



REQUEST FOR PROPOSAL

Strategic Planning Consultation Services

PROJECT OVERVIEW

Organization Overview

The Augusta Convention and Visitors Bureau is a private, non-profit 501(c)6 corporation responsible for marketing and promoting travel to Augusta, GA, and taking a lead role on product development for the destination.

Our DBA is Destination Augusta.

The vision and mission statements were updated and approved by the board of directors in 2021.

VISION: Augusta is a thriving community rich with experiences that attract people.

MISSION: Destination Augusta develops and promotes our community, inspiring people to have unforgettable experiences.

Destination Augusta currently has a three-year strategic plan effective through December 2022, and a detailed annual business plan.

Project Objectives and Deliverables

Destination Augusta seeks a consultant with a proven track record of leading organizations through the strategic planning process.

Objective: directional documents for the effective leadership and marketing communications efforts, providing clear focus and a consistent direction for the next three years. The selected company will lead Destination Augusta through a strategic planning process and must be capable of delivering the following:

- Review and evaluation of existing plans, including the city's new strategic plan
- A situational analysis
- A comprehensive strategic plan
- An annual business plan
- Strategic priorities and related objectives must include performance metrics
- Deadline for draft deliverables: July
- Final deliverables: August

Responses

If you would like to respond to this RFP, please provide the following:

- A description of your company, the year it was founded, and some insight into your philosophy for strategic planning.
- A list of previous/current clients and date of service. If applicable, please highlight clients in the travel and tourism sector.

- A description of the work you performed with specific examples demonstrating the impact of your services. Include a model document produced by your organization. Actual planning document samples are welcomed but not required.
- What specific expertise do you offer in each of the following areas:
 - Strategic Plans
 - Annual business plans
 - Destination Marketing Organization client experience
- An outline for how you approach the planning process. Specifics should include preferred method of involving the Board of Directors, community stakeholders (elected and private sector), industry partners (attractions, hotels, partner organizations).
- A timeline outlining the overall time required to complete the project.
- Organization chart naming the key employees in your organization, their professional backgrounds and areas of expertise.
- Specifically state which staff would be assigned to lead the planning process.
- Contact information for three references that are familiar with your strategic planning capabilities.
- If applicable, submit a list of all subcontracted vendors and third-parties to be included in the proposed project, including a description of your work experience with them and the specific role each will have in the project.
- Itemized fees corresponding to the project objectives above.
- Any terms and conditions that might affect the project.

General Information

Destination Augusta is not liable for costs incurred by bidders. All costs incurred because of this bid request, including travel and personnel costs, are the sole responsibility of the bidder.

A successful bidder will ensure the voices of our community are heard to build alignment with our stakeholders. They will challenge us to get out of our comfort zone. They will be innovative and forward thinking. They will seek to understand our community's potential. They will produce an easy-to-digest plan with visuals.

Deadline – Responses due by 5:00pm, Friday, March 4, 2022.

Submit your proposal to the **Destination Augusta contact listed below**. A minimum of 3 finalists will be selected from submitted proposals and may be requested to provide presentations or be available for questions and answers via phone or video conference.

Trent Snyder, VP Finance & Administration
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If you have any questions, please submit them to **Trent Snyder** by e-mail.

DESTINATION AUGUSTA



Meet the *NEW* Augusta – Georgia’s Most Buzzworthy City

VisitAugusta.com

Perfectly positioned along the Savannah River, Augusta, Georgia is the heart of the River Region which includes many vibrant surrounding counties in Georgia and South Carolina. For more than 125 years, hospitality has been at the heart of this Southern city, which gained fame for its rich history, spectacular gardens, esteemed medical community and the famed Masters® Golf Tournament. Drawn to Augusta, Georgia in the late 1800’s by the mild climate, presidents, industrialists, and socialites stepped down from private rail cars to vacation for the winter at resort hotels dotting the landscape of the classic Southern city. Today, the city is celebrating a resurgence of entrepreneurial spirit as a growing culture of artists, foodies, athletes, adventurers, historians, and families write the next chapter of its deep-rooted history with artisan whiskey bars, chef-driven restaurants, cuisine crafted from local ingredients and mountain biking/cycling trails that explore a region anchored by the Savannah River and Southern influence. Located approximately 140 miles east of Atlanta, and easily accessible by car or plane, Augusta is the top destination to add to your 2022 bucket list. Don't just take our word for it, come visit Aug"US"ta to see what all the fuss is about.

Funky + Fresh – Come See Aug"US"ta!

