

## Request For Qualifications

### Board of Directors / Stakeholder / Staff Strategic Plan Facilitation

The Santa Rosa County Tourist Development Council Board of Directors is seeking qualifications from qualified consultants to facilitate discussions and prepare a five year strategic plan for the organization. This plan is expected to include goals and measurable objectives, as well as activities to accomplish the goals.

#### Company Background

The Santa Rosa County Tourist Development Council, per Florida Statute, is a nine member volunteer advisory group made up of representatives from Santa Rosa's tourism and hospitality industry. The members are appointed by the Santa Rosa County Commission for a term of four years. The TDC makes recommendations to the commission on marketing, management, capital investment and distribution of the tourist development tax.

Tourist Development Council Board members must derive a portion of their income, or be employed in a business that deals directly with tourists, have an extensive knowledge of or background in the marketing and/or sales of tourism goods or services. Examples of such businesses would include lodging, attractions, restaurants, museums, hospitality education and other businesses, which cater to tourists.

Santa Rosa County generally has three public tourist related meetings a month - a South End Committee, a North End Committee, and a TDC Board. Formal recommendations are made at the board meeting. The TDC adheres to Florida's sunshine and public records laws.

The Santa Rosa County Tourist Development Office is responsible for promoting tourism throughout Santa Rosa County. The TDO directs tourism marketing efforts to grow tourism revenue and contribute to the long-term health of our county's economy, while striving to improve the quality of life for our residents. The TDO is also responsible for staffing the Navarre Visitor Information Center and coordinating the efforts of the Santa Rosa Tourist Development Council, an advisory board to the Santa Rosa County Board of County Commissioners. The TDO falls under the Santa Rosa County Economic Development Office and the Board of County Commissioners.

The Tourist Development Office is funded through bed taxes, or the lodging tax paid by visitors staying in Santa Rosa County. As it applies exclusively to rental of living quarters or accommodations for a term of six months or less, it has been nicknamed the "bed tax." Bed taxes can be used only for activities that promote the county.



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Santa Rosa County Tourist Development Council  
8543 Navarre Parkway – Navarre, FL 32566  
phone: 850.939.8666 – fax: 850.939.0085  
web: floridasplayground.com



**Scope of work:**

- Facilitate two focus group sessions to serve as a forum for stakeholders, board members and key staff participants to engage in meaningful conversations about current state of the hospitality industry, board governance objectives, board/staff relations and other topics related to organizational development. One session for North End Committee and one session for South End Committee
- Facilitate a board workshop/planning session with Santa Rosa County Tourist Development Council Board of Directors and Tourist Development Office Staff
- Conduct any necessary follow-up meetings with these groups
- Meet with Chairman and Tourist Development Director to review plan and progress
- Develop quantitative objectives necessary to measuring performance against the goals of the plan.
- Provide a final report and presentation to the Santa Rosa County Tourist Development Council, Santa Rosa County Board of County Commissioners and Tourist Development Office

**Proposal to include:**

- Consultant firm/individual background and experience
- Experience with strategic planning and board facilitation, especially government affiliation
- Experience with destination marketing organizations or visitor industry related business
- Reference list of previous similar projects
- Sample agenda/proposed format
- Outline of work proposed, including a timeline of preparation, execution and final report
- Fee structure for completing the plan with an estimate of additional out-of-pocket expenses. Include estimates of the number of onsite visits and any other costs associated with the planning process

**Selection Criteria**

Proposals received in response to this RFQ will be objectively reviewed by the Santa Rosa County Tourist Development Council Board of Directors, the Santa Rosa County Board of County Commissioners, and Tourist Development Director. Selections will be based on the following criteria:

- Proposer's ability to perform the scope of work based upon qualifications and prior experience with similar projects
- References provided by individuals involved in past projects
- The Proposer's demonstrated ability to complete the project on schedule
- Competitiveness of fees



The Santa Rosa County Tourist Development Board of Directors and the Santa Rosa County Board of County Commissioners reserves the right to negotiate and reject any/all of submissions if necessary.

Proposal to be received no later than XXXXX at XXXXX Central Standard Time. Send by email or mail to:

Julie Morgan  
Tourist Development Director  
Santa Rosa County Tourist Development Office  
8543 Navarre Parkway  
Navarre, FL 32566  
Work: 850-981-8900  
Cell: 850-572-0206  
[julie@santarosa.fl.gov](mailto:julie@santarosa.fl.gov)

All questions regarding this RFQ may be addressed to Julie Morgan at 850-572-0206 or [julie@santarosa.fl.gov](mailto:julie@santarosa.fl.gov). Additional information about Santa Rosa County Tourist Development Council can be found on our Web Site at <http://www.santarosa.fl.gov/TDO> and our brand Florida's Playground can be found on our marketing Web site at <http://www.floridasplayground.com>



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