



NOTICE OF REQUEST FOR PROPOSALS

DESIGN, PRODUCTION AND PRINTING SERVICES FOR THE PUBLICATION OF THE OFFICIAL CATALINA ISLAND VISITORS GUIDE AND VISITORS MAP

Requested by:
Love Catalina Island Tourism Authority

PROPOSALS ARE DUE BY: May 24, 2024

Catalina Island Tourism Authority (CITA) is accepting proposals for the design, production and printing services for two 2025 & 2026 publications: the official Catalina Island Visitors Guide and the Visitors Map rack brochure. We are looking for Vendors who will submit proposals for both printed pieces in their entirety. All proposals should be separated by Visitors Guide and Visitors Map projects and submitted inclusive of all taxes.

VISITORS GUIDE DESIGN AND PRODUCTION:

- Design an overall comprehensive “look” of the Official Visitors Guide including the cover design, section headings, fonts, colors, page layout and graphics that adhere to the CITA brand guidelines. Periodic and final Guide design must be approved by the CITA.
- Vendor responsible for compilation of all components – advertising, editorial, photography, listings, grid guides into page layouts and typesetting of all editorial content, grid guides and member listings.

VISITORS GUIDE CONTENT:

- A copy of the current [Visitors Guide](#) is included for reference. We aren't looking for a complete redesign or change of content, rather a refresh. The final Guide layout will be contingent on CITA ad sales.
- Photography. Catalina Island is a visually appealing tourism destination and good photography is essential. CITA has a limited amount of high resolution photography available to the selected vendor. Additional photography must be sourced and cost included in this RFP. The cover photo must be available for other advertising campaigns.

VISITORS GUIDE PRINTING AND DISTRIBUTION:

- Production of the Visitors Guide begins in early August 2024, with publication and brochure delivery expected in early January 2025.
- 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
- 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 CITA's fulfillment provider in Tustin, CA. Bindery should be quoted as a perfect-bound piece.

- 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. A digital version of the guide using a Nxtbook or similar service is required.

VISITORS MAP DESIGN AND PRODUCTION:

- Design an overall comprehensive “look” of a Visitors Map rack brochure including the cover design using CITA’s brand guidelines. 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 CITA 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.
- Periodic and final visitors map design must be approved by the CITA.
- The Vendor will provide typesetting of member listings, the inclusion of member’s map placements and the member map coordinates.

VISITORS MAP CONTENT:

- A current [Visitors Map](#) rack brochure is included for reference. We aren’t looking for a complete redesign or change of content, rather a refresh.
- Photography. Typically the same photo is used on the cover of the Visitors Guide and Visitors Map each year, if deviating from this, photography and design should complement one another.

VISITORS MAP RACK BROCHURE PRINTING AND DISTRIBUTION:

- Production of the Visitors Map rack brochure begins in February 2025, with publication and brochure delivery expected in April 2025.
- The Catalina Island Visitors Map rack brochure has a 12 month shelf life and is published one time per year.
- The Map will be printed in 4 colors and of similar quality to the current map.
- 150,000 – 175,000 copies will be printed.
- The Catalina Island Visitors Map rack brochure is distributed in standard 4 x 9 brochure rack displays. Printing will include delivery to CITA’s fulfillment provider in Tustin, CA. Vendor will be responsible for press checks associated with the printing process.
- The vendor must provide digital files of the Catalina Island Visitors Map rack brochure at the completion of the project. A high resolution digital version of the map will need to be made available for online use with active links to advertisers.

AD SALES :

- CITA uses in-house staff for ad and listing sales in both printed pieces including display ads, enhanced listings and grid guide listings. The selected Vendor will need to coordinate with CITA staff on these and may be asked to assist in the creation of CITA member ads (billable to member).

AGENCY RESPONSIBILITY:

- The agency will be responsible for creative development, 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 CITA the opportunity to continually review all aspects of the production, including the editorial content and design, and request changes throughout the production process.

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 and Visitors Map rack brochure, the background of your key personnel, a proposed timeline of completion, and a breakdown of the total costs of each piece. Costs should include design/production, photography, printing costs as separate elements.

EVALUATION:

Proposals are due by May 24, 2024. Proposals will be evaluated by CITA staff. The project is expected to be awarded by June 21, 2024.

HOW TO SUBMIT A PROPOSAL:

Option 1: MAIL

Mail *one original* and *one copy* of your proposal to:

Love Catalina Island Tourism Authority

Attn: Michelle Warner, Destination Marketing Manager

#1 Green Pleasure Pier

PO Box 217

Avalon, CA 90704-0217

Option 2: EMAIL

Email one copy of your proposal (PDF preferred) along with links to examples of other collateral to:

Michelle Warner, Destination Marketing Manager: michelle@lovecatalina.com

Cathy Miller, VP Marketing & Sales: cathy@lovecatalina.com

If you have any questions, please contact Cathy Miller, cathy@lovecatalina.com.