



**RICHMOND  
REGION  
TOURISM**

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## **Richmond Region Tourism – The Black Experience Tourism Package**

### ***Call for Proposals***

In partnership with community leaders, Richmond Region Tourism (RRT) is developing a new tourism promotional package that commemorates our community's Black history and culture. Richmond is at the center of the African American story, and we want to showcase it - from our rich, complex and difficult past to all the incredible Black restaurants, artists, events and entertainment that make our region proud today.

***In order to launch this new tourism package, we're looking for a talented group of creatives and strategists to help us bring it to life.***

See below for details on the project, and how you can apply to help build this exciting package.

### **Background on the project**

In 2017, RRT brought together a collection of community members to help develop a unique way to attract more tourism that celebrates Richmond's Black culture. Led by Enjoli Moon, founder of the Afrikana Independent Film Festival and Assistant Curator of Film at the ICA, we brought together individual stakeholders and leaders of organizations from across the region to include: Elegba Folklore Society, Black RVA, Untold RVA, Preservation Virginia, the Black History Museum, The Valentine, Library of Virginia, Venture Richmond, the American Civil War Museum, National Park Service and more.

Working together for months, the coalition developed a name and concept for the package. Now, with our idea clear, we need help bringing our idea to life. Once we find a creative team to help us fulfill our vision, our committee will work together with the selected group to guide, advise and facilitate the launch of this package across the region.

### **Goals of the project**

Through this new tourism package we hope to:

- Celebrate the Black community of the Richmond area and draw visitors from all around the world to do the same
- Share our pride for the rich history and culture that define our destination
- Support Black businesses throughout the region by showcasing the spaces that are core to the Black experience
- Demonstrate our commitment to supporting the Black community in the Richmond region

## Requirements for entry

To be considered to help build the Black experience tourism package you must meet the following requirements:

- Your team\* must be able to complete all the project deliverables
  - Your team must be available for a minimum of 20 hrs. per week during the entirety of the project timeline (*see project details*)
  - Your team must be able to fully deliver the project within our specified budget (*see project details*)
- \* The committee will be looking for Black representation on the selected team*

## Project deliverables

Upon selection, your team will work closely with our committee to develop all deliverables. Each element will come with a detailed brief and supplemental information in order to guarantee maximum clarity and specifications.

PROJECT DELIVERABLE	APPLICANT RESPONSIBILITIES
Brand identity for the Black experience tourism package: <ul style="list-style-type: none"> <li>• Logo</li> <li>• Typography</li> <li>• Color palate</li> <li>• Iconography</li> </ul>	<ul style="list-style-type: none"> <li>• Provide 3-5 examples of previous brand identity work</li> </ul>
Brand launch plan: <ul style="list-style-type: none"> <li>• Regional media plan spanning 4-hour radius from Richmond (traditional &amp; social media)</li> <li>• Timeline and delivery channels</li> <li>• 2-5 Brand launch concepts – e.g. events, social campaigns, public stunts, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide 1-3 previous case studies or project summaries in which you or your team has completed similar plans</li> </ul>
Web design for the Black experience tourism package site, including site map	<ul style="list-style-type: none"> <li>• Provide 2-5 available links to previous web design work or comprehensive portfolio</li> </ul>
A 1-3 minute sizzle video to help launch brand and drive visitation to Richmond	<ul style="list-style-type: none"> <li>• Provide links to previous video work</li> </ul>
Team bios and head shots: <i>(At minimum we'd like to see the following roles represented)</i> <ul style="list-style-type: none"> <li>• Designer (web/graphic)</li> <li>• Strategist</li> <li>• Videographer</li> </ul>	<ul style="list-style-type: none"> <li>• Provide work experiences and examples of previous work (<i>some may be covered above</i>)</li> </ul>

## Project details

- This project will be paid. Applicants are encouraged to shape their proposals around a budget of \$30,000
- Brand name will be provided once selected
- Strategic positioning will be provided once selected
- Some current video and photo assets available once selected
- Lexicon for preferred cultural language provided once selected
- Specific creative briefs for all deliverables will be provided once selected

## Inspiration

To get your team thinking about what success looks like, we've provided links below to three projects that inspire us.

- [Philly video](#)
- [OutRVA](#)
- [The Green Book of South Carolina](#)

## Application specifics

Applications will open January 28, 2019. Complete information is available online at <https://www.visitrichmondva.com/rfp/>. A pre-bid conference will take place at Richmond Region Tourism's office at 401 N. 3<sup>rd</sup> St. on Feb. 7 at 2 p.m. At that time questions about the project will be answered. Outside of the pre-bid conference, no questions will be answered about the project by any of the selection committee members. RSVP to the pre-bid conference [here](#).

Proposals must be submitted as pdfs by March 1 to Dropbox via the link on the <https://www.visitrichmondva.com/rfp/> or by hand delivery to:

Richmond Region Tourism  
Attn: Katherine O'Donnell  
401 N. 3<sup>rd</sup> St.  
Richmond, VA 23219

The successful proposal will be notified by March 29. Targeted project launch mid-June.

Thanks you for your interest! We're looking forward to collaborating on this important project.