



## REQUEST FOR PROPOSAL 2024 Experience Rochester Annual Visitors Guide Production

### Project Overview

Experience Rochester is requesting proposals from publishing companies to produce an annual visitor guide—including editorial content, ad sales, graphic design, layout, pre-press production, printing and some distribution to promote year-round travel and tourism.

**Project Goal:** The goal of this project is to produce the 2024 edition of the *Experience Rochester Visitors Guide*. The final product should be lifestyle focused and appealing, engaging, user friendly and progressive. The Guide should enhance the allure of Rochester, Minnesota to the readers, featuring images of the city and human interest - drawing readers into the copy. Design should support readability and ease of use of the Guide.

**Audience(s):** The audiences for the Guide are visitors and patients to Rochester and residents. The publication will serve as a response piece for marketing efforts and can be ordered online from the [www.experiencerochestermn.com](http://www.experiencerochestermn.com) website, is available at numerous statewide Welcome Centers and other distribution points and viewed online as a digital edition.

Current edition can be viewed here: [2023 Experience Rochester Visitors Guide](#)

### Production:

The specifications of the current (2023) Experience Rochester Visitors Guide are as follows:

- 68 pages with cover
- Trim size: 8.375" x 10.875"
- Cover stock: 100#, number 3
- Body stock: 40# or 45# gloss coated groundwood offset, number 4 Hi-Brite
- Quantity: 65,000
- Binding: Perfect bound
- Color: 4-color throughout with bleeds
- Digital Edition
- Distribution: Not to exceed 25# cartons, fully labeled with contents

It is the expectation of Experience Rochester that the 2024 guide will match or exceed the production quality and page count of the current guide.

**Contracted Vendor’s Responsibilities:**

Selected vendor shall manage the production process and all creative inputs necessary including, but not limited to, designing publication; advertising sales; invoicing and collecting payment from advertisers; providing design services for advertisers; editorial writing; editing; design and layout; supervision of prop selection; supervision of all photography; selection of illustration and/or other creative elements; color separations; composites; providing ripped and trapped files, along with color proofs for pre-check to the printer; providing consultant supervisory role of printing process, including pre-production, post production, printing, binding, packing and shipping processes and approval of printer’s on-line proofs prior to printing. Vendor shall be responsible for the actual costs incurred for the printing, binding, paper, and shipping of the Visitors Guide’s initial distribution from the printer to the desired and agreed up locations designated by Experience Rochester. Bulk distribution includes shipping to Experience Rochester’s office, Rochester City Transportation, MSP Airport and Mall of America.

**Approval of Materials:**

Any materials that are a part of the Visitors Guide must be approved by Experience Rochester prior to use. Experience Rochester will approve all pages of the Visitors Guide prior to production.

**Term:**

The term of this agreement is for one (1) year with the option of two (2) year renewals. The agreement does not automatically renew.

**Ownership of Materials:**

The parties will agree that Experience Rochester is the sole owner of all trademark, copyright and other intellectual property rights to the Magazine and all of the materials utilized to create it.

**Timeline:** Final production schedule to be determined after the vendor is selected but general timeline includes vendor under contract September 15, 2023. Deadline for delivery of the 2024 Experience Rochester Visitors Guide is no later than May 15, 2024.

**Compensation:**

It is the expectation of Experience Rochester that compensation for the production of the 2024 Visitors Guide will be funded exclusively through advertising sales with no additional funding from Experience Rochester. The current funding model includes a revenue share plan between Experience Rochester and the contractor once certain ad sales targets have been met.

**Sample Tasks and Added Value:**

Responders are encouraged to propose additional tasks or activities and any added value services that will improve the results of the project. These items should be separated from the required items on the Cost Proposal.

## Proposal Content

The following information and documents must be included in the proposal and will be used to evaluate and select a vendor. Prominently include the name, title, phone number and email address of primary contact for the proposal.

