

Damariscotta Region Chamber of Commerce
67 A Main Street, Newcastle, ME 04553
Phone: (207) 563-8340

NOTICE
INVITING PROPOSALS FOR: Damariscotta Region Chamber of Commerce
2019 VISITORS GUIDE PUBLICATION

Project Overview

The Damariscotta Region Chamber of Commerce invites prospective Respondents to submit proposals for the design and publication of the 2019 Visitors Guide. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposal (RFP).

The Damariscotta Region Chamber of Commerce is seeking:

1. An updated Visitors Guide which will highlight the Damariscotta Region's tourism industry and area businesses. The publication will be attractive, inviting and easy for visitors to use.
2. A digital version of the Visitors Guide to be published on the Damariscotta Region Chamber of Commerce website and social media pages.
3. An 11x17 (or relative scaled file for digital output) Poster to be used in promoting availability of the Guide.

Submittal/Review/Project Award Process

Proposals must be received in printed form, mailed to: 67 A Main Street, Newcastle, ME 04553.
Attn: Christine Henson no later than 5:00 PM, on November 15, 2018.

The proposals will be reviewed by members of the Damariscotta Region Chamber of Commerce Board of Directors. Proposal content, including pricing, will be kept confidential until the contract is awarded.

The Damariscotta Region Chamber of Commerce may reject any proposal not in compliance with all prescribed public bidding procedures / requirements, and may reject any or all proposals. The Damariscotta Region Chamber of Commerce reserves the right to waive any requirement or condition of the RFP upon finding that it is in the organization's best interest to do so.

The Damariscotta Region Chamber of Commerce is not under any obligation to award a contract and reserves the right to terminate the Request for Proposal process at any time and to withdraw from discussions with any or all of the Vendors who have responded.

All inquiries and comments concerning this RFP must be directed to: Damariscotta Region Chamber of Commerce, 67 A Main Street, Newcastle, ME 04553. Attn: Christine Henson

Responses to questions or comments provided by any other person, Damariscotta Region Chamber of Commerce Board Member or staff will not be valid.

Proposals will be scored based on meeting the eligibility, developmental and technical requirements listed below:

- Completeness and inclusion of requested information
- Qualifications and experience of vendors and staff
- Past performance of vendors, including clients and references
- Similar projects completed by vendors
- Ability to meet deadlines and budget requested by Damariscotta Region Chamber of Commerce

The Damariscotta Region Chamber of Commerce may opt to invite top vendors to make a presentation regarding their proposals before the award of the project is made.

The winning vendor agrees to negotiate a final scope-of-work and contract terms at that time.

All information submitted is subject to the Freedom of Information Act and may be made available to the public or to requestors. Entire documents marked as confidential or proprietary will be eliminated from consideration.

REQUEST FOR PROPOSALS

Date of Request: October 23, 2018

Item Description: This RFP addresses the Damariscotta Region Chamber of Commerce desire to contract the design and publication of the 2019 Visitors Guide.

Proposal Due Date: November 15, 2018.

Additional Information: The information presented herein as well as the information to be presented during the Respondents' Orientation represents the Damariscotta Region Chamber of Commerce research and development regarding this project to date. While the Damariscotta Region Chamber of Commerce has envisioned a certain type of architecture noted herein, the Damariscotta Region Chamber of Commerce recognizes that there may be comparable or possibly better solutions available. Please offer any options and or suggestions that may appear to be out-of-scope, but which may fit with the Damariscotta Region Chamber of Commerce underlying goals as stated in this RFP. A copy of the current Visitors Guide is available at the Damariscotta Region Chamber of Commerce office, located at 67A Main St, Newcastle, ME 04553.

PART 1: Minimum Requirements for Submitting a Proposal

- 1) Vendor must have been in the business of publishing/producing printed publications with similar complexity for at least two (2) years.
- 2) Vendor must provide three references and include examples of printed publications to demonstrate that they have designed and developed other magazine-style projects.
- 3) Vendor's proposal must be valid for not less than one-hundred and twenty (120) days after the Award date of December 3, 2018 which is the date that a winning bid is selected and acceptance of the proposal is confirmed with the selected vendor.

