

**Addendum/Questions :**  
**Regarding the RFP for A Strategic Marketing Plan for Fort Worden**

- 1. Is there any other existing research that is available that documents visitors, demographics and potential markets?**

*Yes, in 2008 the Washington State Parks Commission adopted a Business and Operations Plan that provided the baseline data for the preparation of the 2012 Business and Management Plan. This document has been added to the fwpda.org website.*

- 2. Have any of the 2012 Business Plan recommendations or priorities been implemented?**

*The 2012 Business and Management Plan was used as the basis for negotiating a 50-year master lease for the 90-acre Campus area. The master lease contains specific terms and conditions as well as milestones for implementation. The master lease between State Parks and the PDA has been added to the website as a reference.*

- 3. Is there any additional visitor data/information on the type and number of visitors who come to Fort Worden?**

*Currently, the type of visitor is broken down in these categories:*

*College  
Centrum- Partner  
Church  
Corporate  
Government  
Org/Assoc.  
Other Partners  
Family Reunions  
School/Youth  
Social  
Wedding  
Washington State Parks*

*Unfortunately State Parks has not tracked the number of guests in each category. It is the PDA's intention to do so when it takes over hospitality operations and management in May.*

**3. How do visitors currently get information on Fort Worden programs, events, and facilities?**

*Mostly word of mouth. The Park has many repeat guests. State Parks budget for Fort Worden marketing has been cut by the overall state budget challenges. In addition, the State Parks never developed an overall marketing strategy for the Fort's accommodations and meeting facilities. The few events the Park has had in recent years have been conducted mainly by partner organizations or the Friends of Fort Worden, These efforts have placed ads in local newspapers—Port Townsend Leader, Kitsap Sun and Peninsula Daily News. State Parks staff have used email lists for potential guests (Weddings) when they are promoting an event at the Fort (e.g., Wedding Expo).*

**4. Is there a call list on visitor inquiries? Going back how far?**

*Yes, State Parks has a Telephone Message List and we have that by year since 2012.*

**5. Does the Fort collect email addresses for visitors?**

*Yes, when making the reservation State Parks currently asks for email addresses.*

**6. Are you flexible on the approach outlined in the RFP?**

*Absolutely. We are hoping that a firm will suggest other strategies based on their experience, knowledge and understanding of our needs.*

**7. What are the Fort's "shoulder seasons"?**

*Peak season begins when school is let out in June and runs through September 30<sup>th</sup>. Currently, State Parks does not distinguish between high demand periods in the summer and seasonal or winter (discontented) rates.*