



## Visit Loudoun Issues RFPs for 2023-2024 Projects

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Visit Loudoun, the only organization solely dedicated to maximizing brand awareness and driving visitor demand for Loudoun County, Virginia, is seeking proposals for a series of special projects that will be supported by ARPA funding.

Visit Loudoun is a not-for-profit organization that develops and implements programs that promote tourism and travel to Loudoun and its towns, to increase visitation and generate visitor spending.

Loudoun is unique in our diversity of product—our equestrian experiences; craft-beverage and restaurant scene; agriculture and historic attractions; and outdoor recreation assets—make us a very attractive destination to leisure and business travelers as well as those coming to Loudoun for sporting events, meetings or weddings.

The organization has RFPs open for the following:

**Signature Songwriting Event:** Visit Loudoun is seeking proposals from qualified festival/event planners with expertise in creating multi-day events focused on songwriters. The event will create a unique sense of place, build on the characteristics of Loudoun, incorporate live performances in multiple venues and be inclusive of regional and national acts along with local Loudoun area musicians of various genres. The full RFP can be [found here](#).

**Local Music Artist Database:** Visit Loudoun is seeking proposals from qualified web development firms to create a searchable database and an online booking engine, which will allow Loudoun area musicians to create and upload their profile to be searched for by Loudoun tourism and hospitality businesses and vice versa, resulting in bookings. The full RFP can be [found here](#).

**Series of Public Relations Activations:** Visit Loudoun is seeking proposals from qualified PR/Marketing agencies to manage various projects including FAM tours and activations with the Travel & Adventure Show. The full RFP can be [found here](#).

**Craft Beverage Guide:** Visit Loudoun and Loudoun Economic Development are seeking proposals from qualified marketing agencies to create a comprehensive craft beverage guide that represents the beauty and the diversity of product and businesses that can be found here in Loudoun. The full RFP will be released in April.