

## **BID SPECIFICATIONS**

### **BID #2324-08**

The Gulf County Board of County Commissioners will receive bids from any person, company or corporation interested in providing the following:

#### **Development & Design of the 2025 Official Gulf County Visitor Guide**

**Proposals are due Friday, February 23, 2024, no later than 4:30 PM ET and will be opened on Monday, February 26, 2024, at 10:00 AM ET. Please include 3 COPIES of your proposal.**

**Proposals must be delivered to the Gulf County Clerk of Court's Office at 1000 Cecil G. Costin, Sr. Blvd, Room 149, Port St. Joe, FL 32456. Bids will be opened at this address as well.**

Please indicate on the envelope **YOUR COMPANY NAME**, that this is a **SEALED BID** and includes the **BID NUMBER**.

Complete bid specifications may be obtained from the Gulf County Clerk's Office at 1000 Cecil G. Costin, Sr. Blvd., Room 149, Port St. Joe, FL 32456, (850) 229-6112 or on the Gulf County website at [www.gulfcounty-fl.gov](http://www.gulfcounty-fl.gov).

Questions should be directed to T.D.C. Director Silvia Williams via email ([silvia@visitgulf.com](mailto:silvia@visitgulf.com)) or phone 850-229-7800.

#### **We will only accept bids that comply with this RFQ.**

The selection process will consist of the following steps:

1. Submission of written responses to the RFQ.
2. Reviews of firms' capabilities and experience with projects of similar scope and size.
3. Selection of preferred contractor and onset of negotiations.
4. If negotiations are unsuccessful, the GCTDC will terminate the process with the top-ranked firm and open negotiations with the next highest ranked firm.

The Gulf County Board of County Commissioners (BOCC) reserves the right to waive any irregularity or technicality in the proposal and award the contract to the firm determined to best serve the interest of the BOCC.

The Gulf County Tourist Development Council (GCTDC), a division of Gulf County Florida, requests qualifications from firms for development & design services for the 2025 Visitor Guide.

**SCOPE:** The purpose of this Request for Qualifications (RFQ) is to select and identify a vendor to provide a completed new design for the 2025 Visitor Guide.

**General Specifications:**

- To be eligible to respond to the RFQ, the bidder must demonstrate that they have the skill, capacity, and the ability to provide a completed new design of the visitor guide, including, but not limited to, new design, lay-out, new copy, new photography, proofing & editing, approval processes and preparation of digital files for printing and digital website file.
- To be eligible, the bidder must be available to have the completed file to the printer no later than November 30, 2024.
- The bidder must have required insurance of \$1,000,000.00 in General Liability and provide a Certificate of Insurance showing Gulf County Board of County Commissioners as a certificate holder.
- The bidder will supply a minimum of 2 samples of their work that is related to the project.

**Technical Specifications:**

- Based upon past guides, the size has been 8.5 x 11 with a vertical layout. The approximate page count of 84+cover based on the 2024 Visitor Guide. Firms are encouraged to offer options and recommendations.

**Performance Requirements:**

- Provide 3 templates for a new layout of the guide.
- Once the layout is chosen, the contractor will update all copies and images.
- New imagery may be negotiated in contract with the awarded firm based on budget. If an agreement for new images is not contracted, the GCTDC will provide all imagery to the firm.
- Four rounds of edits from GCTDC based on an approved timeline for completion.
- Advertising Sales will be the responsibility of the GCTDC. Upon agreement, GCTDC and the contractor will approve a delivery schedule and protocol for this.
- Final press proof
- Printing of the Visitor Guide – GCTDC retains the right to select a separate printer for the guide. However, proposers are encouraged to be able to have the ability to secure printer if needed.
- File for website Digital Guide

**Response Format:**

Each proposal must include the following information and should be indexed accordingly:

**Transmittal Letter:** The letter must be on the official business letterhead of the firm proposing to become the contractor and has all identify all materials and enclosures being forwarded.

**Organization Ownership & Management:**

1. Describe the Contractor's overall approval and strategy to design and publish a quality Visitors Guide with a clear explanation of how the strategies will benefit Gulf County.
2. Provide an organization chart, including contact points between the Contractor and the GCTDC. Include all subcontractors to be employed on this project.
3. Disclose the total number of employees of the Contractor.

4. Provide a short history of the organization and assurance that the Contractor is familiar with the tourism industry as a whole, the State of Florida, and the Northwest Florida Panhandle area.
5. Disclose the name(s) of the person(s) within the organization who will work on the account and how much of his/her time will be devoted to the account. Provide the hours of operations for named staff.
6. Provide two (2) case studies/examples of successful travel related guides completed by the Contractor that parallels the GCTDS's project.

**Client Information:**

1. List current clients in descending order of size and indicate the number of years the firm has worked for them.
2. Name the two most recent former clients.
3. Provide names of any current travel/tourism clients and not if the work performed includes similar scope to the Visitor Guide.

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