



NOTICE OF REQUEST FOR PROPOSALS

MANAGEMENT, PRODUCTION, CREATIVE AND PRINTING SERVICES
FOR THE PUBLICATION OF THE
OFFICIAL CATALINA ISLAND VISITORS GUIDE

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 the management, production, creative and printing services for the publication of the official Catalina Island Visitors Guide 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.

DESIGN AND PRODUCTION:

- Design an overall comprehensive "look" of the Official Visitors Guide including the cover design, section headings, fonts, colors, page payout and graphics. The overall "look" must be approved by the CICCVB.
- Vendor responsible for typesetting of all editorial content, grid guides and member listings.
- Vendor responsible for compilation of all components – advertising, editorial, photography, listings, grid guides into page layouts.

CONTENT OF GUIDE:

- Editorial content will be devoted to promoting Catalina Island as a premier tourism destination. Editorial should specifically cover Catalina Island, Avalon and Two Harbors. The CICCVB has existing editorial content that the selected vendor may consider using.
- Editorial sections to specifically include:
 - Welcome page
 - History of the island
 - Boating information
 - Transportation information
 - Itinerary ideas
 - Annual special events (Avalon and Two Harbors)

- Photography. Catalina Island is a visually appealing tourism destination and good photography is essential. The CICCVCB has a limited amount of high resolution photography available to the selected vendor. The cover photo must be available for other advertising campaigns.
- Categorized and formatted list of all CICCVCB members (approximately 240), including name, website, phone and a subscribed number of characters for a business description. Listings in the Visitors Guide are part of the CICCVCB membership. Additional or expanded listings are available to members at a cost. Listing information will be provided to the selected vendor.
- 3 Maps – Map of Catalina Island, Map of mainland for transportation access points, and Map of city of Avalon to show hotel/point of interest locations. The CICCVCB can make at least one, and possibly all three, of the maps available to the selected vendor.
- 4 Grid Guides – Hotel Guide, Activity Guide, Restaurant and a Group Event, Meetings and Weddings Guide.
- Content should reflect and target the personas identified in the 2017 Strategic Marketing Plan, available [online](#).

PRINTING AND DISTRIBUTION:

- The Official Catalina Island Visitors Guide has a 12 month shelf life and is published one time per year.
- Booklet will be printed in 4 colors and of the same quality or better as the enclosed sample.
- 55,000 to 75,000 copies
- Publication date: December 2018
- The Official Catalina Island Visitors Guide is mailed as the primary response piece to visitor inquiries, so the booklet must be of size and weight to mail at minimum cost both with and without an envelope.
- Printing will include bindery and delivery to the CICCVCB's fulfillment provider in Brea, CA. Bindery should be quoted as perfect bound. 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, bindery and delivery of the Guide.
- Vendor will be responsible for press checks associated with the printing process.
- The vendor must provide digital files of the Catalina Island Visitors Guide at the completion of the project so the guide's entire contents can be published online with flip book technology.
- A digital version of the guide using a Nextbook or similar service is required.
- Sample of current Official Visitors Guide available [online](#).

AD SALES:

- The CICCVCB uses in-house sales staff persons for ad sales including display ads, enhanced listings and grid guide sales. The Agency will need to coordinate with the CICCVCB staff person/s on the ads, grid guide and enhanced listing sales and may be asked to assist in the creation of CICCVCB member ads (billable to member). Bundling opportunities for advertisers may be an option to potentially include advertising in other publications, at catalinachamber.com and through event sponsorships.

AGENCY RESPONSIBILITY:

- The agency will be responsible for management, production and creative services including coordination and implementation of editorial, typesetting, design, artwork, photography, prepress, paper and printing and press checks.
- The agency will allow the CICCVB the opportunity to continually review all aspects of the production, including the editorial content and design, and request changes prior to 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 destination marketing pieces, examples of other collateral, why you are interested in producing the Catalina Island Visitors Guide, the background of your key personnel, a proposed timeline of completion, and a breakdown of the total costs of the project. Costs should include project management/design/production costs and printing costs as separate elements.

EVALUATION:

Proposals will be evaluated by a sub-committee of the CICCVB Board and Marketing Committee. Vendors 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 send one original and two copies 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.