



## California Welcome Center RFP 2024 QUESTIONS & ANSWERS

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- Q.** Is there a square footage requirement of a center? And can a center be located on the 2<sup>nd</sup> floor of a building?
- A.** There is no specific square footage requirement for 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. CWCs can be located in upper-level suites as long as it is accessible per ADA regulations.
- Q.** Are there certain hours that a center must be open?
- A.** Welcome Centers must be open seven days a week, but hours are flexible depending on the 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 for any funding or grants that are available to them. Each designated center pays annual dues of \$5,000.
- 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 buses and RVs.
- Q.** We are considering 2 locations – can we do 2 applications for one destination?
- A.** There is no need for two applications; you can work both sites into one proposal. However, if you are selected for a site visit, be prepared to show both locations and know that you'll be scored on each possible location.