



Visitor Guide RFP

Purpose

The Clark-Floyd Counties Convention & Tourism Bureau, doing business as “SoIN Tourism,” is requesting proposals for its 2018 SoIN Visitor Guide (“Visitor Guide”) for advertising sales, graphic design/layout, and printing for SoIN Tourism. Using this Request for Proposal (“RFP”), SoIN Tourism intends to contract with a vendor who can provide the product and service outlined below. SoIN Tourism will select and contract with one vendor to provide all products and services described in the Scope of Work below. Joint proposals will be accepted, but one company must be designated as the lead respondent. Any subcontractors must be disclosed to SoIN Tourism in the proposals offered.

Vendors interested in assisting SoIN Tourism with the product and service as defined must prepare and submit a response in accordance with the Submission Requirements and Procurement Schedule in this RFP. SoIN Tourism will review proposals from vendors who submit a proposal, which includes all information required to be included as described herein.

Scope of Work

The Visitor Guide is an ad-supported publication distributed free of charge within Southern Indiana, in the Louisville metro area, and as requested by mail to target markets within the U.S. The guide is distributed to various groups:

- Out-of-town travelers interested in visiting Clark and Floyd Counties
- Visitors who are already in the destination
- Residents or professionals who can influence others in making a trip to Clark and Floyd counties.

The SoIN Tourism staff will supply editorial content and direction, as well as photographs to illustrate the content.

Respondent will be responsible for the project’s 3 components:

1. Advertising sales
2. Design
3. Printing

The Visitor Guide is the main fulfillment piece for leisure travelers who are interested in SoIN as a getaway destination or who are already visiting our area. The 2018 Visitor Guide’s overall look and feel should convey the destination’s unique sense of place and provide the visitor with ideas and insights into the destination’s offerings. The Respondent will work closely with SoIN Tourism Staff to provide a quality publication in its design and printing.

Advertising Sales

Respondent will be responsible for securing all advertising necessary to produce the magazine at minimal or no cost to SoIN Tourism.

The editorial-to-advertising ratio of the 2017 Visitor Guide was 60:40, with 60 percent of the publication being editorial (text and photos) and 40 percent of the publication being advertising. SoIN Tourism would like to maintain this ratio in the 2018 guide.

The Respondent is required to provide an ad rate sheet with this proposal for review and approval.

Prior to the beginning of advertising sales, SoIN Tourism will send a letter from the Executive Director along with Visitor Guide information encouraging tourism-related businesses to participate in the effort. A list of these contacts will be provided to the selected firm's project manager.

Once ad sales begin, SoIN Tourism's designated staff will require weekly updates from the ad representative noting:

- Contact made (including the method of contact)
- Results from each contact.

SoIN Tourism has the right to refuse any ads that do not support its mission:

The mission of SoIN Tourism is to promote and develop the unique Southern Indiana visitor experience brand to priority targeted group and leisure travelers to achieve new tourism spending benefits for the industry, communities and residents of Clark-Floyd Counties.

Priority advertisers should be tourism and hospitality-related businesses. Other acceptable businesses are industries in which visitors will find value and industries that contribute to the area's quality of place. Businesses in unrelated industries should be pre-approved by SoIN Tourism staff before being approached. Within the proposal, the Respondent may include ideas for businesses they may approach for advertising.

Design

Respondent's designer is responsible for the creation of the guide's format and design, which must be approved by SoIN Tourism prior to receipt of editorial content. A copy of SoIN Tourism's brand standards has been provided to you as an attachment.

Ad design services should be provided to individual advertisers. The representative will determine whether these services will be provided at a cost or at no charge to advertisers. The proposal submitted will outline any charges for these services.

SoIN Tourism will provide images in high resolution jpeg or PDF formats that can be used to illustrate the magazine.

Design and printing of the 2018 Visitor Guide must be completed in a timely manner to ensure delivery of guides by Jan. 16, 2018. The Respondent will propose a production schedule to meet this deadline.

Printing Specifications

Please complete the attached form noting the cost to produce each option on quantity, page count, and cover.

Quantity: 60,000

Page Count: minimum 48 pages

Map: SoIN Tourism will provide a map when editorial content is submitted to be used in the Visitor Guide. **Specifications:** map in center spread of magazine.

Final Size: 8-1/2" x 11"

Paper and Cover: Use self-cover with a minimum 80# white gloss text. SoIN tourism will accept recommendations from the Respondent to best accommodate the company's capabilities and to ensure optimal price for SoIN and the Respondent. SoIN will seek a balance in the cost and quality.

Press: Magazine and map: print 4-color process through with bleeds; 2 sides

Proofs: Two rounds of proofs will be required. SoIN would like to attend Press Check to ensure colors match brand standards. A digital, color accurate proof must be received for SoIN Tourism staff to review. The proof will be returned to the printer by a mutually agreed upon date.

