



REQUEST FOR PROPOSALS (RFP) to provide:
CONTRACT PUBLISHING SERVICES
for the CITY OF SEASIDE VISITORS BUREAU

RFP PROJECT 2023-2025/SEASIDE

PROPOSALS DUE by 4 PM:
Thursday, February 24, 2022

City of Seaside Visitors Bureau (SVB)

Request for Proposals to provide Contract Publishing Services

About SVB

The City of Seaside Visitors Bureau (SVB) is a destination marketing/management organization operating as a department of the City of Seaside and serves the city's tourism industry by actively marketing Seaside, Oregon and outlying areas as a destination for leisure and convention travelers.

Scope of Services/Work

SVB is seeking a contract publishing firm to assume responsibility for the production of an annual Visitor Guide. Total print runs will be 100,000 (as of RFP launch) and it is required that this publication must pay for itself. Publication size is approximately 8.5" x 11".

Responsibilities include:

- Sell ALL advertising.
- Handle ALL advertiser relations, outreach and ongoing communication.
- Provide a designer or design team to implement the aesthetic of the publication, in collaboration with the SVB director and Seaside's brand guidelines. (Note: Director has final say on cover art, editorial copy, photography, advertising issues and design elements.)
- Ability to work in cooperation with SVB staff and community partners.
- Manage ALL technical layout aspects.
- Provide editorial services, including vetted writers and editors.
- Provide assistance in sourcing appropriate photography, sometimes outside our owned image archive, understanding that SVB will have final approval of published photographs.
- Handle ALL aspects of print coordination, including buying paper, preparing prepress files, answering technical questions, serving as liaison with the printer, and press checks.
- Provide SVB with paper stock suggestions, understanding that SVB must approve stock before publication can move forward with printing.
- Deliver downloadable version of print guide and preferably online interactive version of print guide for visitors to SeasideOR.com and SeasideConvention.com.
- Provide SVB with all Visitor Guide content (text, photos, tide tables, etc.) in format that can be repurposed accordingly on SVB website and for SVB newsletter. (Note: There will be no limit to length of use of this content.)
- Strive to use Oregon writers, editors, designers, photographers, and paper and shipping resources. Where possible, strive to use resources from Oregon's North Coast.

Program Budget

The selected firm must be able to support the complete production of the publication, as well as all related expenses for staff involvement, through the revenue generated by advertisement sales. The publishing firm must assume all financial responsibility for the production of the publication. SVB will not compensate for shortfalls in advertising revenue.

Term of Contract Award

Three years, with an option to renew for two additional two-year periods. Renewal of contract is contingent on both parties agreeing to continued work. The contract will take effect no later than May 1, 2022. Decision for first option contract (2026-2027) must be agreed upon by Feb. 1, 2025.

Program Goals

Publishing goals for the Seaside Visitor Guide include:

- Publication of 2023 guide by January 6, 2023.
- Publication of 2024 guide by January 5, 2024.
- Publication of 2025 guide by January 8, 2025.
- Maintain 40/60 advertising/editorial ratio. Advertising may NEVER exceed that of editorial.
- Advertising for lodging shall not extend outside of Seaside and Gearhart city boundaries. Advertising for dining, attractions and other businesses should focus on Seaside, but shall only be bound to businesses located within a 75-mile radius of Seaside. Non-Seaside business ads may never exceed 30% of all advertisements in publication for a given year.
- Editorial content of guide should showcase the experiential side of Seaside, Oregon.
- Financial stability of the publication, including sufficient advertising sales to support production of an annual guide with a MINIMUM of 44+ pages.
- Publisher ad staff shall make personal contact (in-person when possible) with potential AND current advertisers, communicating the continued value and tremendous reach of the guide.
- Adherence to green business practices, wherever applicable, such as using post-consumer recycled paper products and eco-friendly inks in the annual publication.
- Agreement to REGULARLY attend Seaside community business meetings, including the weekly Chamber and SDDA meetings.

The publisher may not accept any advertising that conflicts with the SVB's mission and goals. This includes advertisements for any smoking/tobacco-related products or services. Publisher may not accept any advertising photos that depict smoking or display smoking products.

RFP Schedule

- January 24, 2022 – SVB issues formal RFP.
- February 24, 2022 – RFP proposals due by 4 PM Pacific Standard Time (PST).
- March 2022 – Interviews with top-tier candidates.
- April 2022 – Award of contract by City Council.
- May 1, 2022 – Contract effective date (based on execution by all parties)

Contract Requirements

The selected firm will be invited to enter into a contract with SVB. This contract will stipulate the terms and conditions of the services to be provided. SVB reserves the right to change any terms and conditions of the contract prior to execution of the contract. SVB also reserves the right to terminate the contract at any time and for any reason within 30 days of written notice to the selected firm.

Business License, Registration, Certification

The selected firm shall be licensed to do business in Oregon as required by state codes and maintain current any certification, accreditation or license(s) required to perform work under this contract. Key personnel fulfilling contract duties may not be changed without prior written approval.

RFP Submittal Requirements

Proposals are due to the SVB director by 4 PM PST on Thursday, February 24, 2022.