For those who have had the chance to experience the new Augusta, it comes as no surprise that Augusta, GA is a great fit for the next generation of travelers – the millennial. Distilling the multitude of millennial travel trends down to the three at the top of their wish lists – authentic experiences within budget, local cuisine, active/fit vacation – Augusta meets the criteria and then some, as a new generation of artists, chefs and entrepreneurs redefine this southern destination. Toss the Green Jacket to your father and put on your bike shorts and kayaking gear! Adventure by way of the following exhilarating trails and “only in Augusta” experiences:

Forks Area Trail System (FATS), Augusta Canal Natural Heritage Area, Ironman 70.3 Augusta (September 25, 2022)



US? Then  US! @VisitAugusta

#AugustaGA #LoveAugusta #ComeSeeAugusta

Fast Facts

13 Fun Facts About AugUsta!

1. Augusta was established in 1736 by General James Edward Oglethorpe.
2. Augusta was named after Princess Augusta of Wales.
3. Augusta's elite lived along Broad, Greene, and Telfair streets. They were known as "Pinch Gut" for the corseted ladies who inhabited the area.
4. Augusta was once the capital of Georgia and is now Georgia's second oldest and third largest city.
5. The Medical College of Georgia was the state's first medical school.
6. In the late 1800s, Augusta staked out a claim as a resort city. Guests included President William H. Taft, John D. Rockefeller, and Harvey Firestone.
7. Bobby Jones built the Augusta National Golf Club and hosted its First Invitational Tournament in 1934.
8. Two signers of the Declaration of Independence are buried in Augusta.
9. The Augusta Chronicle is the South's oldest newspaper.
10. Augusta's Springfield Baptist Church is the oldest independently formed African American congregation still meeting on its original site. It is also where Morehouse College originated.
11. Ty Cobb's baseball career began with the Augusta Tourists in 1904.
12. Augusta is the home of the "Godfather of Soul," singer James Brown and the famous Metropolitan Opera star, soprano Jessye Norman.
13. Nicknames – Augusta's River Region, The Central Savannah River Area (CSRA) – which includes surrounding counties in Georgia and South Carolina, The Garden City of the South - chosen in the early 20th century because of the City's many large private gardens.

Soul Starts Here – Georgia's Hidden Musical Gem

James Brown not only left his imprint on the music community with sounds, moves and soul like many had never seen, but he also left a major impression on what he considered his hometown of Augusta, GA and the city continues to celebrate and embrace the soul he left behind.

"Get on the Goodfoot" with these commemorative experiences:

- **James Brown Exhibit at The Augusta Museum of History** - The museum houses the first/only and most comprehensive major exhibition dedicated to The Godfather of Soul.
- **James Brown Statue in downtown Augusta** - Located on Broad Street, between James Brown Blvd and 8th Street.
- **The James Brown Journey** - This must-experience self-guided walking tour, the James Brown Journey! On this city-wide interactive tour, visitors are given the opportunity to walk back in time in the footsteps of Mr. Brown with stops along the tour including Brown's childhood home, his most frequented hangouts and more!
- **Murals and Street Art throughout the city honoring the Godfather himself!**
- **The James Brown Family Historical Tours** - Led by Brown's daughter DeAnna Brown, the narrated tour stops at places that are significant to the history of Mr. Brown's life growing up and living in Augusta, GA.
- **NEW in 2022!** - The first of its kind, Soul Festival comes to Augusta.

Thrills for All in Augusta's River Region: 2022's Top Drivetime Destination

Take the road less traveled this summer with a visit to Georgia's second oldest city. Only a short drive away from popular but crowded travel destinations such as Atlanta, Charleston and Greenville, and recently named by Thrillist as one of the most underrated cities in the U.S., Augusta offers guests a plethora of unique area attractions and restaurants to indulge in to make the summer one that won't easily be forgotten. With so much to offer, vacation-goers searching for an all-in-one vacation destination should consider Augusta as a place to drive to instead of through to get to their next destination. Discover or rediscover a city of soul, a destination going through a culinary and artistic awakening and the adventure-filled river city that is Augusta, Georgia.

Get a Taste of the Culinary Masters

With over 400 restaurants and bars, culinary feats can be found throughout Augusta with an assortment of fresh, creative cuisine that speaks to the spirit of this dynamic city and plays off the influential Southern past. With dishes named on Food Network's "Georgia's most Iconic Foods" and included in national and regional publications, Augusta's restaurant scene is becoming widely known for its creative twist on southern classics and curated craft cocktails, providing the city of Augusta and its guests with undeniably delectable dishes and libations in a relaxing and low-key environment.

The Return of the World's Biggest Game: Masters® Tournament

A swing and a hit! The iconic Masters® Tournament is back, meaning come April, all eyes are on Augusta as millions of dedicated golf fans await the highly anticipated return of the world's biggest tournament. Tee off the experience of a lifetime year-round, outside the gates of the coveted Masters® Golf Tournament. While the tournament brings a flock of golf enthusiasts to the Garden City every April, every other month out of the year, visitors can immerse themselves in Augusta area offerings unique to this refined city on the rise.

Where to Explore Beyond the Putting Green

The central location of this eclectic city provides visitors with a plethora of activities to indulge in, both on the water and land. Embrace the stories, sights, and sounds of Augusta amongst the vibrant arts and culture scene and enjoy the views of ornamental gardens, historical monuments and architectural masterpieces that line the river. The options are endless for those looking for insight into this peach state gem.

- **Augusta Canal National Heritage Center**
- **Augusta Museum of History**
- **Summerville Historic Homes District**
- **River Watch & Savannah River Brewing Co.**
- **Riverwalk**
- **Morris Museum of Art**
- **Surrey Center**
- **Phinizy Swamp Nature Park**

