



NOTICE OF REQUEST FOR PROPOSALS

CREATIVE PRODUCTION AND PRINTING SERVICES FOR THE PUBLICATION OF THE OFFICIAL VISITOR MAP FOR CATALINA ISLAND

Requested By:
Catalina Island Chamber of Commerce & Visitors Bureau

PROPOSALS ARE DUE BY: MONDAY, MAY 7, 2018

The Catalina Island Chamber of Commerce & Visitors Bureau (CICCVB) is accepting proposals for creative production and printing services for the publication of the official Catalina Island Visitor Map for 2019-20. Vendors may submit a proposal for individual components of the project or the entire project. If submitting a proposal for the entire project, the individual components should be identified and priced separately. All proposals should be submitted exclusive of all taxes.

The Catalina Island Visitor Map is the most popular collateral piece produced by the CICCVB. It is a targeted advertising vehicle for CICCVB members and is a pocket sized user-friendly tool for visitors year-round.

DESIGN AND PRODUCTION:

- Design a visitor map collateral piece that showcases Avalon and the Island in an easy to use map presentation. The overall design must be approved by the CICCVB.
- The Visitor Map must include two maps: 1) City of Avalon Map and 2) Catalina Island Map. The Avalon map should contain an accurate depiction of all the streets and points of interest within the City of Avalon. Participating CICCVB member business locations must be depicted accurately on the map. The Island map should show the roads, trails, points of interest, and campgrounds on Catalina Island.
- The Visitor Map is supported by CICCVB member advertisements and all ad revenue will be retained by the CICCVB. The Map must include display and listing advertisements by participating CICCVB members. The current visitor map is supported by 34 display advertisers (one-eighth and one-quarter panel sizes) and approximately 75 member directory listings.
- The Vendor will coordinate with the CICCVB on participating member ads and listings.
- The Vendor may need to assist CICCVB members in design and creation of display ads (for an additional cost to the member).
- The Vendor will provide typesetting of member listings, the inclusion of member's map placements and the member map coordinates.
- The overall cover design will correspond to our annual Catalina Island Visitor Guide.
- The map should also have an interactive element so ads can link to member advertisers.

PRINTING AND DISTRIBUTION

- The Catalina Island Visitors Map is distributed through helicopter and boat terminals on the mainland, on board boats coming to the island and in the Catalina Island Visitor Center in standard 4 x 9 brochure rack displays. Maps are also supplied to individuals and groups visiting the island at area hotels, member businesses & taxis.
- The Catalina Island Visitors Map has a 12 month shelf life and is published annually.
- 150,000 – 175,000 copies will be printed; publication date: March-April 2019.
- The Map will be printed in 4 colors and of similar quality to the current map. (A sample can be sent to you if requested)
- The Map should also be made ready to be available on-line with links to advertisers.
- Printing will include delivery to the CICCVCB fulfillment service in Brea, CA. The CICCVCB retains the flexibility to solicit print quotes directly and may at its sole discretion decide to contract directly with a printer for printing and delivery of the Map.
- The Vendor will be responsible for press checks associated with the printing process.
- The Vendor must provide digital files of the Catalina Island Visitor Map at the completion of the project.
- A high resolution jpg of map will be required for online use at catalinachamber.com.

VENDOR RESPONSIBILITIES:

- The Vendor will be responsible for management, production and creative services including coordination and implementation of typesetting, design, cartography, artwork, photography, prepress, paper, and printing and press checks.
- The Vendor will allow the CICCVCB the opportunity to continually review all aspects of the production, including the content and design, and request changes prior to print production.

CONTRACT TERMS:

Two-year contract, renewable for up to three additional one-year terms.

PROPOSAL ELEMENTS:

Please include within your proposal your experience in producing visitor maps or examples of other collateral, why you are interested in producing the Catalina Island Visitors Map, a proposed timeline of completion, and a breakdown of the total costs of the project.

EVALUATION:

Proposals will be evaluated by a sub-committee of the CICCVCB Board and Marketing Committee. Agencies may be interviewed during the evaluation process. The project is expected to be awarded by early June 2018.

Vendors bidding on both the Visitor Guide and Map projects will be given a preference.

Please mail one original and 1 copy of your proposal to:
Michelle Warner
Destination Marketing Manager
Catalina Island Chamber of Commerce & Visitors Bureau
#1 Green Pleasure Pier
PO Box 217
Avalon, CA 90704-0217
Email: mwarner@catalinachamber.com

If you have any questions, please contact Michelle Warner at 310-510-7653 or mwarner@catalinachamber.com. If sending by email, one copy as pdf is preferred.