

Request for Proposals

Burns Lake & District Chamber of Commerce & Visitor Centre

Official Burns Lake & the Lakes District Travel Experience Guide



CLOSING DATE AND TIME:

Wednesday September 6th, 2017 4:00 pm

Contact Person:

Randi Amendt

Manager

250.692.3773

manager@burnslakechamber.com

1. Purpose

The Burns Lake & District Chamber of Commerce is seeking proposals to produce the Official Travel Experience Guide for a two-year term, subject to guidelines contained within this Request for Proposal (RFP).

2. Submission Details

Submit proposal by email to Randi Amendt, Manager, manager@burnslakechamber.com. Email subject line should read: **Official Travel Experience Guide Proposal**.

The Chamber reserves the right to cancel this Request for Proposal for any reason without any further liability to any proponent or to waive irregularities at their own discretion.

Proposals may be withdrawn by written notice to Randi Amendt, Manager, manager@burnslakechamber.com

Any interpretation of, additions to, deletions from, or any other corrections to the proposal document, will be issued as written addenda by the Burns Lake & District Chamber of Commerce. It is the sole responsibility of the potential bidders to check with the Chamber office to ensure all information has been received.

3. Inquiries

All inquiries should be made in writing, directed to:

Randi Amendt, Manager

Email: manager@burnslakechamber.com

4. Negotiations

The award contract is subject to negotiations with the Proponent that offers, in the Chamber's opinion, the best value proposal. Such negotiations include, but are not limited to, the following:

- a) Changes or refinements in the service requirements or scope of work proposed by the Lead Proponent;
- b) Price – if directly related to a change or refinement in the scope of work proposed by the lead proponent; and
- c) Specific contract details as deemed reasonable for negotiation by the Burns Lake & District Chamber of Commerce.

5. Production

Annual production of the guide will include:

- Graphic design and page layout
- Sales of all advertising
- Acquisition of all photographs
- All costs associated with production of the guide are the responsibility of the successful proponent and to be covered by sales of advertising
- Writing of content, with approval by the Chamber
- Complete printing and finished production (folding, trimming, etc.)
- Delivery to the Burns Lake & District Chamber of Commerce

6. Brand

The Travel Experience Guide must follow Destination BC's Brand Guidelines (attached). All costs associated with complying to the brand will be the sole responsibility of the successful proponent.

- Every effort must be made to procure local, on-brand photography for use throughout the guide. The cover photo must adhere to the photography guidelines.
- The tone of voice used throughout the guide must conform to the brand guidelines.

7. Other requirements

- No more than 40% of total content is advertising
- Must be full colour
- Must be 8 ½ x 11 or similar size, not impacting the cost of shipping
- Must be made available as an online flip book
- Must print a minimum of 9,000 copies

8. Submission Requirements

Any party submitting a bid must provide the following information:

- Information cover page
 - Project being proposed
 - Name and address of business/organization submitting a proposal
 - Direct contact information including phone number and email for team lead
 - References for businesses/organizations the producer has previously completed projects for
- Executive summary
 - Minimum of two examples of previously completed, similar projects
 - Description of business and relevant context to the project being proposed
 - Description of relevant experience and projects
 - Details of proposed management of the project
- Project outline
 - Detailed timeline of the plans to deliver the project by March 1st each year
 - An estimate of the cost of shipping the guide from the printer to our Visitor Centre distribution list, and from the printer to the Burns Lake & District Chamber of Commerce
 - Specifications of the proposed project – size, page number, paper stock (newsprint is **not** an acceptable paper stock)
 - Proposals for section structure
 - Description of proposed web/mobile integration
 - Visual presentation of how the project should look
 - Identification of the printing company
 - Proposed advertising rates and sizes
 - Proposed advertising incentives for Chamber members, if any

9. Project Execution

The successful proponent must:

- a) Be a member in good standing of the Burns Lake & District Chamber of Commerce or become a member once awarded the project

10. Proposal Evaluation

The following criteria will be considered in the evaluation of proposals:

- Quality and completeness of proposal
- Experience of firm and key personnel

- Project approach, process, and timeline
- Understanding of project and deliverables
- References and examples of work provided

11. Anticipated Schedule

- a. RFP Issued: Wednesday, August 2nd, 2017
- b. Proposals Due: Wednesday, September 6th, 2017
- c. Firm Selected: Thursday, September 21st, 2017
- d. Project Start: Late September 2017
- e. Project Completion: March 2018, or as otherwise agreed based on proposal of successful proponent

12. Additional Resources

Any business/organization interested in submitting a proposal for the guide is encouraged to obtain a resource package from the Burns Lake & District Chamber of Commerce at 540 Hwy 16 W. The resource package will include:

- A copy of the 2017 Burns Lake & Lakes District Official Visitor Guide
- A copy of the Destination BC Brand Guidelines
- A copy of our Visitor Guide distribution list

Queries submitted before Wednesday September 6th will be responded to by Chamber staff in a timely manner provided all requests are reasonable and give the proponent no undue advantage over any other proponent. Time permitting, proponents are encouraged to review existing publications with the Chamber to determine in more detail what is desired in future publications.