



REQUEST FOR PROPOSALS
Official 2014-2015
Rhode Island Travel Guide

The following specifications are offered by the Rhode Island Economic Development Corporation Tourism Division (Rhode Island Tourism Division) for the development, sales and production of the 2014-2015 edition of the Official Rhode Island Travel Guide.

To be considered, please submit four (4) copies of your written bid proposal on or before July 26, 2013, 12:00 p.m. local time to:

*Mark G. Brodeur, Director
Rhode Island Economic Development Corporation
Tourism Division
315 Iron Horse Way, Suite 101
Providence, RI 02908*

Proposals must be sealed and packages clearly identified with the following: "**2014 Travel Guide Proposal: Rhode Island Tourism Division.**" Proposals received after specified time and date cannot be considered. If submitting proposals in person, package must be received in the RIEDC offices by the date and time above and signed in by an authorized employee of the Corporation.

► **Background**

The Tourism Division is the official state agency responsible for promoting domestic and international tourism to Rhode Island. It conducts a comprehensive marketing and communications effort aimed at expanding the state's \$5 billion tourism industry. The Division conducts the only marketing effort aimed at attracting visitors to all tourism regions of the state.

► **Description**

The Official Travel Guide is the state's primary tourism inquiry fulfillment publication for use in its domestic and international marketing efforts. It is a full-color magazine-style publication that provides information to prospective visitors to Rhode Island. Topics include seasonal events, lodging, attractions, points of interest, recreational opportunities, sports, transportation, outdoor activities, tour and guide services, etc.

In addition to serving as primary fulfillment, circulation of the Travel Guide includes in-state distribution at various Visitor Centers and numerous major hotel properties and attractions throughout the state. It is also distributed at select consumer travel and travel trade shows. It is also used for pre-convention mailings and at convention information booths.

▶ The Guide's final presentation should be an inviting, upscale and user-friendly piece that features comprehensive information designed to “sell” Rhode Island as an appealing travel destination to prospective visitors. The overall major objective of the Guide is to encourage inquirers to make specific travel plans to visit Rhode Island. Therefore, the project will be awarded to that vendor whose bid most clearly demonstrates ability this objective in a creative, organized, informative and graphically attractive format, balanced with cost efficiency considerations.

Minimum content considerations:

- Editorial development with a consistent tone
- Compelling selection and placement of provided photography
- Descriptive copy and photo captioning
- Well-ordered listings and graphically appealing tables
- Maps
- Event Calendar
- Formatted advertising to minimize confusion on behalf of the consumer

Proposals will be reviewed and scored by a panel of Division employees based on judgment of company’s ability to successfully manage the process and produce a high quality outcome. The Review Panel shall utilize the following minimum criteria to score proposals:

- **COST** – project must be supported by advertising revenue generated by vendor.
- **ABILITY TO PERFORM** – vendor's ability to perform scope of work based on prior experience with similar projects; evaluation of provider's facilities, references and staff experience
- **SCOPE OF WORK** – demonstrated ability to deliver the project on schedule. Examples should be given. Understands the scope of the project through concise description of methods, procedures and personnel vendor intends to employ for management and operation of the project
- **AD SALES** - demonstrated innovative sales concepts to meet the financial requirements. Demonstrated advertising sales capability, familiarity with demands of local market, additional special recommendations and/or initiatives. Proposed rates should be offered to demonstrate how advertising revenue supports costs of project (see Advertising Sales & Specifications, below).

Rhode Island Tourism Division reserves the right to reject any and all proposals received. All proposals should address in narrative format how the specific objectives and content considerations will be met by the provider, and should include mock-ups or samples of proposed layouts, paper samples, etc. A brief history of the respondent's organization, along with resumes and job descriptions of key personnel and subcontractors should also be included.

► Advertising Sales & Specifications

The guide must be self-supported, through advertising revenue. Vendors responding to the RFP must address this requirement with a specific achievement plan. The RIEDC Tourism Division seeks to contract with a single source who would not only create, develop and produce the printed piece, but who would also be responsible for selling and coordinating the specified advertising opportunities.

Proposals may include creative packages as incentives for potential advertisers. Please note that no out-of-state properties are permitted to advertise in the Guide. It is the intent of the Tourism Division to improve the overall appearance of the Guide by increasing consistency in advertisement formatting and placement. For the purposes of this RFP, any fractional ad space sold less than 1/3 page must be sold as a "formatted ad" or otherwise be part of a full or multi-page co-op. Editorial content must be maintained at a minimum of 50% of total pages.

► Production Specifications

- *Quantity:* 125,000
- *Size:* 8 1/8" X 10 7/8" folded/perfect bound trim size
- *Pages:* 92 p.p. (*final page count contingent upon advertising-no less than 92 pages)
- *Stock:* Cover: 80# coated text (gloss), grade 2
- *Stock:* 45# white gloss text stock or better(text)
- *Stock:* Paper quality/brightness should be #2 or better
- *Inks/Color:* CMYK 4/4 throughout, bleeds; UV coating on covers 1 & 4
- *Insertion:* A perforated response card on card stock that must meet postal regulations on mail back.
- *Del. Specs* Packed in boxes weighing no more than 40 lbs. each and shrink-wrapped on pallets
- *Pallets:* 8"x 40 " stackable pallet with cross bars on the bottom

► Financial Administration & Contract Upon Award

Only those proposals offering a completely self-supported initiative that incorporates all phases of development and final delivery will be considered. Project management fees, sales costs and advertising commissions, print production and manufacturing charges, and shipping and delivery charges to our fulfillment house and welcome center are the sole responsibility of the vender.

Upon award of the bid, the successful vendor shall within ten (10) working days enter into an operational agreement with the Rhode Island Tourism Division outlining the full terms and conditions to be valid for the duration of the project. This Memorandum of Understanding shall clearly outline definitions, responsibilities, liabilities, staff appointments and schedules for each of the parties. This contract shall be for the publication of the 2014 Travel Guide commencing on the start date until its publication. At the sole option of the Economic Development Corporation Tourism Division, this contract may be renewed for development, sales and production of the 2015 and 2016 Travel Guides.

► **Schedule of RFP Process and Project Timeline**

Advertisement of RFP: July 9, 2013
Proposals due: by July 26, 2013, 12:00 p.m.
Project delivery: by February 1, 2014