### I. Experience

1. **Experience with Advertisers:** Summarize the firm's experience in selling and incorporating display ads in publications, in particular, ads provided by outside sources. Ability to effectively reach Rochester's and southern MN tourism industry with the advertising sales message and sell ads in the guide is a key consideration.
2. **Quality and Creativity of Past Work:** Provide samples of work completed by your firm of a similar nature to this publication.
3. **Background Experience:** Provide company name, number of years in business and contact information along with pertinent experience relating to producing tourism-related publications. Please provide examples and three(3) reference contacts. Provide a summary of the firm's custom publishing experience, particularly on similar publication projects. Identify the individual(s) who would be assigned to this project, with information on their experience in similar projects.
4. **Production and Advertising Sales Plan:** The selected firm will be responsible for writing and laying out all editorial content, selling and placing advertising and listings, as well as supervising and implementing printing services, providing distribution of the Experience Rochester Visitors Guide and include a plan for developing the following:
  - Creative Concept
  - Editorial Content
  - Ad Rates – please include proposed Ad Rates in your proposal
  - Pre-press/Printing Services
  - Detailed Distribution Plan
5. **Value Added:** Outline any proposed additional services or support that would improve the results of the project.
6. **Additional information:**
  - References/contact information for customers for whom you have provided services for significant projects of a similar nature.
  - The name, address and telephone number of any subcontractor(s) the vendor expects to use on the project.
  - The vendor's Minnesota tax identification number or social security number, and the vendor's federal employer identification number, if applicable.
  - Cost Proposal, if any, should be included in a separate Cost Proposal and should be included in a separate sealed envelope marked COST when submitting your proposal.

## Response Evaluation

All responses received by **12:00 p.m. on August 31, 2023**, will be reviewed by Experience Rochester.

### Mandatory Requirements (Scored as Pass/Fail)

The following will be considered on a pass/fail basis:  
Proposals must be received on or before the due date and time specified in this solicitation.

### Evaluation Factors

All responses received by the deadline will be evaluated by representatives and agents of Experience Rochester. An interview or additional follow up communication may be part of the evaluation process. Responses will first be reviewed to confirm compliance with the minimum qualifications identified above. Proposals will be evaluated taking into consideration publisher's past performance regarding quality, timeliness, and advertising sales. Proposals will be evaluated on the best combination of value and demonstrated ability to produce a quality publication and sell advertising based on a geographic region. The cost proposal will not be opened until after the qualification points are awarded.

The factors and weighting on which proposals will be judged are:

<b>Factors</b>	<b>Percentage</b>
Quality and creativity of past work	15%
Background and Experience	20%
Production and Ad Sales Plan	25%
Value Added	10%
Cost	30%

This request for proposal does not obligate Experience Rochester to award an agreement or complete the project, and Experience Rochester reserves the right to cancel the solicitation if it is considered to be in its best interest.

This agreement for the production of the Experience Rochester Visitors Guide publication will be awarded for developing and producing the 2024 guide and may include renewal options.

**Unless otherwise clearly outlined below, the Publisher's compensation for this publication will be entirely from the advertising sales in this publication, with no other obligation or payment from Experience Rochester.**

**Please check one of the options below and provide additional details as needed in separate envelopes, one envelope marked PROPOSAL and one separate sealed envelope marked COST, if cost is part of the proposal.**

This proposal is submitted with the understanding that the contractor's compensation for this publication will be entirely from the advertising sales in this publication, with no other obligation or payment from Experience Rochester.

If there are proposed fees, they must be provided as all-inclusive costs, which cannot be billed separately under this contract. Experience Rochester will only pay based on the fees provided. This cost is in addition to the compensation that the Publisher will receive directly from advertisers through ad sales in the publication. Ad Sales - please include proposed Ad Rates for the 2024 Experience Rochester Visitors Guide.

**Vendor Contact Information**

<b>Company's Full Legal Name:</b>	
<b>Business Address:</b>	
<b>Contact Person's Name:</b>	
<b>Telephone Number:</b>	
<b>E-Mail Address</b>	

I agree to all criteria in this RFP.

I agree to all criteria in this RFP, with the following exceptions: (please write-in)

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**Send hard copy detailed proposals to:**

Experience Rochester Conventions and Visitors Bureau  
 Attn: Bill Von Bank  
 30 Civic Center Drive, SE  
 Rochester, MN 55904  
 Phone: (507)424-0809  
 E-mail: [bvonbank@experiencerochestermn.com](mailto:bvonbank@experiencerochestermn.com)

**Hand-delivered proposals can be made Monday-Friday between 8 a.m. - 5 p.m. to:**

Experience Rochester Convention and Visitors Bureau  
 Attn: Bill Von Bank  
 Mayo Civic Center (skyway level/security desk)  
 30 Civic Center Drive, SE  
 Rochester, MN 55904

All responses must be received by **12:00 p.m. on August 31, 2023.**

**Questions?**

Email: [bvonbank@experiencerochestermn.com](mailto:bvonbank@experiencerochestermn.com)