

**REQUEST FOR PROPOSALS  
BEACHES TO WOODLANDS EVENT COORDINATOR**

Notice is hereby given that the Santa Rosa County Board of County Commissioners is calling for and requesting proposals for an Event Coordinator for the Beaches to Woodlands Tour for the Santa Rosa Tourist Development Council. This is a contract for a specific service.

All proposals must be in writing and delivered by hand, Fed Ex, or mail to the Santa Rosa County Procurement Department, 6495 Caroline Street, Suite G, Milton, Florida 32570, and must be received by 10:00 a.m., May 5, 2009. Only proposals received by the aforesaid time and date will be considered. Proposals received after the time set for the proposal opening will be rejected and returned unopened to the submitter. All proposals shall be sealed and clearly labeled, "**RFP- Beaches to Woodlands Event Coordinator**". Please provide twelve (12) copies of the proposal.

Specifications may be secured from Santa Rosa County Website ([www.santarosa.fl.gov/bids](http://www.santarosa.fl.gov/bids)) or at the Santa Rosa County Procurement Department at the above address. Telephone (850) 983-1870

Questions concerning this request may be directed to Ms. Kate Wilkes, at (850) 939-3267.

The Board of County Commissioners reserves the right to accept or reject any and all proposals in whole or in part and to waive all informalities.

Santa Rosa County does not discriminate on the basis of race, color, national origin, sex, religion, age, or handicapped status in employment or provision of service.

By order of the Board of County Commissioners of Santa Rosa County, Florida.

**LEGAL NOTICE**

One issue – April 4, 2009 - Press Gazette, April 9, 2009 - Navarre Press

Bill and proof to Santa Rosa County Procurement Department, 6495 Caroline Street, Suite G, Milton, FL 32570, Attn.: Orrin L. Smith.

April 4, 2009

**MEMORANDUM**

TO: Company Addressed

FROM: Santa Rosa County Procurement Department

SUBJECT: Event Coordinator for Beaches to Woodlands Tour

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***Minimum Specifications***  
**Event Coordinator**  
**Beaches to Woodlands Tour**

INTRODUCTION

The Santa Rosa County Tourist Development Council (SRCTDC) Request for Proposal (RFP) for Event Coordinator for Beaches to Woodlands Tour, 2009

PROJECT UNDERSTANDING

Beaches to Woodlands will take place every week-end in October. It is designed to highlight a variety of aspects of Santa Rosa County by offering festivals, art shows, antiques, outdoor adventures and more throughout the county.

SCOPE OF SERVICES

- Develop and adhere to Timeline
- Develop budget, secure sponsors
- Develop venue ideas and overall schedule for dates in October
- Develop schedule of events to include festivals, history, industry, adventure sports, shopping, etc.
- Appoint/Organize/Recruit Area Reps and committees, provide support, train/work with reps, meet and follow up regularly for progression
- Evaluate volunteer needs
- Recruit/Place Vendors
- Develop tour and routes, signage, provide for public safety and security, work with Sheriff's Department, FDOT, etc.
- Gather, disseminate information, to include training/education for tourists and industry personnel
- Promotion, advertising, public relations
- Serve as liaison and/or develop tours and information for group tour buses, school groups, civic organizations, etc.
- Develop communications packages to include a map and brochure. Brochure must be presented to the TDC for approval one month before it is distributed.
- Problem solve, handle site management/infrastructure needs as arise (i.e. restrooms, traffic flow, sign permits, etc.)
- Work with TDC Director, TDC (specifically North End Committee) and TDC Advertising Agency

PLEASE PROVIDE

Work history

Educational background

Proposal for accomplishing the Scope of Services