Bindery: Magazine; saddle stitched. Bindery must allow for map insert to be pulled out.

Overruns: It is the policy of SoIN Tourism to pay for no more than 5% overruns.

Packaging: Each box must contain a number of guides divisible by 25 with no more than 35lbs per box. Boxes should be labeled "2018 SoIN Tourism Visitor Guide" along with the box's quantity.

Delivery: Respondent must arrange a split delivery to two locations provided by SoIN Tourism (see Procurement Schedule for more details). Delivery vehicle must be equipped with a liftgate and pallet jack.

A digital copy will also be required. A link and/or a downloadable guide will be housed on SoIN Tourism's website.

Timeline: Design and printing of the 2018 Visitor Guide must be completed to ensure delivery of guides by Jan. 16, 2017. SoIN Tourism understands the nature of the season and will make reasonable accommodations for weather conditions. Respondent should take seasons into account and make accommodations in the schedule to allow for reasonable weather delays as well as government holidays.

Any questions, please contact: Luanne Mattson, Director of Communications, 812-280-5564, luanne@gosoin.com.

Submission Requirements and Procurement Schedule

The procurement process and the anticipated completion dates are as follows:

Procurement Activity	Tentative Date
Issuance of Request for Proposals	Oct. 6, 2017
Deadline to Submit Questions	Oct. 16, 2017
Deadline to Submit Proposals	4:00 p.m., Oct. 25, 2017
Completion of Evaluation	Oct. 30, 2017
Notification of Selection	Oct. 31, 2017
Initial meeting with selected vendor	Nov. 3, 2017
SoIN Tourism to receive delivery of Visitor Guides to two (2) locations: 1. L&D Mailmasters 2. SoIN Tourism Offices	On or before Jan. 16, 2018

Obtaining Procurement Documents

This RFP packet can be obtained via SoIN Tourism's web site at: <https://www.gosoin.com/about-the-area/contact-us/>. All addenda, amendments, or written responses to this RFP will only be available through SoIN Tourism's web site. SoIN Tourism will not provide or be responsible for verbal responses.

Form of Contract

If selected to provide services, the successful Respondent may be required to execute a formal contract, which includes indemnification, insurance and termination provisions, if applicable, as well as the compensation provisions.

Addenda or Amendments to RFP

During the period provided for the preparation of the responses to the RFP, SoIN Tourism may issue addenda, amendments, or answers to written inquiries. All such addenda, amendments, or answers will be posted/issued as noted in "Obtaining Procurement Documents" herein and shall constitute a part of the RFP. Respondents are encouraged to view the listed website regularly for any issued addenda, amendments or answers, as it is the responsibility of the Respondent to obtain same.

Questions

Any requests for information or other inquiries should be directed in writing to the attention of Luanne Mattson, Director of Communications, by Oct. 16, 2017, at luanne@gosoin.com. Questions will be answered via addenda and posted to SoIN Tourism's website. Respondents should not contact any other SoIN Tourism representative for information and/or to inquire about the status of this procurement prior to the submission of Proposals.

Proposal Submission Format

Submission

To be given consideration, Respondents must submit the following:

- One (1) electronic or hard copy of the proposal, including bid sheet and all attachments

Proposals must be received no later than Oct. 25, 2017 at 4:00 p.m. EDT.

Proposals may be submitted via email or hard copy to:

Luanne Mattson, Director of Communications
Clark-Floyd Counties Convention & Tourism Bureau, dba SoIN Tourism
315 Southern Indiana Ave.
Jeffersonville, Indiana 47130
Phone: 812-280-5564
Email: Luanne@GoSoIN.com

Proposals will **not** be accepted by facsimile transmission. No more than one proposal from any Respondent will be considered. In addition, all proposals and all related information must be signed by a responsible party with authority to bind the Respondent.

Proposal Content

Response should be as thorough and detailed as possible so that each Respondent's capabilities are properly evaluated as to the provision of SoIN Tourism's required services.

Respondents must provide the following information to be considered responsive. In addition, to expedite evaluation of submittals, the Respondent's information must be organized in the following sequence:

1. **Experience/Past Performance:** Respondent must describe no less than three (3) similar projects performed within the last five (5) years, including a client reference for each. Respondent must also include a statement authorizing SoIN Tourism to contact Respondent's references in conjunction with the evaluation of Respondent's Proposal.
2. **Respondent Firm:** Provide a brief summary of the Respondent's history and experience.
3. **Cost Proposal:** The goal relating to the Cost Proposal is to determine the total all-inclusive maximum cost for the Scope of Services outlined herein. SoIN Tourism will not pay for additional costs or design hours over and above the total cost provided.
 - Bid should include the maximum total cost to lay out, design, and proof the Visitor Guide based on scope of work outlined in this RFP.

