



Explore Lincoln City

City of Lincoln City

REQUEST FOR PROPOSAL

PUBLISHING SERVICES

Lincoln City, Oregon

February 29, 2024

RFP SCHEDULE

Request for Proposals Issued:	February 29, 2024
Deadline to Submit Clarifying Questions:	March 11, 2024
Request for Proposals Due:	March 29, 2024
Tentative Date for Interviews, if needed:	April 8-12, 2024
Notice of Intent to Award Contract:	May 1, 2024

NOTICE:

Notice is hereby given that Lincoln City through Explore Lincoln City, will receive proposals per specifications until 5:00 PM, Pacific Time on Friday, March 29, 2024 to provide: Publishing Services. No proposals will be received or considered after that time.

The resulting contract from this RFP is anticipated to start on July 1, 2024 and have an initial term of one (1) year, through June 30, 2025, with two (2) additional one (1) year optional extensions thereafter subject to mutual agreement of the parties.

Proposal packets may be obtained at <https://www.explorelincolncity.com/about-us/request-for-proposals/> Proposals are to be delivered to Explore Lincoln City by email to: ttrainor@lincolncity.org

For questions, please reach out to : Tyrel Trainor, ttrainor@lincolncity.org, (541) 996-1272

Explore Lincoln City reserves the right to reject any and all proposals not in compliance with public bidding procedures and requirements, and may reject for good cause any and all proposals upon the finding that it is in the public interest to do so and to waive any and all informalities in the public interest. In the award of the contract, Explore Lincoln City will consider the element of time, will accept the proposal or proposals, which in their estimation, will best serve the interests of Lincoln City and will reserve the right to award the contract to the contractor whose Proposal shall be best for the public good.

PURPOSE OF RFP

The purpose of this Request for Proposal (RFP) is to select a qualified contractor to provide publishing services with the City for the production of an annual visitor guide. The prospective contractor replying to this RFP will be or represent a firm, company or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the contractor has supplied expertise for similar contracts and work in Publishing Services, and how the contractor would approach the needs outlined in the Scope of Work. A proven experience in municipal publishing is recommended.

The selected contractor will be retained for a 1-year trial period. Upon successful completion of the trial period, the contract will be renewed for a further two years, dependent upon budget constraints.

MISSION: Strengthen Lincoln City's economic health by inspiring travel, encouraging overnight stays and stewarding brand identity as the trusted destination and trip planning resource.

VISION: A thriving, and prosperous Lincoln City recognized as the preferred travel destination on the Oregon Coast

BACKGROUND

Explore Lincoln City is the recognized Destination Marketing Organization (DMO) for Lincoln City. Explore Lincoln City carries out its mission through destination management, tourism promotion and visitor experience in Lincoln City and the surrounding area. Tourism works in partnership with members of the industry, other City departments and with communities within Lincoln City to develop and enhance local tourism assets and experiences. Explore Lincoln City works to balance the interests of visitors, businesses, other organizations, and government through innovative leadership and strategic investment of resources and staff.

Explore Lincoln City is funded by tax dollars generated from a city-wide transient lodging tax (TLT) of 12% at the time of this writing. The annual funding available varies with the collection of TLT dollars. A portion of these tax dollars are to be used for the development and promotion of tourism in Lincoln City. Lincoln City City Council advises and oversees the programs and budget of Explore Lincoln City. Funding is appropriated per fiscal year from July 1st to June 30th of the following year.

Explore Lincoln City employs a core staff of six (6) FTE. Explore Lincoln City's Director, along with the Marketing Manager, will be the primary points of contact for the Publishing Services Firm. In addition to two (2) administrative employees, Explore Lincoln City also employs two (2) staff to manage and deliver events, social media and content efforts.

The main objective in communications is to enhance the destination experience, improve the perception of Lincoln City as a vacation destination, and communicate the breadth of experiences Lincoln City offers to encourage week-long stays. The main tactic is to provide printed and virtual resources for in-town visitors and the keystone publication Lincoln City offers is its annual visitor guide.

