



The Gulf County Board of County Commissioners will receive bids from any person, company or corporation interested in providing the following:

Development & Design of the 2022 Official Gulf County Visitor Guide

Proposals due Friday, January 15, 2021 no later than 4:30 PM ET

Proposals will be opened Tuesday, January 19, 2021 at 10:00 AM ET

Please include **3 COPIES** of your proposal.

Proposals must be delivered to the Gulf County Clerk of Court's Office at 1000 Cecil G. Costin, Sr. Blvd, Room 149, Port St. Joe, FL 32456. Bids will be opened at this address as well.

Please indicate on the envelope **YOUR COMPANY NAME**, that this is a **SEALED BID** and include the **BID NUMBER**.

Complete bid specifications may be obtained from the Gulf County Clerk's Office at 1000 Cecil G. Costin, Sr. Blvd., Room 149, Port St. Joe, FL 32456, (850) 229-6112 or on the Gulf County website at www.gulfcountry-fl.gov.

Questions should be directed to Kelli Godwin via email (kelli@visitgulf.com) or phone 850-229-7800.

We will only accept bids that comply with this RFQ.

The selection process will consist of the following steps:

1. Submission of written responses to the RFQ
2. Reviews of firms' capabilities and experience with projects of similar scope and size.
3. Selection of preferred contractor and onset of negotiations.
4. If negotiations are unsuccessful, the GCTDC will terminate the process with the top-ranked firm and open negotiations with the next highest ranked firm.

The GCTDC reserves the right to waive any irregularity or technicality in the proposal and award the contact to the firm determined to best serve the interest of the GCTDC.

The Gulf County Tourist Development Council (GCTDC), a division of Gulf County Florida, requests qualifications from firms for development & design services for the 2022 Visitor Guide.

SCOPE: The purpose of this Request for Qualifications (RFQ) is to select and identify a vendor to provide a completed new design for the 2022 Visitor Guide.

General Specifications:

- To be eligible to respond to the RFQ, the bidder must demonstrate that they have the skill, capacity, and the ability to provide a completed new design of the visitor guide, including, but not limited to, new design, lay-out, new copy, new photography, proofing & editing, approval processes and preparation of digital files for printing and digital website file.
- To be eligible, the bidder must be available to have the completed file to the printer no later than November 30, 2021.
- The bidder must have required insurance of \$1,000,000.00 in General Liability and provide a Certificate of Insurance showing Gulf County Board of County Commissioner's as a certificate holder.
- Bidder will supply a minimum of 2 samples of their work that is relative to the project.

Technical Specifications:

- Based upon past guides, the size has been 8.5 x 11 with a vertical lay-out. The approximate page count of 84+cover based on the 2019 Visitor Guide. Firms are encouraged to offer options and recommendations.

Performance Requirements:

- Provide 3 templates for a new lay-out of the guide
- Once the lay-out is chosen, the contractor will update all copy and images.
- New imagery may be negotiated in contract with awarded firm based on budget. If an agreement for new images is not contracted, the GCTDC will provide all imagery to firm
- Four rounds of edits from GCTDC based on an approved timeline for completion
- Advertising Sales will be the responsibility of the GCTDC. Upon agreement, GCTDC and contractor will approve a delivery schedule and protocol for this.
- Final press proof
- Printing of the Visitor Guide – GCTDC retains the right to select a separate printer for the guide. However, proposers are encouraged to be able to have the ability to do secure printer if needed.
- File for website Digital Guide

Response Format:

Each proposal must include the following information and should be indexed accordingly:

Transmittal Letter: The letter must be on official business letterhead of the firm proposing to become the contractor and has all identify all materials and enclosures being forwarded.

Organization Ownership & Management:

1. Describe the Contractor's overall approval and strategy to design and publish a quality Visitors Guide with a clear explanation of how the strategies will benefit Gulf County.
2. Provide an organization chart, including contact points between the Contractor and the GCTDC. Include all subcontractors to be employed on this project.
3. Disclose the total number of employees of the Contractor.
4. Provide a short history of the organization and assurance that the Contractor is familiar with the tourism industry as a whole, the State of Florida, and the Northwest Florida Panhandle area.
5. Disclose the name(s) of the person(s) within the organization who will work on the account and how much of his/her time will be devoted to the account. Provide the hours of operations for named staff.
6. Provide two (2) case studies/examples of successful travel related guides completed by the Contractor that parallels the GCTDC's project.

Client Information:

1. List current clients in descending order of size and indicate the number of years the firm has worked for them.
2. Name the two most recent former clients.
3. Provide names of any current travel/tourism clients and note if the work performed includes similar in scope to the Visitor Guide.

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