

Willamette Falls Heritage Area Coalition
Request for Qualifications (RFQ)

Scope of Work Summary

Build upon the success of the Willamette Falls Heritage Area Coalition (WFHAC) and our vision to become a National Heritage Area to protect, enhance, share and enjoy the region defined by the Willamette River between the mouths of the Tualatin River and the Clackamas River.

This includes advancing WFHAC Goals:

- Strengthen the identity of the Oregon City and West Linn area with the Falls at the heart of our identity and programming.
- Share this unique place with others, both local residents and visitors
- Make improved public access a priority.
- Build the vision as an integral part of the community and who we are.
- Create an easy to navigate approach to the area and the core site.

Scope of Work Details – these tasks are intended to be a roadmap for the first year of the contract and will need refinement when contract is signed and as the work progresses over the first year.

1. Develop a feasibility study that meets requirements for selection as a National Heritage Area (NHA) including but not limited to:
 - a. Gathering various inventories: Tourism & Economics, Cultural & Natural, Recreation & Scenic, Historic & Heritage.
 - b. Develop and guide a public outreach and communication campaign.
 - c. Coordinate and prepare the application for NHA designation
2. Create a range of media components to communicate message.
3. Maintain relationships with project partners who support a NHA and coordinate advocacy efforts
4. Develop funding recommendations for programming and long-term sustainability.
5. Cultivate the vision and manage organizational development of the WFHAC.
6. Coordinate with technical service providers as appropriate.
7. Participate in Board and other meetings.
8. Document progress of development toward NHA.
9. Administrative Coordination of Coalition including management of documentation.

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Qualifications

- Significant experience and demonstrated achievement in organizational (non-profit) development with a minimum of seven years of direct or transferable experience.
- Ability to meet, interact and work comfortably with a variety of stakeholders including representatives from foundations, state and federal legislators, local government, private business, state and federal agencies and the general public.
- Effective communication skills in both verbal, electronic and written form.
- Flexible, self-directed, proactive team member, able to manage multiple projects and duties simultaneously, while paying careful attention to detail.
- Ability to attend meetings and events in the WFHAC communities
- Experience with Heritage Area development and management and other National Park Service or similar programs preferred.

Compensation: \$30,000 may be renewable annually on contract for 3 year term. Expected part-time position.

To Apply: Send cover letter, resume and three references to: wfhacinfo@gmail.com. Applications must be received by 5pm on Tuesday, June 15, 2010.