OBJECTIVES

Explore Lincoln City proposes to retain a highly qualified, capable, and creative firm to produce an annual visitor guide. The total print runs will be around 90,000 (as of this RFP draft). The publication size is approximately 8.375" x 10.875". The page count is 74 pages plus covers. The publication is to be full-color, perfect pound, on-brand, bright and inspiring. There is no advertising in the publication. Special consideration will be given to those agencies with demonstrated publishing experience and a working relationship with Destination Management Organizations. The successful agency will work with Explore Lincoln City to

produce a professional visitor guide that will inspire consumers to visit, experience, stay, and return to Lincoln City. Here is a link to the current flip book <https://www.explorelincolncity.com/plan/request-visitor-guide/>

SCOPE OF WORK

The Scope of Work is for the designated firm to assume responsibility for the production of an annual visitor guide as follows:

1. Ability to work in cooperation with Explore Lincoln City staff and community partners.
2. Provide a project manager, editor and designer to produce all aspects of the publication, in collaboration with the Explore Lincoln City Director and staff, incorporating Explore Lincoln City's brand guidelines and key content pillars. The Explore Lincoln City Director would have final say on cover art, editorial copy, photography, and design elements.
3. Create at least two, preferably three, cover and design page-layout options for Explore Lincoln City to choose from before proceeding with production.
4. Provide all written content and editorial services, including vetted writers and editors.
5. Source all appropriate photography, sometimes outside ELC-owned image archive, understanding that Explore Lincoln City will have final approval of published photographs.
6. Manage all technical layout and print-ready file production aspects.
7. Handle all aspects of print coordination, including preparing prepress files, answering technical questions, serving as liaison with the printer, and coordinating press checks, final file review and signoff.
8. Provide Explore Lincoln City with paper stock suggestions, understanding that Explore Lincoln City must approve stock before publication can move forward with printing.
9. Assist in recommendations and coordination for guide distribution.
10. Arrange for downloadable version of print guide and online interactive version (digital flipbook) of print guide for visitors to ELC for placement on www.explorelincolncity.com. Downloadable PDF and digital flipbook to be available at the same time as final printed version of the guide.
11. Upon request, provide Explore Lincoln City with all Visitor Guide

content (text, photos, graphics) in a format that can be repurposed accordingly on the Explore Lincoln City website and for newsletters. Graphic images provided to Explore Lincoln City to be in Adobe Illustrator files with an .ai file extension.

12. When appropriate, work to use Oregon writers, editors, designers, photographers, and paper and shipping resources. When possible, use resources and talent from Oregon's Central Coast.
13. Create and adhere to a production schedule to include regular check-ins, creative meetings, and review periods with Explore Lincoln City staff.
14. Publication of annual guide schedule to be negotiated with Explore Lincoln City.

FUNDING, BUDGET & TERMS

Funding of the work described herein will be determined by TLT collections and Explore Lincoln City as approved and authorized by the Lincoln City City Council. Explore Lincoln City will have the ability to consider any identified change in Retainer Services and associated fees for this service during the annual renewal process, as influenced by unperceived market changes. Each year, the awarded firm is expected to provide a detailed publishing services budget to Explore Lincoln City outlining the anticipated annual costs of services prior to work commencing for that fiscal year.

The selected contractor must be able to support the complete production of the publication, as well as assume all related expenses for the contractor's staff involvement. The publishing firm as contractor must assume all financial responsibility for the production of the publication. ELC will assume all printing costs for the publication.

SELECTION PROCESS

From a review of the statements of qualifications received, Explore Lincoln City intends to evaluate the proposals and possibly invite one or more firms to be interviewed before making a final selection of a firm for the project. Explore Lincoln City will notify selected firms of the date and times of any interviews. Explore Lincoln City reserves the right to make a selection based solely on statements of qualifications received.

The preferred respondent whose selection was based on qualifications will then negotiate with Explore Lincoln City on final fee and contract conditions. If final contractual agreements cannot be achieved with the respondent of choice, negotiations will proceed with other qualified respondents until a mutually agreed

contract can be negotiated.

EVALUATION CRITERIA

Explore Lincoln City will review all proposals in accordance with the below criteria. Explore Lincoln City may recommend an award based solely on the written responses or may request proposal interviews. Interviews, if deemed beneficial by the evaluation committee, will consist of the highest scoring proposers. The invited proposers will be notified of the time, place, and format of the interview. Based on the interview, Explore Lincoln City may revise their scoring.

Written proposals must be complete, and no additions, deletions, or substitutions will be permitted during the interview (if any). The evaluation committee will recommend awarding a contract to the final City decision maker based on the highest scoring proposal. The City decision maker reserves the right to accept the recommendation, award to a different proposer, or reject all proposals and cancel the RFP.

Proposers are not permitted to directly communicate with any member of the evaluation committee regarding this RFP during the evaluation process.

We would like to encourage firms to show how they use renewable and sustainable practices in their business, and we encourage minority and women-owned businesses to submit proposals in response to this RFP.

