



## Request For Proposal

### Loudoun Local Artist Database and Booking Engine

#### Introduction, Background and General Information:

**Background:** Visit Loudoun is the only organization solely dedicated to maximizing brand awareness and driving visitor demand for Loudoun County, Va., located 25 miles from Washington, DC. This not-for-profit organization 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.

Loudoun's tourism revenue topped just over \$3 billion in 2021, making Loudoun the top generator of visitor revenue for the Commonwealth. In 2021, tourism supported 13,533 jobs and \$751 million in salaries and wages. It generated \$108.9 million in local taxes as well as \$55 million in state taxes.

**MISSION:** To stimulate the sustainability and enhancement of Loudoun County's economy and quality of life by advocating for smart destination development and marketing an exceptional experience to travel consumers worldwide.

**VISION:** To be a "must visit" destination supported by a community that recognizes the economic and quality of life benefits that come from sharing our home with visitors. Loudoun County will be the preferred east coast destination for lovers of artisanal, epicurean, and culturally rich experiences.

#### Visit Loudoun's Strategic Plan:

Visit Loudoun's [FY23-FY25 Strategic Plan](#) identifies strategies to leverage music and the arts to drive demand as well as enhance the visitor experience. 40% of visitors surveyed during the Strategic Plan process stated that they enjoyed local music as a part of their visitor experience over the past three years, while 56% stated that they view local music as integral to their next trip. This demonstrates continued demand to grow Loudoun as a destination for local music.

One of Visit Loudoun's five pillars of its strategic plan is to support music and the arts. While there are strategies outlined in the Strategic Plan, here are three key areas of focus:

1. Facilitate and support Loudoun County as a destination for music and the arts
2. Integrate music and arts into the greater tourism assets and existing events
3. Foster and support the local arts scene

Visit Loudoun convened key stakeholders to serve as a music industry advisory committee to develop and implement new ways for the organization to execute the strategies outlined in the strategic plan, one outcome of which was the need for a database/booking engine for Loudoun's tourism and hospitality

partners—wineries, breweries, festival organizers, lodging facilities, restaurants, etc.—to book Loudoun area artists.

### **Request for Proposal:**

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 & hospitality businesses and vice versa, resulting in bookings.

### **Process:**

- March 27, 2023: Request for Proposal issued by Visit Loudoun
- March 27, 2023: Request for Proposal on [VisitLoudoun.org](http://VisitLoudoun.org)
- April 12, 2023, written questions submitted by 5:00 pm EST to [Marketing@VisitLoudoun.org](mailto:Marketing@VisitLoudoun.org)
- April 13, 2023 at 1:00: Virtual information session for prospective bidders  
<https://meet.goto.com/793709165>
- April 28, 2023: Proposals submitted by 5:00 pm EST to [Marketing@VisitLoudoun.org](mailto:Marketing@VisitLoudoun.org)
- May 11, 2023: Virtual proposal presentation by finalists to selection committee
- May 19, 2023: Contract Awarded

### **Proposal Requirements:**

Interested parties should provide a copy of their proposal, including the information outlined below. Submissions may be supplemented with samples that are similar or relevant to this project.

Please include the following:

- Name and location of organization, including information that pertains to diversity, equity and inclusion policies
- Scope of work, including outline of work plan and final deliverables
- Professional qualifications and experience
- Fee structure inclusive of all related expenses
- Any ongoing fees associated with the project

### **Selection Criteria**

Proposals received in response to this RFP will be objectively reviewed by Visit Loudoun staff and executive board leadership and selection will be based on the following criteria:

- The vendor's ability to perform the scope of work based on prior experience with similar projects
- References provided by individuals involved in past engagements
- The vendor's demonstrated ability to complete the project on schedule
- Competitiveness of the fee structure
- Vendor's ability to maintain the database

A firm will be selected based on the needs of Visit Loudoun and Loudoun Economic Development which reserve the right to negotiate and/or reject all submissions if necessary.

All questions regarding this RFP may be addressed to Beth Erickson at 703-771-4964 or [Erickson@VisitLoudoun.org](mailto:Erickson@VisitLoudoun.org). Additional information about Visit Loudoun can be found on our Web site at <http://www.visitloudoun.org/industry>.