Evaluation Process

The appropriate SoIN Tourism personnel will review responses that meet the criteria outlined herein.

All responses should be valid for a 90-day period from the due date of the RFP and should be signed by an individual authorized to bind the firm.

SoIN Tourism reserves the right to reject any and all proposals.

Evaluation Criteria

The SoIN Tourism staff will review all Proposals to determine if the Respondent has satisfied the criteria described in this RFP.

The following criteria will be considered in selecting the successful Respondents:

1. The ability to provide the requested services, including relevant past experience.
2. Proposed fees and compensation.
 - a. Ad sales will be evaluated based on the best possible outcomes for advertisers and ad sales representatives
 - b. It is SoIN Tourism's goal to have the lowest out-of-pocket cost to produce a high-quality publication.
3. Quality of responses.
4. Client references.

Special Terms and Conditions

Rights Reserved

All materials submitted in response to this RFP will become the property of SoIN Tourism, which reserves the right at its sole discretion, to use, without limitation, all information, concepts, and data contained therein.

SoIN Tourism reserves the right to reject any and all submittals, to waive any informality or irregularity in any response, and to make an award to the Respondent or Respondents deemed, in the sole discretion of SoIN Tourism, to be the most suitable to SoIN Tourism.

This RFP does not commit SoIN Tourism to award a contract to any Respondent, or to pay any cost incurred in preparation of materials filed in response to this RFP.

This RFP does not commit SoIN Tourism to accept Proposals except as set forth in this RFP.

SoIN Tourism reserves the right to negotiate with any Respondent, to award multiple contracts or portions of the specified services, or to cancel in part or in its entirety this RFP, if it is deemed, in the sole discretion of SoIN Tourism, to be in the best interest of SoIN Tourism.

Equal Employment Opportunity

The Respondent shall agree not to discriminate against any employee or applicant because of race, color, religion, sex, national origin, citizenship status, age, protected disability status, sexual orientation, genetic information, uniformed service and/or Vietnam-era or special disabled veteran.

Code of Conduct

The Respondent shall agree to avoid situations which could be considered either a conflict of interest or detrimental to the operation or reputation of SoIN Tourism.

Future Work

SoIN Tourism may, at its discretion, negotiate with the successful Respondent to include further services not identified in this RFP. The term of this contract will be one (1) year, beginning with the production of the 2018 Visitor Guide, with an optional two-year (2) renewal contract. Renewal will be based on the first year's performance and will be determined by August 31, 2018 or when all financial commitments from publisher and SoIN are met.

Disclosure of Proprietary Information

The Respondent may attempt to restrict the disclosure of proprietary information that is contained in the Proposal by marking each applicable page prominently with the words "Proprietary Information." After either a contract is executed pursuant to the RFP, or all submissions are rejected, if access to documents marked "Proprietary Information" is requested under the Indiana Open Records Act, SoIN Tourism will notify the Respondent of the request and it shall be the burden of the Respondent to establish that such documents are exempt from disclosure under the law. Notwithstanding the foregoing, in response to a formal request for information, SoIN Tourism reserves the right to release any documents if SoIN Tourism determines that such information is a public record pursuant to the Indiana Open Records Act. SoIN Tourism shall have no liability to any Proposer or anyone else for releasing any Proprietary Information of a Proposer.

Laws and Regulations

SoIN Tourism requires that all responses to this RFP, and any contract that may result, be in accordance with all applicable laws, ordinances, rules, and regulations of the State of Indiana and SoIN Tourism.

Any contract developed as a result of this RFP shall be governed by the laws of the State of Indiana with venue and jurisdiction in Clark County, Indiana.

Definitions

"SoIN Tourism" means Clark-Floyd Counties Convention & Tourism Bureau.

"Respondent(s)" refers to the interested individual(s) and/or firm(s) that submit a response to this Request for Proposal.

"RFP" refers to this Request for Proposals, including any amendments, supplements or addendums thereto.

"Proposal" refers to the complete responses to this RFP submitted by the Respondent(s).

Overview of SoIN Tourism

The Clark-Floyd Counties Convention and Tourism Bureau is a special district under the laws of the State of Indiana and has been established pursuant to provision of IC 6-9-3 of the Indiana Revised Statutes for the purpose of promoting recreational, convention and tourist activities in Clark and Floyd Counties in Indiana. SoIN Tourism is governed by a 13-member Board of Managers, appointed by the Clarksville town council, the Jeffersonville mayor, the New Albany mayor, and the county commissioners of Clark

County and Floyd County. SoIN Tourism has seven fulltime employees and an operating budget of approximately \$1.5 million. SoIN Tourism's mission is to promote and develop the unique Southern Indiana visitor experience brand to priority targeted group and leisure travelers to achieve new tourism spending benefits for the industry, communities and residents of Clark-Floyd Counties.