In order to be considered for an interview and possible contract, proposals must:

1. Provide cover letter (maximum of one page in length) describing the firm's contract-publishing background, clients, experience and specific areas of expertise in relation to the scope of work outlined above. Include number of years in business and scope of general services provided.
2. Provide professional bio/resume for the personnel who will be assigned to the contract. Include any accreditations, licenses or special training related to the services requested.
3. Provide detailed work history (maximum 10 pages in length) that covers related work activities, principal responsibilities, and end results.
4. Demonstrate superior knowledge of Seaside, Oregon and its visitor products.
5. Demonstrate green business practices, including renewable/sustainable practices used by contractors/vendors (printers, paper manufacturers, etc.) working with primary applicant.
6. Propose advertising rate sheet for all sizes of possible advertisements within the guide.
7. Provide list of at least three business references for which the firm has provided similar services. Include contact name and phone number for each reference.
8. Include at least two samples of other contract publishing projects.
(Note: All samples must be in original print form - no email or faxed samples can be accepted. Please submit FIVE (5) copies of each sample for review by members of the selection committee. Submissions should not include original, irreplaceable materials.)

Selection Criteria

Initial review of the proposals will be based on overall evaluation and assessment of the materials contained in each proposal. Qualifications, experience, approach, past results and other factors outlined above will be of utmost importance in the initial review phase. Those firms deemed most suitable at the end of the proposal review will be scheduled for interviews. At this stage, all of the interview candidates will be considered suitable on paper to perform the required components of the contract. During interviews, special attention will be given to portfolio reviews and the perceived ability of the firm to work collaboratively with the SVB and in harmony with community partners.

Selection criteria for and/or review of the written proposals include the following:

- Evaluation of work experience related to the scope outlined in the RFP – 30%.
- Evaluation of past work (including results) similar to the scope outlined in the RFP – 20%.
- Overall evaluation of the proposal, including grammar, style, and professionalism – 20%.
- Evaluation of the proposal in terms of applicant's understanding of client needs – 15%.
- Ability to sell sufficient advertising in order to cover all production-related costs – 15%.

Other Considerations

Confidentiality. It is understood that proposals may contain confidential information relating to previous client strategies, goals and results. Applicants are encouraged to obtain written permission from previous clients before including any confidential or sensitive information relating to those clients. In return, the selection committee shall keep all proposals and the information they contain confidential. No one except the selection committee members and the City of Seaside's assigned staff shall review or read the proposals. Detailed discussion of each candidate's qualifications, abilities and proposals, as well as ability to successfully fulfill the contract requirements shall be restricted to the venue of official selection committee meetings and conducted only between official selection committee members.

Handling of Proposals. Until the selection process is complete and a contractor is chosen, the selection committee members will each possess one copy of each proposal. The committee members are advised to treat the proposals and the information they contain with the strictest confidentiality. Following the selection process, the committee may opt, for archival business reasons, to keep one copy of each proposal on file in a secure, locked area of the SVB offices. For security reasons, all other copies of the proposals will be shredded or destroyed. Candidates are therefore encouraged not to include materials that are the sole copy and/or irreplaceable.

Acceptance/Rejections of Proposals. The SVB reserves the right, at its discretion, to reject any proposal that does not meet the stated criteria; to waive minor informalities within a specific proposal; to award all, some or none of the work to any applicant; and to revise, cancel or extend this solicitation of proposals.

Portfolios. Please do not submit extensive portfolios with proposals. Portfolios may be presented during the interview process by those candidates from whom the selection committee has requested a face-to-face interview.

RFP Questions/Clarification. Questions regarding the RFP or requests for clarification of the RFP must be sent in writing or by email to the RFP Administrator, c/o City of Seaside, 989 Broadway, Seaside, OR 97138; jheineman@cityofseaside.us. Written and emailed questions must be received no later than close of business on February 21, 2022. Requests must contain an email address to which the appropriate response can be sent; the committee will attempt to respond within 24 business hours of receiving any such requests.

(Note: Responses to questions will be sent to the applicant who asked the question and copied to all other applicants who supplied an email address when obtaining an RFP packet - please complete final sheet of this packet to receive answers to questions asked.)

Disclosure. Other than the name of the selected firm, no other information regarding the candidates or their proposals shall be made public.

Cost for Preparation of Proposals. The City of Seaside is not responsible under any circumstances for cost incurred as a result of the preparation or submission of candidate proposals.

Equal Opportunity. The City of Seaside Visitors Bureau encourages minority and women-owned businesses to submit proposals in response to this RFP.

Contract Award

The SVB reserves the right to award one or multiple contracts for the outlined scope of work. SVB also reserves the right to not award a contract to any candidate, if none are deemed suitable.

Submission Deadlines

Delivered proposals and samples – Delivered no later than 4 PM PST on February 24, 2022.

Mailed proposals and samples – Must be received by February 24, 2022, regardless of postmark.

Emailed proposals (not samples) – Must be received no later than 4 PM PST on February, 24, 2022.

Submit via email (jheineman@cityofseaside.us) or by mail/delivery:

City of Seaside
ATTN: Joshua Heineman, RFP Administrator
989 Broadway, Seaside, Oregon 97138

TO BE COMPLETED BY CONTRACT CANDIDATES

PLEASE NOTE: If you wish to be copied on answers to questions posed by other RFP applicants (anonymously), please complete the information below, then scan (or screenshot) this page and email to jheineman@cityofseaside.us. Any questions asked after the date this request is received will be sent to the email listed below.

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Name of company/individual: _____

Email address: _____

Date of request: _____