



REQUEST FOR PROPOSAL
DESTINATION SALES AND MARKETING CONSULTANT – MEETINGS & EVENTS

Released Monday, May 11, 2026
Response Due by 4:00pm on Friday, June 5, 2026

The Jamestown Renaissance Corporation (JRC) invites consultants with expertise in meetings, conferences, business development, and destination marketing and sales to submit proposals to provide services that will develop and promote Jamestown as a hub for boutique meetings and conferences.

JRC is a not-for-profit organization dedicated to revitalizing downtown Jamestown, New York, by strengthening the local economy, supporting businesses, and enhancing the city's vibrancy as a place to live, work, and visit. As part of its economic development strategy, JRC seeks to grow Jamestown's reputation as a destination for meetings, group events, and conferences.

This is a three-year grant-funded initiative with the potential to become a permanent, full-time program through JRC in collaboration with the City of Jamestown, County of Chautauqua Industrial Development Agency, Chautauqua County Visitors Bureau, area attractions, hotels, and private foundations.

OVERVIEW

In 2025, a five-month feasibility study concluded that Jamestown's authentic small town feel and unique venues, complemented by its beautiful landscape, additional lakeside meeting spaces, and nearby wine country, meet the needs of today's meeting planners. The city's strength is in targeting small gatherings with cultural emphasis. Jamestown's venues and attractions deliver exceptional, fun, and distinctive experiences, from traditional event spaces at the Northwest Arena and Doubletree to creative boutique meeting spaces at the National Comedy Center, the Robert H. Jackson Center, Roger Tory Peterson Institute, Lucille Ball-Desi Arnaz Museum, and the Reg Lenna Center for The Arts.

While meeting planners surveyed indicated an interest in hosting a meeting in Jamestown, and the Chautauqua County Visitors Bureau promotes meetings throughout the county, respondents noted they were not familiar with the City of Jamestown as a meeting destination. JRC hopes to address this challenge.

SCOPE OF WORK

Jamestown Renaissance Corporation seeks a consultant, team, or agency to promote and sell Jamestown as a primary destination for boutique meetings and conferences. The primary market will be groups of 50–200 people located within a two- to three-hour drive market.

This is a marketing and sales-oriented contract that should include strategies to attract, grow, and sustain meetings and conferences business; support sales, marketing, partnership development, and lead generation efforts; and strengthen collaboration among venues, hotels, attractions, and the community.

Marketing and Promotion

- Create and implement an aggressive action plan to build awareness of Jamestown as a destination for boutique meetings and conferences.
- Lead development of content and collateral materials such as meeting planner guide, website, template for advertising in trade publications, and suggested itineraries.
- Create and implement an effective sales strategy for securing boutique meetings, events, and conferences in Jamestown.
- Identify target market segments and join target industry associations/chapters.
- Identify and attend trade shows and target industry marketplaces.

Event Bookings and Support

- Create a database of local venues, service providers, and capabilities.
- Develop booking policies and procedures for tracking client relationships.
- Respond to meeting planner RFPs as appropriate and received.
- Build a pipeline of conference and event prospects.
- Provide hands-on support to help planners coordinate events.
- Provide guidance to venues to ensure successful hosting experiences.

Administration and Reporting

- Establish performance metrics and benchmarks.
- Provide monthly progress reports to JRC oversight committee.
- Offer recommendations for long-term sustainability.

Budget

- The maximum (not to exceed) budget for this work is \$750,000 for a three-year (36 months) period. Costs must include the creation and implementation of any proposed marketing materials, ad placements, memberships in trade organizations, travel and attendance at marketplace events as well as all consulting, sales outreach, and administrative fees.
- A detailed budget should break down the costs into the following categories:
 - Marketing and Promotion
 - Labor
 - Sub-contracted work
 - Printing and implementation
 - Memberships
 - Travel and registration
 - Event Bookings and Support
 - Labor
 - Sub-contracted work
 - Software and supplies
 - Administration and Reporting
 - Labor
 - Supplies

QUALIFICATIONS

JRC is seeking an experienced event planning and marketing consultant/team with the following qualifications. Please address these points:

- Experience in meetings, conferences, business development, and/or destination marketing.
- Knowledge of tourism, hospitality, and/or economic sectors.
- Experience working with small to mid-sized destinations or nonprofit organizations (preferred)
- Creative marketing, sales, and meeting/event planning experience.
- Ability to work independently and collaboratively with diverse partners.
- Respondents must be willing to commit to a three-year plan.

