

**THE ORIGINAL FLORIDA TOURISM
TASK FORCE**

REQUEST FOR PROPOSALS

FOR THE

SERVICES OF A

“PROFESSIONAL TOURISM

STRATEGIC PLAN”

VENDOR

PROPOSAL DEADLINE

5:00 P.M.

EASTERN DAYLIGHT SAVINGS TIME

OCTOBER 31, 2025

THE ORIGINAL FLORIDA TOURISM TASK FORCE
REQUEST FOR PROPOSALS FOR THE SERVICES OF A
PROFESSIONAL TOURISM STRATEGIC PLAN VENDOR

The Original Florida Tourism Task Force (Visit Natural North Florida) seeks a professional tourism marketing company to create a strategic plan to guide its development and marketing efforts for the next five years. The planning effort will focus on assisting the Task Force set long-term goals and objectives in the areas of organizational development, tourism promotion and marketing, as well as the education and training of Task Force members and their staff.

The Original Florida Tourism Task Force is a governmental entity consisting of member counties located in north central Florida. Member counties consist of Bradford County, Columbia County, Dixie County, Gilchrist County, Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 13-county area to increase the number of visitors and to extend their stay.

The Task Force maintains a website at www.naturalnorthflorida.com as well as a Facebook page at www.facebook.com/naturalnorthflorida.

Interested parties should provide a proposal including a description of their services, up to three professional references, examples of similar work, number of years of experience, and how they would meet the requirements stated below.

Proposals must be e-mailed. Proposals must be received by The Original Florida Tourism Task Force by:

5:00 P.M. Eastern Daylight Savings Time, October 31, 2025

Proposals received after the above specified time and date will not be accepted.

A. Scope of Work.

The Task Force seeks a professional tourism marketing company with a proven track record within the travel and tourism industry of developing a five-year strategic plan. The selected company will also be capable of implementing the following components of the five-year strategic plan:

1. Conduct a visioning process among Task Force members to identify past, current, and future opportunities for tourism development and promotion.
2. Contain a Strengths, Weaknesses, Opportunities and Threats analysis of the region.
3. Identification of existing tourism attractions and infrastructure.
4. Identification of future tourism attractions, facilities and infrastructure needs.

5. Identification of goals and objectives to be implemented during the five-year period of the strategic plan.

6. Development of marketing and promotion strategies for the five-year period of the strategic plan.

The selected proposer will be expected to work closely with the Marketing Committee of The Original Florida Tourism Task Force as well as Task Force staff through all phases of the project.

In addition to the items listed herein, the Task Force will give consideration to other concepts for its five-year strategic plan. Proposers are therefore encouraged to present other concepts and features not contained herein.

B. Responses

If you would like to respond to this Request for Proposals, please provide the following:

A description of how the above scope of work will be implemented.

An explanation of coordination and communication with the Original Florida Tourism Task Force throughout the project.

A detailed implementation timeline.

A description of your company, the year it was founded, and information about your philosophy for successful tourism marketing.

A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services.

An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.

Specifically state which staff would be assigned to manage The Original Florida Tourism Task Force account.

Submit a list of all subcontracted vendors to be used in the proposed project, including a description of your work experience with them and the specific role each will have in the project.

An itemized budget and proposed schedule of deliverables.

Any terms and conditions that might affect the project.

C. Ranking and Selection Criteria.

All proposals received will be reviewed and ranked by The Original Florida Tourism Task Force. The criteria used in ranking the proposer for this project will include the following items based upon a total of 100 points, as follows: (1) capacity to complete the work (25 points); (2) past experience with the development and maintenance of tourism-oriented strategic plans (25 points); (3) quality of proposal with regard to items 1 through 6 listed under Scope of Work as well as

other proposed features not contained herein (25 points); and (4) letters of reference (25 points). The total score from these criteria will be used to establish the rank order for the selection of the proposals by Marketing Committee members. The rankings, as established by the individual Marketing Committee members, will be combined to result in a Committee ranking of proposers based on the average rank order of proposals assigned by individual Committee members, not the total number of points assigned by individual Committee members.

Final Ranking: Unless oral presentations are requested by the Marketing Committee, the Preliminary Ranking shall be the Final Ranking. Should the Committee request oral presentations from the highest-ranking proposers, the finalists will be re-reviewed and re-ranked after the oral presentations by the Marketing Committee using the same criteria and method used for the Preliminary Ranking.

An attempt will be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

D. Terms.

Payable monthly upon submission of an invoice and documentation of monthly deliverables.

The Original Florida Tourism Task Force reserves the right to accept or reject any proposal and to award the contract in the best interest of the Task Force. If you have any questions, need further clarification or information, please call Lauren Yeatter at 352.955.2200, extension 113 or e-mail yeatter@ncfrpc.org.