EVALUATION CRITERIA

Proposals will be assessed according to the following criteria:

- Expertise and experience managing similar projects.
- The ability to efficiently, accurately, and successfully perform the required services essential to this project.
- Response to all the specification requirements in sufficient detail
- Cost of the project, as proposed. BRPA may request that you explain the method used to arrive at any or all costs.
- References from previous or current clients

There will be an internal staff and board committee evaluation of the written proposals, including feasibility and affordability. The top three to four candidates from the proposal phase will be scheduled for presentations. Please do not call to set up an appointment. We will call you to schedule if you are chosen to present. Presentations will be made in person on April 29, 2024 (location TBD).

XI. SUBMISSION INSTRUCTIONS

You may bid on one or multiple components. Please indicate which components you are bidding on in your proposal and provide all required information for each component. If you are a “turn-key” vendor and would like to bid on the entire project, please indicate “All Components” in your proposal and provide required criteria for each.

Please notify the BRPA of your **intent** to bid by **March 12, 2024**. Prospective vendors with questions regarding this RFP or project may schedule a 20-30 minute conference call to discuss the RFP. You may schedule a conference call with BRPA, along with your intent to bid by e-mailing lisab@blueridgeparkway.org. Due to time constraints, please try to limit Q&A to one or two. question-and-answer session will be permitted per vendor.

Written proposals (sent digitally) are due before or by **April 16, 2024**. **No extensions will be granted.**

Please submit proposal to: Michelle Summey at michelle@blueridgeparkway.org

XII. TIMELINE

RFP Release Date:	Tuesday, March 5, 2024
RFP “Intent to Bid” Response Deadline:	Tuesday, March 12, 2024
Question and Answer Conference Calls:	March 19 – April 6, 2024
Final Proposals Due:	April 16, 2024
Notification of Finalists:	April 23, 2024
Formal Presentations to BRPA:	April 30, 2024 (location TBD)
Project Awarded Via Telephone:	May 7, 2024

Vendor must include an estimated schedule with major milestones listed. BRPA and the selected vendor(s) will mutually develop the actual schedule.

Late Proposals

A proposal received after the date and time indicated above will not be accepted. No exceptions will be made.

Verbal Proposals

Verbal proposals will not be considered in making the award of any contract as a result of this RFP.

Oral Presentations

An oral presentation will be required of finalists whose proposals are under consideration. Prospective contractors will be informed that an oral presentation is desired and will be notified of the date and time that the oral presentation is to be conducted.

Rejection of Proposals

BRPA reserves the right to reject any or all proposals received and to negotiate with any or all prospective contractors on modifications to proposals.

Evaluation and Selection Process

Proposals received in response to this RFP will be evaluated by the Blue Ridge Parkway Association Review Committee.

XIII. GENERAL CONDITIONS

The contract award will not be final until BRPA and the prospective contractor have executed a formal contractual agreement. The contractual agreement consists of the following parts: (a) the basic provisions and general terms and conditions, (b) the special terms and conditions, (c) the project description and goals (Statement of Work), and (d) the budget and payment terms. BRPA is not responsible for any costs incurred prior to the effective date of the contract. BRPA reserves the right to make an award without further negotiation of the proposal submitted. Therefore, the proposal should be submitted in final form from a budgetary, technical, and programmatic standpoint.

This RFP does not commit BRPA to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies. BRPA is not responsible for any travel planning, travel expenses, or related fees incurred for presentation purposes of this RFP. BRPA reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified sources, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFP if it is in the best interest of BRPA to do so.

CONTACT INFORMATION

Project Management:

Lisa Bottomley

lisab@blueridgeparkway.org

phone: 336-657-7290

Project Administration:

Michelle Summey

michelle@blueridgeparkway.org

phone: 828-670-1924

We appreciate your interest in the National Scenic Byways Program and look forward to receiving your proposals. If you have any questions or need further clarification, please don't hesitate to contact us.

-- End "Request for Proposal" Document --