<u>Evaluation Criteria – Written Response</u>	<u>Points Available</u>
Project Understanding & Management Strategy	20
Creative Approach	20
Qualifications Experience & References	20
Demonstrable Ability to Produce Visitor Guides	15
Overall Quality of Proposal	10
Proposed Pricing/Fees	15
Available Points	100

SUBMITTAL INSTRUCTIONS

Responses must observe submission instructions and be advised as follows:

Complete proposals may be emailed directly to ttrainor@lincolncity.org. The subject line of the email must clearly identify the RFP title. Explore Lincoln City will provide confirmation that the Proposal has been received. The Proposal must be received by 5:00 PM, Pacific Time on Friday, March 29, 2024.

Explore Lincoln City reserves the right to solicit additional information or Proposal

clarification from the vendors, or any one vendor, should the City deem such information necessary.

PROPOSAL CONTENTS

To enable Explore Lincoln City to efficiently evaluate the responses, it is important that each response be submitted as outlined in this section. Please include an outside cover and/or first page, containing the name of the project followed by a Table of Contents. Provide the following information in the order in which it appears below:

Written Response

Agency Information

- Provide basic information including agency name, mailing addresses, e-mail addresses, and telephone number of all offices.
- Describe your organizational structure and size of agency.
- Provide the name of agency principal(s) and primary contact.

Project Understanding & Management Strategy

- Describe your agency's values and approach to client relationships and account management, including enough detail so Explore Lincoln City can determine that the agency has a thorough understanding of the services required by this project.
- Indicate what you would characterize as key competitive challenges, opportunities and trends that ELC should be mindful of relative to today's changing technologies and the publishing environment.

Creative Approach

- Include information on the agency's creative process, corporate culture, and what sets your capabilities apart from other agencies.
- Provide information on the steps that would be taken to create an outstanding visitor guide for Lincoln City.
- Provide samples of work or case studies created for projects similar in size and scope that demonstrate the agency's creativity.

Qualifications, Experience & References

- Provide background information describing your business, including a comprehensive overview of staff and your capabilities to provide the requested service, your ability to develop a tourism destination marketing organization's visitor guide, and initial ideas that demonstrate how your agency's experience can benefit Lincoln City.

- Provide a minimum of two references including contact names, dates that the services were provided, addresses and telephone numbers. References may be checked to verify the agency's ability to perform similar tasks.
- Indicate your knowledge of the tourism industry and the City of Lincoln City.

Demonstrable Ability to Produce Visitor Guides

- Show that the publishing of visitor guides has been an aspect of the agency's work history.

Overall Quality of Proposal

- The composition of the submitted proposal will be considered a reflection of the agency's work and approach to business.

Proposed Pricing/Fees

The pricing/fee component must include the total annual cost for the contract with breakouts showing a schedule of prices for specific services. Specifically itemize:

- Total cost of project management including communications with printer.
- Total cost of creative services including all writing, photography and design.
- Preferred payment schedule.

Additional Information

- Provide any other information as part of your Proposal, which you believe to be important to the selection process.

FINAL SELECTION WILL BE MADE BASED UPON THE COLLECTIVE POINTS AWARDED

ADDITIONAL INSTRUCTIONS, NOTIFICATIONS AND INFORMATION

- **All Information True:** By submitting a response, Respondents represent and warrant that all information provided in the response submitted shall be true, correct and complete. Respondents who provide false, misleading, or incomplete information, whether intentional or not, may be excluded.
- **Proposals are deemed confidential** until the "Notice of Intent to Award" letter is issued. This RFP and one copy of each original Proposal received in response to it, together with copies of all documents pertaining to the award of a contract, will be kept and made a part of a file or record which will be open to public inspection.
- **Cost of Responses:** Explore Lincoln City will not be responsible for the costs incurred by anyone in the submittal of responses.

- **Contract Negotiations:** This RFP is not a contract or a commitment of any kind. If this RFP results in a contract offer by Explore Lincoln City, the specific scope of work, associated fees, and other contractual matters will be determined during contract negotiations.
- **No Obligation:** Explore Lincoln City reserves the right to evaluate responses submitted; waive any irregularities therein; select candidates for the submittal of more detailed or alternate proposals; accept any submittal or portion of submittal; reject any or all Respondents submitting responses; should it be deemed in Explore Lincoln City's best interest; or cancel the entire process.
- **A completed W9** will be needed for the awarded contract.
- **Registration with the Oregon Secretary of State:** The ability to maintain current business registration with the Oregon's Secretary of State will be expected.
- **Professional Liability Insurance:** The Respondent shall have the appropriate liability insurance certificate by an insurer authorized to transact insurance in the State of Oregon, to be submitted on an annual basis.
- **If the publishing firm works with other businesses in Lincoln City,** an Occupational Tax Permit (OTP) would be needed and any updates to the OTP submitted on an annual basis.