

Request for Proposal

Cannon Beach Magazine & Brochure

Fiscal Years 2022-2024

I. Overview

The Cannon Beach Chamber of Commerce is an advocate for its members and stakeholders on the northern Oregon Coast. The Chamber pursues short-term and long-term objectives for economic development, community involvement, member education, serves as the Destination Management Organization for Cannon Beach, and the staging of festivals and events. Cannon Beach is proud of its reputation as “one of the 100 best art communities in the nation”. The Chamber is looking for a Publisher to develop, print, and distribute the Chamber’s official annual publications, *Cannon Beach Magazine & Brochure*, for 2022 through 2024.

II. Situational Analysis

The Chamber of Commerce represents the business community of Cannon Beach. The *Cannon Beach Magazine* is the Chamber’s official publication and is specifically intended to promote the Chamber member businesses and to inform potential visitors about the beauty and activities of the area. The Brochure is intended to include the inspirational information of Cannon Beach in an attempt to attract visitors to Cannon Beach.

III. Scope of Work

The chosen vendor is expected to achieve the following goals:

- a. Publish, store, and distribute these publications at no cost to the Chamber.
- b. Strategically expand the reach of the printed brochure to attract visitation.
- c. The *Cannon Beach Magazine* is to be the official visitors guide for member, visitor, and community distribution.
- d. The *Cannon Beach Magazine* (digital Version) will also be used to expand our online presence and reach.
- e. Grow the ad revenue base to provide a profit to the publishing company and deliver profit share to the Chamber.

The proposed vendor contract period is May 15, 2021 – June 30, 2024.

IV. Agency Selection Criteria

The vendor will be selected based on the following criteria:

- a. Demonstrated experience and expertise with similar publications.
- b. Innovative web-based use of the magazine for additional reach and revenue.
- c. Creation of an advertising-based profit share stream to the chamber.

V. Budget

There should be no cost to the Cannon Beach Chamber of Commerce for the design, publishing, and distribution of the *Cannon Beach Magazine*. Preference will be given to the vendor that provides the best solution for the creation and distribution of the magazine. Consideration will be given to the vendor with an innovative means of covering costs, that provides a profit share stream for the Chamber.

VI. Process Timeline

The Chamber is operating with the following timeline. Key dates in this timeline include:

- April 26th, RFP available on The Chamber's website and distributed to prospective agencies.
- April 26th, Chamber leadership is available for agencies to schedule inquiry calls (if desired)
- May 17th, Completed RFPs due
- May 25th, Agencies notified of selection.

VII. Copyright and Ownership

The Chamber maintains and owns the right to the title and all contents considered to be intellectual property. This includes all rights, title, and interest, whether by way of copyright, trade secret, or otherwise, in all such work, whether or not subject to protection by copyright laws, including but not limited to the right to publish, produce, reproduce, and distribute copies of the work, to prepare derivative works, and, if applicable, to display and perform the work by any means for the entire term of the copyright and any renewals of it. In case of a termination for any reason, the vendor would agree to provide these materials to the Chamber within 30 days of contract termination.

VIII. Advertising Revenue

Expected revenue sources for the vendor include both member and non-member advertising in both the printed and online versions of the magazine and directory. Chamber will provide its current membership list to help the vendor create a viable advertising database. The vendor is expected and encouraged to add additional prospects from other sources.

The publisher should work closely with the Chamber to establish and maintain an ad rate that provides at least a \$250 discount to member companies that advertise. Advertising by non-member companies is permitted (at the non-discounted rate) as this expands the potential advertiser's pool.

IX. Editorial Scope and Pre-Production

The primary purpose of the *Cannon Beach Magazine* is to promote the member businesses and to inform potential visitors about the beauty and activities of the area and provide a valuable resource guide while visiting the Cannon Beach area.

The primary purpose of the *Cannon Beach Brochure* is to promote Cannon Beach as a resort destination and highlight the attractions of our community, in an attempt to attract them to visit Cannon Beach. This will also serve as the outward distribution piece and mailer for Cannon Beach.

These publications should be co-developed by the Chamber and vendor. The Chamber will provide direction and feedback on content. The balance of the content is the responsibility of the contract publisher. The Chamber can provide written and verbal guidance, including article abstracts, interview contact information, and other insights to assist content creation.

X. Production and Printing

These publications production is the responsibility of the vendor, but the Chamber will advise on concepts and other artwork used in the publications and can often provide ideas and feedback that will help in the design process. The Vendor will provide ample time to the Chamber (minimum 2 weeks) to proofread the directory for content and structure before the magazine is printed.

For the member directory listings, the Chamber will provide the member information and the vendor will be responsible for production and printing from that point. The Chamber will be responsible for proofreading the directory for accuracy before finalizing these publications to be printed.

XI. Circulation, Storage, and Distribution

The Chamber will provide the vendor with a current distribution list. The Chamber encourages the vendor to explore additional distribution opportunities if it can demonstrate to the Chamber how this additional circulation can benefit the Chamber through enhanced exposure and/or increased revenue.

It is the responsibility of the vendor to ensure the magazine is stored, mailed, and distributed in compliance with USPS regulations and current industry best practices in shipping and handling, and to provide the Visitor Information Center with copies as needed.

XII. Information Sharing

The *Cannon Beach Magazine & Brochure* serves as membership development and retention tools and requires the Chamber and the vendor to share confidential and proprietary information. The vendor is expected to be proactive in maintaining an accurate advertising prospect database, sharing leads to use in membership development, and communicating potential opportunities for membership development promptly with the Chamber.

Although it is not the job of the vendor to sell Chamber memberships, the open and proactive communication about membership to prospects is an essential and mutually beneficial part of the relationship.