

REQUEST FOR PROPOSAL

2019 ECONOMIC IMPACT ASSESSMENT OF THE OLUSTEE BATTLE FESTIVAL

Columbia County Tourist Development, in partnership with the Blue-Grey Army (Non-profit managing entity of the Olustee Battle Festival) requests proposals to complete the “2019 Economic Impact Assessment of the Olustee Battle Festival”.

What is the Olustee Battle Festival?

The Olustee Battle Festival embarks on its 41st year this February. It is Columbia County’s longest running festival and event. The festival is held in conjunction with the annual re-enactment of an American Civil War Battle near Olustee, FL. Re-enactors travel from all over the southeast to participate in this historical event.

The festival is a separate event from the battle re-enactment, and is held in Downtown Lake City, FL at Olustee Park. Historically, the annual festival draws thousands of visitors to the event. Throughout the weekend you will see various vendors and crafters, historical displays, entertainment, the annual parade, Lake De Soto skirmish, and much more.

Additional festival information can be found at:

<https://www.olusteefestival.com/>

<https://www.facebook.com/olusteefestival/>

Festival Dates: Friday, February 15 – Saturday, February 16, 2019

Primary Data Points:

- Who is attending (i.e. Demographics)?
- How many people are attending; include the percentage of locals vs. visitors?
- Where are attendees from?
- Where are visitors staying?
- How long are visitors staying?
- How much are locals spending?
- How much are visitors spending?
- What is the overall economic impact of the Olustee Battle Festival?

This is a baseline request for the study, however, any additional data points may be recommended in the proposal.

Proposal scoring criteria listed below.

35% Experience performing economic impact studies

20% Process to obtain data

35% Final report deliverable (Please include an example report)

10% Cost

Please direct all questions to Paula Vann via email to pvann@columbiacountyfla.com or via phone to 386.758.1312.

Email proposals to Paula Vann at pvann@columbiacountyfla.com by Wednesday, October 17, 2018.

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