REQUEST FOR QUALIFICATIONS (RFQ)

Tourism Promotion and Destination Development Services

Issued By:

Jay County Tourism Commission
P.O. Box

RFQ Issue Date: July 8, 2026

Responses Due: August 7, 2026

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1. INTRODUCTION

The Jay County Tourism Commission ("Commission") is soliciting qualifications from experienced nonprofit organizations interested in serving as the county's contracted tourism promotion and destination development partner.

The Commission seeks to retain a qualified third-party nonprofit organization to coordinate and implement countywide tourism promotion efforts, support local event organizers and tourism-related stakeholders, strengthen collaborative marketing initiatives, and assist in attracting new events and visitors to the county.

The selected organization will work collaboratively with local municipalities, chambers of commerce, event organizers, hospitality businesses, attractions, and community organizations to enhance tourism activity and economic impact throughout the county.

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2. PURPOSE AND OBJECTIVES

The purpose of this RFQ is to identify a nonprofit organization capable of:

- Promoting tourism and visitor engagement throughout the county;
- Coordinating marketing and promotional efforts among local organizations and event promoters;
- Providing marketing guidance and support to smaller organizations that may lack internal marketing expertise or staffing capacity;

- Increasing awareness of county attractions, events, and experiences;
- Assisting with the recruitment and attraction of new events, festivals, tournaments, conferences, and tourism-generating activities;
- Supporting tourism-related economic development initiatives;
- Developing strategic partnerships that maximize marketing efficiency and community collaboration;
- Enhancing the county's overall destination brand and visitor experience.

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3. SCOPE OF SERVICES

The selected nonprofit organization may be expected to perform services including, but not limited to, the following:

A. Tourism Marketing and Promotion

- Develop and implement countywide tourism marketing campaigns;
- Promote local events, attractions, lodging, dining, entertainment, recreation, and cultural assets;
- Manage digital marketing initiatives, including website content, social media, email marketing, and online advertising;
- Produce promotional materials and visitor information;
- Maintain a tourism calendar and event promotion platform.

B. Coordination of Community Marketing Efforts

- Serve as a central tourism marketing resource for local organizations and event promoters;
- Coordinate cooperative marketing initiatives among community stakeholders;
- Assist organizations that do not possess dedicated marketing staff or expertise;
- Encourage unified messaging and branding efforts across the county.

C. Event Development and Recruitment

- Identify opportunities to attract new tourism-generating events;
- Assist in recruiting sporting events, festivals, conventions, exhibitions, and other visitor-driving activities;
- Support event organizers with promotional planning and tourism outreach;
- Collaborate with local governments and venues regarding tourism opportunities.

D. Stakeholder Engagement

- Maintain active communication with tourism-related businesses and organizations;
- Facilitate partnerships among public, private, and nonprofit stakeholders;
- Participate in tourism and economic development meetings and initiatives.
- Coordinate with state and national level trade groups and wiliness to attend out of state marketing events.

E. Reporting and Performance Measurement

- Provide periodic reports to the Commission outlining activities, outcomes, metrics, and tourism impacts;
- Track marketing reach, visitor engagement, event participation, and related tourism indicators;
- Recommend strategies for continued tourism growth and enhancement.

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4. ORGANIZATIONAL QUALIFICATIONS

Interested organizations should demonstrate:

- Nonprofit organizational status;
- Experience in tourism promotion, destination marketing, event marketing, economic development, or related fields;
- Demonstrated ability to manage collaborative community initiatives;
- Experience working with local governments, chambers, nonprofits, and event organizers;
- Marketing and communications capabilities;
- Financial stability and organizational capacity;
- Knowledge of regional tourism trends and visitor engagement strategies.
- Demonstrated ability to effectively coordinate with state and federal agencies and local government.

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5. SUBMISSION REQUIREMENTS

Respondents should include the following information in their submission:

1. Organizational overview and history;
2. Proof of nonprofit status;
3. Description of relevant experience and qualifications;
4. Description of proposed approach to tourism promotion and stakeholder coordination;

5. Examples of comparable projects or partnerships;
6. Description of staffing and organizational capacity;
7. Proposed methods for measuring success and reporting outcomes;
8. References from governmental or community partners;
9. Any additional information relevant to the organization's qualifications.

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6. EVALUATION CRITERIA

Submissions may be evaluated based on:

- Relevant organizational experience;
- Demonstrated understanding of tourism promotion and destination development;
- Capacity to coordinate communitywide marketing efforts;
- Ability to support small organizations and event promoters;
- Creativity and strategic vision;
- Experience attracting tourism-generating events;
- Strength of partnerships and stakeholder engagement;
- Organizational stability and professionalism.

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7. TERM OF AGREEMENT

The Commission anticipates entering into a professional services agreement with the selected organization for an initial term of one year, subject to renewal upon mutual agreement and satisfactory performance.

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8. RESERVATION OF RIGHTS

The Commission reserves the right to:

- Reject any or all submissions;
- Request additional information or interviews;
- Negotiate terms with any respondent;
- Modify or cancel this RFQ at any time;
- Select the respondent deemed to be in the best interest of the county.

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9. SUBMISSION INSTRUCTIONS

Responses shall be submitted electronically or in hard copy to:

Jane Ann Runyon
Secretary
Jay County Tourism Commission101 S Meridian St, Portland, IN 47371
260-729-1927
runyon1966@gmail.com

Submissions must be received no later than August 7, 2026

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10. QUESTIONS

Questions regarding this RFQ should be directed to:

Jane Ann RunyonSecretary Jay County Tourism Commission

101 S Meridian St, Portland, IN 47371

260-729-1927

runyon1966@gmail.com

The Commission may distribute responses to all known respondents to ensure fairness and consistency.