



Request for Proposals (RFP)

Outdoor Recreation Data Set for Communities

Background

Created by the US Congress in 2008, the Northern Border Regional Commission (“NBRC”) is a Federal-State partnership that seeks to alleviate economic distress and encourage job creation throughout the northern regions in Maine, New Hampshire, Vermont, and New York. Since 2017, the NBRC has grown significantly, with core appropriations tripling over that time. The Commission has continued to expand its mission and programs and attracts an increasingly diverse population of grantees. More information about the NBRC can be found at www.nbrc.gov. The NBRC’s enabling statute can be found at 40 USC, Subtitle V (“Regional Economic and Infrastructure Development”).

In 2023, the Northern Border Regional Commission partnered with the Northern Forest Center (NFC) to plan and facilitate the [Northern Forest Outdoor Recreation Symposium](#). In addition to planning and facilitating, NFC was contracted to develop an [executive summary](#) to include high level conclusions and recommendations to advance and support the outdoor recreation economy, along with recommendations for the NBRC’s grant programs, strategies for capacity building, and the need for comprehensive and uniform datasets at county and town levels to inform community and business strategies for outdoor recreation growth in the NBRC region.

Conclusions from the symposium highlighted a distinct gap in publicly available [county and town level data](#) related to outdoor recreation’s economic impact, community impact, recreation infrastructure, market trends and visitation. The aim of this RFP is to identify a vendor that will assist NBRC in addressing this regional need.

Objective

The NBRC is seeking to hire a partner who will create accessible county-level data set(s) utilizing U.S. BEA, Northeastern States Research Cooperative, state universities, state agencies (economic development, tourism, and outdoor recreation offices), trade associations, and other entities as necessary. These data sets should complement existing NBRC State Partner efforts such as New Hampshire’s [‘RecReady’ program](#) and Vermont’s [‘CORE’ Toolkit](#). The deliverable would include a user-friendly data set and accessible platform, designed to assist residents, municipal officials and interested organizations in the region, as they manage existing outdoor recreation assets, programs, and plan for future investments.

Scope

The NBRC seeks contractors who are experienced in:

- Reviewing, combining and collating diverse data sets
- Structuring data visualization tools and methodologies
- Engaging in qualitative interviews and discussions to guide the development of data tools
- Creating data visualization platforms that are broadly accessible
- Creating learning tools or orientation materials to bring a diverse set of users to the data

The contractor is encouraged to respond with a mix of approaches they feel would be most beneficial in engaging outdoor recreation leaders and experts, as well as state agencies across the region to identify and highlight key data characteristics or community level needs.

Deliverables

The Contractor shall:

- i. Organize, and facilitate key outdoor recreation stakeholder discussions specific to the development of data sets, including but not limited to:
 - a) State agencies charged with recreation and tourism functions for the state of New York, Vermont, New Hampshire and Maine.
 - b) Regional and national partners with area expertise such as state universities, NE States Research Cooperative, U.S. BEA, Outdoor Recreation Roundtable and other trade associations.
 - c) Additional client-identified key local, state or regional partners.
- ii. Review existing data sets, tools and methods utilized to analyze the economic benefits, risk management and community values related to outdoor recreation activities and development. This would include but is not limited to, data available through:
 - a) U.S. BEA and Outdoor Recreation Satellite Account
 - b) Outdoor Recreation Roundtable
 - c) Outdoor Industry Association
 - d) Headwaters Economics Library of Trail Benefits
- iii. Create data visualization and referenced data sets to include:
 - a) Open and accessible format to local and community leaders (non-data/research experts)
 - b) Easily relatable information categories, such as economic impact, health benefits, user attitudes, environmental concerns, etc
 - c) Materials designed and presented in a format that can be utilized to support decisions around grant making, planning, and public investment
 - d) At least four in-depth examples that extrapolate economic, community and health data and impacts of specific outdoor recreation assets

Required Budgetary Information

To fully execute this contract, the Contractor will provide the following budget items:

- Staff time & breakdown, in the following format:
 - Title
 - No. hours dedicated to the project
 - Hourly rate
- Overhead and/or administrative charges
- Facility charges, to include venue fees, room rates, food & beverages, etc.
- Subcontractor charges, to include facilitation and guest presentations/experts

The budget for this project is not to exceed \$115,000.

Period of Performance

Up to twelve months from date of award (anticipated April 2026). The selected contractor will be expected to schedule up to four performance review meetings with NBRC during the period of performance, culminating in a final meeting to review completed product/ data sets.

Submittal of RFP to NBRC

Complete RFP documentation must be submitted to the Agency's Deputy Director Molly Taflas, via email (mtaflas@nbrc.gov), no later than 5:00PM EST on March 20, 2026. Please provide the RFP in both MS Word and PDF formats.