

Washington County Request for Proposals (RFP)
for
Old Spanish Trail Printed Guide

The Washington County Tourist Development Council (TDC) is seeking a qualified person or firm to contract for creation of an Old Spanish Trail printed guide. The printed guide will highlight the historic and cultural sites within Washington County. For a copy of the RFP, please send your request to Heather Lopez at director@visitwcfla.com or call (850) 638-6013.

This is a closed bid. Electronic submittals will not be considered. To be considered, the respondent must submit an original and three (3) hard copies in a **sealed** envelope or package, clearly marked with the respondent's name and address and the words "**Washington County OST Printed Guide**". All sealed bids must be mailed to:

Washington County Tourist Development Council
c/o Heather Lopez
P.O. Box 450
Chipley, FL 32428

Or dropped off at the Washington County TDC Office at:

672 5th Street
Chipley, FL 32428

The deadline for submittals is 2:00 p.m. on November 9, 2023.

LATE SUBMITTALS RECEIVED AFTER THE FOREMENTIONED DEADLINE DATE, EITHER BY MAIL OR OTHERWISE, WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED. THE TIME OF RECEIPT WILL BE DETERMINED BY THE TIME RECEIVED BY THE WASHINGTON COUNTY TDC OFFICE STAFF. IT IS THE SOLE RESPONSIBILITY OF THE FIRM OR PERSON SUBMITTING THE RFP FOR ASSURING THAT THE RFP IS RECEIVED AT THE POST OFFICE OR WASHINGTON COUNTY TDC OFFICE BY THE DESIGNATED DATE AND TIME. NO FAXED, ELECTRONIC OR ORAL RFP WILL BE ACCEPTED.

ADA - Special Accommodations: Any person requiring accommodations due to disability should call Heather Lopez, Director of the Washington County TDC at (850) 638-6013 at least five (5) days prior to the bid close date. If you are hearing or speech impaired, please contact Wendy White via the Florida Relay Service, which can be reached at 1-800-955-8771 (TDD).

Washington County Request for Proposals (RFP) for Old Spanish Trail Printed Guide

Washington County TDC is seeking a qualified person or firm to contract for creation of an Old Spanish Trail printed guide using a State of Florida, Division of Historical Resources grant. This is a closed bid. Electronic submittals will not be considered. All bids must be in hard copy and mailed or dropped off in person to the address provided below. **The deadline for submittals is 2:00 p.m. on November 9, 2023.**

SUBMIT MAILED PROPOSAL TO:

Washington County TDC
c/o Heather Lopez, Director
P.O. Box 450
Chipley, FL 32428

SUBMIT IN PERSON PROPOSALS TO:

Washington County TDC
672 5th Street
Chipley, FL 32428

MINIMUM REQUIREMENTS

- Vendor must have been in the business of publishing/producing printed publications with similar complexity for at least two (2) years
- Vendor must provide three references and include examples of printed publications to demonstrate that they have designed and developed other magazine-style projects

PROCESS FOR QUESTIONS

For questions regarding the Washington County TDC RFP or background on the county, please contact Director of Washington County TDC, Heather Lopez at (850) 638-6013, Monday through Friday between the hours of 8:00 a.m. and 4:00 p.m.

PROCESS AND TIMELINE FOR SELECTION

Washington County TDC's process and timeline for selection of a candidate are as follows:

November 9, 2023 at 2:00 p.m. – Deadline for RFP submittals

Submittals must be received by the Washington County TDC located at 672 5th Street, Chipley, FL 32428 by the above deadline. The TDC Director and Chairman will open submittals at 2:05pm on November 9, 2023. **Submittals received after the deadline will not be considered.**

November 15, 2023 – Consideration of submittals and selection of candidate by the Washington County Tourist Development Council

An evaluation will be done based on criteria included in this RFP to select a candidate from submittals received by the Washington County Tourist Development Council. This process will include review of submittals and other information as necessary.

November 16, 2023 – Final approval of the Washington County Board of County Commissioners

The Washington County Board of County Commissioners will vote on final approval of the selected and vetted vendor by the Washington County Tourist Development Council. Notices will be sent to all respondents after award.

GENERAL INFORMATION

- A. All proposals submitted become public information and may be reviewed by anyone submitting a Public Records Request at the conclusion of the evaluation process.
- B. The Washington County TDC reserves the right to cancel or reissue the RFP or to revise the timeline at any time. The Washington County TDC reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process.
- C. The Washington County TDC is not liable for any cost incurred by the proposer prior to execution of a contract.
- D. Delivery date for the final product must be prior to May 31, 2024.
- E. Pricing must contain all costs that would be invoiced to the Washington County TDC for the performance of these services. The proposal should contain:
 - Total project cost
 - Detailed line item costs for each component of the project
 - Hourly rate schedule for services
 - Travel expenses are NOT allowed
 - Payment terms will follow Division of Historical Resources (DHR) guidelines and will not be paid until final approval by DHR staff.
- F. Preference will be given to vendors with experience developing history and/or tourism industry publications.
- G. Design should be compatible with the Washington County TDC and Washington County Historical Society brands.
- H. The digital and printed guide design shall become the sole property of the Washington County TDC, and all content should be transferred to the Washington County TDC upon completion of the project.
- I. Relevant experience and qualifications of the person or firm should be submitted with the proposal for the scope of work.
- J. A list of at least five (5) past projects with a similar scope of work should be submitted with the proposal for review.

SCOPE OF WORK

Specs:

- 32 pages + Cover
- Measuring 8.375 x 10.875, Saddle Stitched
- 80 lb Gloss Cover
- 60 lb Gloss Text
- Initial print of 25,000 copies
- Historical content and imagery will be vetted and provided to vendor for inclusion in the guide

Proposal must include:

- Terms of delivery

RANKING CRITERIA

Potential bidders will be evaluated by the TDC on the following criteria:

1. EXPERIENCE & QUALIFICATIONS- (10 points)

The qualifications, experience and past performance of the proposer will be judged against the scope of services. This includes, but is not limited to, the ability of the proposer to follow directions in submitting the response to this request.

2. QUALITY & CREATIVITY - (15 points)

The quality and creativity of past project examples submitted by the proposer will be judged against the scope of services.

3. COST - (5 points)

The proposal shall include all pricing requirements and breakdowns as listed in item E under General Information. Preference will be given based on lowest total project cost.