PART 2: Guidelines & General Information

- 4) Vendor proposals may be withdrawn at any time prior to November 15, 2018.
- 5) Respondents are advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, Respondent represents and warrants that it has thoroughly examined and become familiar with work required under this RFP, that Respondent has conducted such additional investigation as it deems necessary and convenient, that Respondent is capable of providing the equipment, goods and services necessary to deliver the Visitor Guide for visitor use in a manner that meets the Damariscotta Region Chamber of Commerce objectives and specifications as outlined in this RFP, and that Respondent has reviewed and inspected all materials submitted in response to this RFP. Once the award has been made, a failure to have read the conditions, instructions, and specifications herein shall not be cause to alter the contract or for Vendor to request additional compensation.
- 6) The Vendor selected for the contract will be responsible for complying with all conditions of this RFP and any subsequent formal agreements. All responses provided should be as detailed as

possible to provide the proposal evaluators with enough information to make a fair assessment of the Vendor's services.

7) Each Respondent shall adhere to the production schedule outlined in the **Project Development and Requirements** segment, outlined below. A final press-ready file for the Guide is due to the Chamber by Thursday, February 28th, 2019 and should be proofread and press-ready.

8) Pricing Proposal: Pricing proposal must contain any and all costs that would be invoiced to the Damariscotta Region Chamber of Commerce for the performance of these services.

The proposal should contain:

- a) Total project cost for design services.
- b) Hourly rate schedule for services.
- c) Any additional costs/charges (such as photography expenses) must be clearly defined in the proposal.
- d) Payment terms must be clearly defined.

PART 3: Project Development and Requirements

9) Damariscotta Region Chamber of Commerce 2019 Visitors Guide Project Objectives

Primary objectives are to be accomplished by the development and publication of a new 2019 Visitors Guide, focused on attracting potential visitors and promoting Damariscotta Region businesses.

Aside from specific functionality, the Visitors Guide should meet the following overarching goals:

- a) Provide accurate, current, comprehensive information to Damariscotta Region Chamber of Commerce audiences, in a visually appealing, user-friendly way.
- b) Make it easier for audiences to interact with the Damariscotta Region Chamber of Commerce, by containing all contact information, including telephone / text number, website address, physical address.
- c) Reduce Damariscotta Region Chamber of Commerce staff time to handle routine inquiries.
- d) Effectively market the community as a destination including hospitality-related businesses, attractions recreation opportunities, history and other assets.
- e) Facilitate the ease of navigation throughout the Damariscotta Region.

Audience

The 2019 Damariscotta Region Visitors Guide will contain information pertaining to a variety of different audiences.

Audiences served by the Damariscotta Region Chamber of Commerce Visitors Guide include:

- a) Potential visitors to the Damariscotta Region
- b) Current visitors seeking more detailed information

Audience, continued

- c) Group travel planners
- d) Residents of the Damariscotta Region
- e) Event & tournament planners
- f) Attractions & destinations
- g) Local and regional businesses
- h) Local business' clientele
- i) Area Chambers of Commerce and Convention and Visitors Bureaus
- j) Local or regional press / media
- k) Community councils & organizations

10) Experience and Project Development Criteria

Preference will be given to vendors with experience developing travel and tourism industry publications, with special attention given to vendors' breadth of experience, number of references, years of experience and expertise of staff.

Additional development criteria includes:

- a) The 2019 Damariscotta Visitors Guide Project will be developed through the cooperation of the Damariscotta Region Chamber of Commerce and the vendor, and be monitored under the supervision of The Damariscotta Region Chamber of Commerce Visitor's Guide Chairperson, who will be identified to the winning proposal applicant.
- b) Vendor shall have a proven project development process and a flexible timeline structure that favors the availability and time commitment of the Damariscotta Region Chamber of Commerce. Vendors should be prepared to share details of their development timelines and processes in proposals submitted to the Damariscotta Region Chamber of Commerce Visitor's Guide Chairperson.

11) Design Guidelines and Qualifications

The 2019 Visitors Guide should be welcoming, attractive and created by the vendor's professional design staff. The final version of the design should be a collaborative effort between the Damariscotta Region Chamber of Commerce and the vendor, incorporating elements that effectively represent the brand and image desired by the Damariscotta Region Chamber of Commerce through a consultative development process that includes periodic design reviews and proofreading checks prior to final delivery.