Submissions should include:

- Cover letter with brief introduction and statement of interest.
- A consultant or team overview.
- Relevant experience with examples of similar projects, including outcomes.
- Proposed work plan, including any partnerships or associations.
- Timeline with proposed schedule and milestones.
- Detailed budget including costs for collateral materials, association and marketplace fees.
- Professional references

SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Relevant experience and qualifications.
- Understanding of the project and proposed approach.
- Demonstrated success with similar engagements.
- Quality and feasibility of the work plan.
- Cost and overall value.
- References

FILING DEADLINE

Submissions

Please submit your proposal by **4:00pm on Friday, June 5, 2026**. All proposals should be sent via email as a single file in PDF format to the Meetings and Conferences Development Team, at jrc@jamestownrenaissance.org. Please reach out via email with any questions prior to submission.

JRC's board of directors and meetings and conferences committee will review proposals and conduct interviews once a shortlist of candidates is made. JRC anticipates selecting the consultant/agency by **Tuesday, July 7, 2026**, with the project beginning immediately upon contract execution.

Special Conditions

JRC reserves the right to reject any or all proposals; to negotiate any elements of a proposal; to conduct interviews at its sole discretion; and to solicit and/or select contractors outside of the scope of this RFP. JRC assumes no responsibility or liability for costs incurred by respondents to this RFP, including any requests for additional information, interviews, or negotiations.

Why Jamestown?

Jamestown is a city of approximately 28,000 residents, located near the southern tip of Chautauqua Lake in the southwestern corner of New York State. The city boasts a wide and varied assortment of attractions, activities and experiences that can be found nowhere else in the United States. From scenic Chautauqua Lake to the acclaimed National Comedy Center, from historic downtown Jamestown — the hometown of Lucille Ball, Roger Tory Peterson, and Robert H. Jackson — to the expansive Northwest Arena, the city and surrounding natural landscape offer one-of-a-kind spaces for meetings and events. With venues that attract diverse interests and are perfectly adaptable to today's meeting needs, it's an ideal location to gather for corporate events without the cost, congestion, and crime of a larger metropolitan area.

Location — As the urban center of Chautauqua County, Jamestown is centrally located less than three hours from Pittsburgh, Cleveland, and Buffalo. Chautauqua Lake, a popular summer vacation destination, lies immediately to the west.

History — Since the early days of its organization in 1808, Jamestown has been at the crossroads of history in the arts, education, industry, and innovation. Manufacturing has a strong foundation here, from early craftsmen who built furniture and tools to today's businesses that utilize state-of-the-art technology to provide materials used in transportation, medical supplies, packaging, and industrial tools.

Character — Jamestown boasts an abundance of personality from its beautiful natural surroundings to its progressive spirit and passion for comedy, art, music, culture, and justice. It is a walkable, compact city brimming with a team of professional leaders willing to invest in and create unique experiences.

Unique Venues — Local facilities provide more than 45,000 square feet of traditional meeting and exhibition space with dozens of additional opportunities to meet in imaginative and flexible event spaces. Set up a meal and entertainment among the exhibits at the National Comedy Center, the Tropicana Room at the Lucy Desi Museum, outdoors on the Piazza, in Comedy Center Park, or on a patio beneath the trees at the Roger Tory Peterson Institute. Take advantage of an auditorium and exhibit spaces available at the Robert H. Jackson Center for Justice, the Reg Lenna Center for the Arts, or at several theater spaces around the city.

Accommodations — From the Chautauqua Harbor Hotel, a luxurious lakeside resort located near the Chautauqua Lake outlet and one of the best locations in the area to watch the sun set over Chautauqua Lake, to the DoubleTree Inn in downtown Jamestown, to multiple brand name hotels, bed and breakfasts and vacation rentals, Jamestown offers a variety of price point options for overnight stays. A total of 575 hotel rooms is available in the immediate area.

Food — Numerous local farms support the Jamestown Public Market, June through October, and supply local restaurants and caterers with fresh local produce, in season. With a regional wine trail, breweries and distilleries, meeting planners may tap into a growing local food and craft beverage scene.

Seasons - Nearby lakes, rivers, foothills, forests and four distinct seasons provide a four-season playground for extracurricular activities.