



REQUEST FOR INFORMATION (RFI)

August 25, 2021

The Halifax Area Advertising Authority (HAAA) d/b/a Daytona Beach Area Convention & Visitors Bureau (CVB) recognizes the importance of having an innovative long-term strategic plan. This plan should be shaped by visitor research, analysis and thoughtful consideration of input from stakeholders and partners. To accomplish this work, the CVB would like to partner with a strategic consulting group with proven experience working with tourism destination marketing organizations to assemble a long-term strategic (vision) plan that would build off the efforts and accomplishments since the organization's 2015-2020 strategic planning initiative and identified goals.

Background:

The CVB is a destination marketing organization whose mission is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District (map attached) and all of Volusia County through the successful promotion of the area as a preferred tourism destination. The HAAA has an appointed, 11-member Board of Directors. Copies of the most recent Strategic Plan (2015-2020) and SWOT Analysis (2019) are attached. More information [about the organization](#), [economic impact](#), [marketing plan](#) and [market research](#) may be found on the CVB website DaytonaBeach.com.

Project:

Working with HAAA/CVB, develop a 5-year strategic (vision) plan to achieve tourism growth across all segments (corporate, leisure, meetings, sports), that is in alignment with the area's destination development efforts and overall community support for the tourism industry. Execution may include:

- Assessment of the destination's current state and emerging trends
- Comparative benchmarks
- Stakeholder engagement (e.g., CVB staff/HAAA Board/Advisory Committees, businesses, city/county officials, residents/community)
- Identify destination differentiator(s)/sustainable competitive advantage(s)
- Long-term goals, action plan, and milestones to be implemented by the CVB and its advertising agency of record

Response: If you plan to participate, please prepare your response per the outline below.

Following our review of the written RFI submissions, we will narrow the field to small group of finalist firms. Those finalists will be asked to participate in a Q&A video conference call and presentation.

Finalist firms will be notified on Sept. 9 and should be prepared to present their assessment and recommended process virtually Sept. 13, 2021. The CVB will then present their recommendations to the full HAAA Board on Sept. 15, 2021. The CVB will follow up with a firm, leading to negotiation and agreement. Firms will not be compensated for the RFI process.

Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue, Daytona Beach, FL 32114
(386) 255-0415 • DaytonaBeach.com

To confirm intent to participate, please email LCB@daytonabeach.com no later than end day August 30, 2021. Please feel free to contact us if you have questions. We look forward to learning more about your firm.

Written RFI responses are due end of day Sept. 7, 2021 to kholcomb@daytonabeach.com and copied to kgalloway@daytonabeach.com.

Please provide the following information:

General Company Information

- Contact information
- Ownership – include parent company, other subsidiaries of parent company, affiliated offices, and other pertinent information about your company structure
- Brief history of your firm

Relevant Clients & Experience in Strategic Planning

- Client list and experience with the following:
 - DMO (Destination Marketing Organizations)
 - Sharing important outcome/results that, while outside the mission of the DMO, are within the mission of other stakeholders (e.g., city/county officials)
 - Other visioning/planning clients with multiple stakeholders

Staffing

- Share bios of key staff members who would be expected to lead and participate in this initiative

Process

- Please clearly define the process that you would deploy to establish a holistic view of the area, long-term strategic goals and an action plan for the CVB to include:
 - Scope of Work, including process outline, key audiences, anticipated deliverables, and a project timeline
 - Any additional information and examples you believe to be important. Please include your experience working and complying with Florida's Government in the Sunshine and Public Records Law
 - References (at least three) who can speak to their respective experiences with similar projects (name, business/organization, address, phone, email)
 - Cost structure associated with developing the plan, including travel (if any)
 - Identification of potential conflicts of interest (if any)

Intent to Participate Contact:

Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
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LCB@DaytonaBeach.com

RFI Submission Contact:

Kate Holcomb, Director of Communications
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