



REQUEST FOR PROPOSALS

2022 VISITOR GUIDE

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I. SUMMARY

Experience Olympia & Beyond is the official destination marketing organization for Thurston County. We are a small but mighty team of individuals 100% committed to supporting and growing the economic health and resilience of our region through focused tourism marketing and development activities. We actively strive to inspire, inform and influence independent, group and sports travel to our area through a variety of strategies and communication channels.

We are actively seeking the professional services of an agency that can reimagine the Experience Olympia & Beyond Visitor Guide and reconfigure it into a vibrant, immersive, communications powerhouse with the power to transform prospective visitors' dreams into vacation memories that last a lifetime. The new Experience Olympia & Beyond Visitor Guide should not only serve as our organization's flagship printed communications channel, but it should be The Gold Standard of Visitor Guides for our industry and play a starring role in the Experience Olympia & Beyond Destination Development Plan.



II. CURRENT VISITOR GUIDE

The 2021 Experience Olympia & Beyond Visitor Guide is:

- A brochure-sized, editorial-style publication
- Flat-back/book-bound
- Just over 1/4-inch bindery
- 68 pages
- 70,000 copies are produced each year
- 15% advertorial (we'd like to grow this to 25% in 2022)

As noted in section III, we are open to updating the format of our Visitor Guide. If you think an update is in order, simply build a case for why--will it be better for travelers? Will it save us money? Will it lend to improved distribution or pickup rate?



III. AGENCY & PROPOSAL EXPECTATIONS

Agencies submitting proposals must include detailed plans for completing each phase of the project including budget and key milestones to ensure May 31, 2022 project completion (guides ready for distribution).

Copy

- Approach to copy writing: style, tone, voice and format
- Content research, fact-checking and attention to detail
- Proofing and editing process
- Timelines essential to May 31, 2022 completion

Design: Visitor Guide

- Plans for integrating Experience Olympia & Beyond style guide
- Plans to integrate illustration and/or photography and any procedural requirements
- Recommendations for finished project size/aspect ratio
- Design review process
- Timelines essential to May 31, 2022 completion

Design: Advertisements

(While Experience Olympia & Beyond staff will sell all advertisements to include in the Visitor Guide, the vendor selected to produce and perhaps, distribute the 2022 Experience Olympia & Beyond Visitor Guide, will be tasked with designing ads purchased that are not submitted camera-ready.)

- Process for receiving ad orders, creating proofs, revisions and finalizing ad designs
- Required specifications for receiving camera-ready art
- Timelines essential to May 31, 2022 completion

Printing

- Plans and/or criteria for printing vendor selection
- Recommended paper and bindery
- And special features you recommend adding to the guide: pull-out maps, etc.

Distribution*

*While you need not include distribution with your proposal, if you have an established plan to recommend and/or handle national guide distribution, please include all relevant details.



III. AGENCY & PROPOSAL EXPECTATIONS (CONTINUED)

Notice of Intent to Bid

- Applicant Agency Name
- Federal tax ID number
- Contact Person
- Physical Address
- Mailing Address
- Website
- Email
- Phone
- Date
- Signature

2. Agency Information

- Primary team members that would be working on our account and their roles and backgrounds
- Number of employees in your company
- Date of company formation
- Notice of intent to hire subcontractors in order to complete our project's scope of work--please list all companies and/or individuals that would participate in the project, their location, unique skills and work to be performed
- List of all tourism-related clients for whom you have acted in Washington State and Oregon during the past 12 months and certify that there is no conflict of interest between any existing contract, client relationship and the ability of your company to represent the needs of Experience Olympia & Beyond
- Roster of your team members, their experience, individual roles and personal bios
- Detailed account of what makes your agency unique. Why should we choose your agency over the competition?

3. Project Milestones

Time management and organization is of the utmost importance to our team. Please outline the steps that your agency will undertake with dates (Please see line item IV below: Project Timeline) to ensure our project is completed on-time.

4. Budget Estimate & Billing Structure

Please outline your estimated budget for the project, based on the expectations provided. (See p. 4)

5. Portfolio & References

Please include contact information of no fewer than three (3) references. Please include live and current links to a minimum of (3) samples of Visitor Guide projects that you've completed in the past 4 years representing destination management organizations and/or projects of similar size and scope.



IV. PROJECT TIMELINE

RFP issued	January 10, 2022
Email questions to annette@experienceolympia.com	January 14, 2022
All questions answered via email	January 17, 2022
Proposals due via email to annette@experienceolympia.com	January 21, 2022
Winner announced	January 24, 2022
Guides delivered from printer and ready for distribution	May 31, 2022

Proposal must be delivered via email in PDF to attention of Annette Pitts, annette@experienceolympia.com. This RFP does not commit Experience Olympia & Beyond to award a contract. Experience Olympia & Beyond reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of Experience Olympia & Beyond. Costs for developing proposals are the responsibility of the Vendor and shall not be reimbursed by Experience Olympia & Beyond.