Specific design guidelines and qualifications include:

- a) As a part of standard 2019 Visitors Guide project development, the vendor shall develop an updated design based on the current guide.

- b) The 2019 Visitors Guide design must be visually appealing, incorporating the Damariscotta Region Chamber of Commerce's existing brand and logo where appropriate.
- c) Vendor should be able to provide distinctive layout and design utilizing full color photographs representative of the Damariscotta Region.
- d) Other design elements should also relate to, and reflect what makes the Damariscotta a desired destination.
- e) The 2019 Visitors Guide design must remain consistent throughout all pages to maximize visual appeal and usability, except where differentiating between sections of the Visitors Guide as requested by the Damariscotta Region Chamber of Commerce
- f) Design should be compatible with the Damariscotta Region Chamber of Commerce existing branding.
- g) The final version of the Visitors Guide should be easily identified as the ***Official Visitor's Guide of the Damariscotta Region.***
- h) All design files Design files must be executed in Adobe InDesign. Any accompanying graphic elements that are used within the 2019 Visitors Guide must be created in either Adobe Illustrator or Adobe Photoshop, with all layers preserved for future editing. (2) Final copies of the finished Guide and all supporting artwork will be supplied on (2) thumb drives for ease of transmission.
- i) Ownership of the 2019 Visitors Guide design, all content and final digital design files will be transferred to the Damariscotta Region Chamber of Commerce upon completion of the project. This includes all Adobe InDesign, Photoshop and Illustrator files as well as any advertiser-supplied or created files used in ads.
- j) This RFP proposal is for design services only and does not include printing. Specifications for printing are provided below and are to be used in terms of design layout exclusively. The specifications below have been used in prior years of publication. In the event that pages need to be added or omitted, the design shall accommodate changes in increments of 8 pages. Publication year with number of pages is outlined below:

2018 – 92 pgs., 2017 – 92 pgs., 2016 – 96 pgs., 2015 – 88 pgs., 2014 – 92 pgs.

k) Production Schedule is as follows:

- RFP Opens: Monday, October 23, 2018
- RFP Closes: Thursday, November 15, 2018
- Contract Awarded: Monday, December 3, 2018
- Initial Planning Meeting with Vendor and Chamber: December 15, 2018
- Initial Content due to Vendor: Friday, January 4, 2019
- 1st Design Proposal Due: Tuesday, January 15, 2019
- Design Approval with Changes from Chamber: Friday, January 25, 2019
- Layouts Due to Chamber: Friday, February 8, 2019

- Proofread Layouts Due to Vendor: Friday, February 15, 2019
- Final Review Week is February 18-22, 2019
- Edits and Additions or Changes/Preflight: February 25-28, 2019
- Files Due to Press: Friday, March 1, 2019

Specifications

- a) In years past, the finished book size is 5 and 5/16" x 8 and 1/4" folded.
- b) As an option for the Chamber Board, a re-formatted design is also requested, in an alternate size of 8.5 x 10.75". This design concept will be required at the beginning of the project to be used in obtaining a printing quote in order to decide which format is preferable. Printing quotes will be managed by the Damariscotta Region Chamber of Commerce Visitor's Guide Chairperson.

Specifications, continued

- c) Full color cover and body
- d) Bleeds available on all pages, specify 1/8" bleed for press
- e) Maps of Damariscotta Region to supplement existing map files. Size and format of map(s) will be determined once a final Guide format has been selected.
- f) An 11x17 (and scalable) file for a poster, advertising availability of the Guide is required.
- g) A low-resolution .pdf version of the Guide for Digital download is required.

Advertising

- a) All advertising will be solicited, sold and collected for by the Damariscotta Region Chamber of Commerce Executive Director and Board Members. In the event that businesses wish to advertise but do not have a camera ready ad, it is the role of the selected proposal designer to prepare an ad for them to be used in the Guide, based on the specifications of the ad they have purchased. Selected proposal designer will not charge additional fees to businesses for this service.
- b) Advertising contained within 2019 Visitors Guide publication shall be in good taste, non-offensive, and appropriate for all audiences
- c) All advertisers and advertisements must be approved by the Damariscotta Region Chamber of Commerce Board of Directors prior to inclusion in the Guide.