

Request for Proposal for the Taylorsville Lake Paddle Battle

RFP: 2020 Taylorsville Lake Paddle Battle	Proposal Due By: February 1, 2020	Taylorsville-Spencer County Recreation, Tourism, & Convention Commission
Project Overview: The Taylorsville-Spencer County Recreation, Tourism, & Convention Commission has been hosting and promoting the event for the last six years, and is looking for proposals to manage, promote, and conduct the event for 2020. The date of the event is scheduled for June 6, 2020 at the Possum Ridge Boat Ramp at Taylorsville Lake State Park.		
Project Goals: <ul style="list-style-type: none">● Conduct a safe event that attracts paddlers from the local and regional area to increase the visibility of Taylorsville and Spencer County in order to promote recreation and tourism● Increase the use of the State Park, the boat ramp, paddling, and outdoor activity in Spencer County● Conduct and time the event prior to the awards ceremony and meal immediately following the event		
Scope of Work: Advertise and promote the event, answering questions from potential participants, conduct the timing of the event, and posting of the results on the day of the event, followed by posting to the website used to promote and conduct registration for the Paddle Battle.		
Current Roadblocks and Barriers to Success <ul style="list-style-type: none">● Effective marketing & advertising to attract people to Taylorsville● Competing events● Reaching beginners and families for recreational racing events		

Evaluation Metrics and Criteria

- Safe completion of event activities
- Increased number of participants (averaged 65 the prior 3 years)
- Accurate timing and results available immediately following the event

Submission Requirements

- Detailed proposal on advertising and marketing plan for the Paddle Battle
- Timing method proposed and implementation plan
- Detail of what your quote includes and what you require from the Tourism Commission to ensure a successful event.

Project Due By: February 1, 2020

Budget:\$2500.00-\$4000.00

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