

Purpose

The Town of Colonial Beach seeks to retain the services of a consultant to provide marketing services with the goal of increasing destination tourism, branding, social media presence, communications and marketing of the town's assets and businesses, and promoting town events for a term of two (2) years months with three (3) 1 year renewal option periods which may be exercised at the sole discretion of the Town.

The consultant firm sought will have the knowledge, creativity, and resources to develop, implement, communicate, and quantify a program to exponentially increase economic development through increased tourism.

Funding for this project shall not exceed \$60,000 per year.

Background Information

The Town of Colonial Beach, since its incorporation in 1892 as a vacation and beach resort, has enjoyed a rich and infamous history centered around the Potomac River shoreline and the boardwalk area. In the last several years the town has embarked on a revitalization of its downtown area, a designated tourism zone. For more information, visit www.colonialbeachva.net.

Evaluation Criteria/Proposal Preparation

Proposals should include an introduction and summary of experience of any and all principals who will be engaged and a Performance Work Statement (PWS) that addresses how each of the following five objectives will be met: (1) Enhance the visibility of Colonial Beach as a clean and safe tourist destination; (2) Develop a short, intermediate and long term tourism plan; (3) Develop or expand at least three tourism projects; (4) Identify tourism structures and infrastructure in need of upgrade or development.; and, (5) Develop a set of measures to assess the success of our tourism efforts.

Proposals should also include a summary of prior experience highlighting similar successful campaigns and three reference statements from prior or current clients.

Proposal Submission

Interested Consultants should submit three (3) printed copies and one electronic (PDF) copy of their proposal, clearly labeled "Consultant, Marketing" no later than Wednesday, June 30, 2021, at 1:00 p.m. to:

Attention To:

**Heather Oliver, Town Clerk
Town of Colonial Beach
315 Douglas Avenue
Colonial Beach, VA 22443**

Selection Procedure

The Town of Colonial Beach will follow the guidelines of the Competitive Negotiation procedure for the Procurement of Professional Services as outlined in the Virginia Procurement Act.

Questions should be addressed to Heather Oliver, Town Clerk at 804-224-7181.