

California Welcome Center RFP 2023 QUESTIONS & ANSWERS

- Q.** Is there a square footage requirement of a center?
- A.** There is not a specific square footage requirement of a center. A center needs to be able to serve the volume of traffic it receives and display/provide information to guests as outlined in the RFP.
- Q.** Are there certain hours that a center must be open?
- A.** Welcome Centers must be open 7 days per week, but hours are flexible depending on location. Most centers are open during normal business hours, but if the location is in a shopping center for example, the center should mirror those hours to best serve visitors.
- Q.** Can the Visit California branding coexist with my local DMOs branding?
- A.** Yes, while we want to remind guests that Visit California is a united source of information with our branding, we want each center to offer destination specific themes to achieve a cohesive feeling.
- Q.** How does funding work, are centers eligible for grants?
- A.** Each center is independently owned and operated, there is a contract between Visit California and each center. Centers are welcome to apply to any funding or grants that are available to them. Each designated center pays annual dues of \$5000.
- Q.** Can there be a bus drop off zone in front with parking a block away?
- A.** Describe these parking facilities in detail in your proposal, each center must have adequate public parking, including space for busses and RVs.
- Q.** We are considering 2 locations – can we do 2 applications for one destination?
- A.** No need for 2 applications, you can work both sites into 1 proposal, but be prepared to show both locations if you are selected for a site visit and know that you'd be scored on each possible location.