



**HIGHLANDS COUNTY  
BOARD OF COUNTY COMMISSIONERS  
(HCBCC)  
PURCHASING DIVISION**

DATE: May 25, 2018

BID NO. RFP 18-037

ADDENDUM No. 1

Project: Visit Sebring Visitor Guide

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This addendum is being issued to make revisions to the specifications, revise the Proposal Submittal Form to include pricing for Photography and provide answers to questions received.

**Revisions to the Solicitation documents:**

1. The Visitor Guide is to have a Matte (satin) finish. See revisions to page 18 Section VI B.5; Page 21 item #6. Revisions are in strike through (delete) and underline (addition) format.
2. The required commercial automobile insurance has been removed as required insurance. See revised page 8 of the solicitation package with this deletion.
3. See attached revised Section VII Proposal Submittal Form that includes a new line item under "Pricing" for the daily rates for photography services. While it is not anticipated that this services would be needed in FY 2019 it would be helpful to have the Proposers provide pricing. Proposer must submit the attached revised Proposal Submittal Form.
4. Revision to the shipping requirements. Page 20 -item 21(3) has been revised to indicate that the 10,000 guides are actually to be shipped in the amount of 2,000 guides to each of the Five Visit Florida Locations. It further defines the delivery instructions. The revisions to page 20 item 21(3) is shown on the attached in strike through (delete) and underline (addition) format.

**Questions and Answer:**

1. I am reaching out for some clarifications for the 2019 Guide RFP:
  - a. Page 18, Section IV, B.5. Mentions "glossy Visitor Guide" which appears to contradict the direction on page 21, #6, which specs a "Aqueous Satin" finish for the cover. Is the cover to have a glossy or matte (satin) finish?

**ANSWER: matte (satin) finish**

- b. The RFP requires commercial auto insurance; this was a requirement that was waived last year for this project (to reduce costs that would need to be passed along), as there was no travel required, and the delivery of the guides was done by a 3<sup>rd</sup> party carrier. If this is required for commercial vehicles, is there a “N/A” type-exemption for a company that doesn’t have commercially-owned vehicles (the only type of vehicle that can even get the commercial auto coverage requested)?

**ANSWER: The commercial automobile will not be required.**

- c. Additionally, for the 2018 Visitor’s Guide, the photography in the RFP was also deferred to the county’s contracted photographer (and we coordinated with the TDC and local parks ad businesses to get local photos). Is photography needed as part of this RFP this year? If so, should we provide daily rates?

**ANSWER: Photography should not be needed this year; but it would be helpful if applicants supplied their daily photographing rate. Please see Item 3 above.**

- d. Page 20 - #21.3 Mentions bulk shipping and delivery with 15,000 to the TDC office, and 10,000 to Visit Florida.

For the 2018 publication of this guide, we shipped 2,000 guides to each of the Five Visit Florida Locations. You may want to specify this if it is still your preference, so that proposals will accurately reflect the proper delivery charges.

**ANSWER: The specification has been changed to reflect the TDC most preferred shipping. See item 4 above.**

- e. Additionally, basic freight (bulk shipping as mentioned in the RFP) is simply leaving a pallet of boxes outside, by an exterior door, requiring the recipient to bring in their own shipment, box by box. In addition, the TDC office doors cannot accommodate the width of a pallet, so having the pallet brought inside is not an option. Therefore, you have 2 options: 1. Basic freight – leaving the pallet of boxes just outside of the TDC office; or The more expensive/convenient service: 2. “Inside delivery with full breakdown & take away” – a service where the delivery guys deliver the pallets, and unload them box by box, bringing each box inside the location. FYI, this service is approximately \$570 for the 15,000 guides to the TDC office.

**ANSWER: Inside delivery with full breakdown & take away will be required.**

## **SECTION VI. SCOPE OF WORK AND QUALIFICATIONS**

### **A. INTRODUCTION:**

Highlands County through the Highlands County Tourist Development Council (TDC) would like to produce a full-color, four-season official Visit Sebring Visitor Guide in conjunction with a private-sector publisher. The publication should be a comprehensive and cost-effective travel guide. The Guide's final presentation should be an inviting, user-friendly piece that features comprehensive information designed to "pitch" Sebring and the Highlands County area as an appealing travel destination to prospective visitors. The overall major objective is to encourage inquirers to make specific travel plans to visit Highlands County, Florida. The Visitor Guide shall feature experiential, compelling, dynamic content that differentiates Visit Sebring/Highlands County from our competitors. Therefore, the project will be awarded to a Proposer whose bid clearly demonstrates its ability to accomplish this objective in an innovative, logically organized, informative and vividly attractive format, balanced with cost-efficient considerations. The Visitor Guide should also be available in an online and downloadable format. The publication shall have a one-year shelf life. The Visitor Guide will be promoted via the TDC within the Tourist Development Division office when inquirers contact the Tourist Development Division by telephone or submit online information requests for general travel information; at various TDC public relations efforts; by the TDC's website; through the TDC tourism e-newsletter & social media program; and at Florida Welcome Centers..

### **B. OBJECTIVES:**

The role of the Visitor Guide in our overall marketing efforts will be:

1. To serve as a proactive marketing tool that will be effective in enticing readers to visit Highlands County.
2. To target prospective visitors who have inquired or who have shown interest in visiting Highlands County.
3. To enhance readers' perceptions and awareness of Highlands County tourism offerings.
4. To extend the reach of Highlands County in Florida and-out-of-state tourism markets.
5. To produce the County's official full-color, glossy Matte (Satin) finish Visitor Guide at the most economical cost.
6. To complement the TDC's marketing & branding efforts.

### **C. TASKS AND CAPABILITIES:**

- A. Design Stage. The following is a preliminary list of the major tasks involved for developing the end product of the Scope of Work pursuant to this RFP. The Proposer is not, however, constrained from supplementing this listing with additional steps, sub-tasks or elements deemed necessary to complete the Scope of Work.

**B. Project Control and Reports:**

1. The Contractor shall carry out the Scope of Work under the direction and control of the Project Manager, although TDC staff, at the discretion of the Project Manager, may have a significant role in the decision making process for content and layout of the Visitor Guide.
2. Although there will be continuous communication with the Contractor's team, the Project Manager will meet with the Contractor's project manager for the purpose of reviewing progress and providing necessary guidance to the Contractor in solving problems which may arise.
3. The Contractor shall submit brief monthly invoices stating that the work for which payment is requested has been appropriately performed. Progress payments may be made up to a total of 85% of the Contract. The billing statement must show funds received to date, project expenditures to date, and tasks completed to date. Payment of the final 15% of the Contract amount shall be made only after the satisfactory completion of the required work, including all reports, and the submission of a final invoice that includes expenditures of funds reported by line item and compared to the approved budget. When applicable, the Contract Manager shall approve a final report from the Contractor. If the Contractor is in material compliance with the terms and conditions of the Contract, payment will be made in accordance with Board's Prompt Payment Policy and Local Government Prompt Payment Act, Section 218.70 et. seq., Florida Statutes.
4. The County reserves the right to provide up to four (4) pages of information, which shall carry the heading "Special Travel Guide Section, provided by Visit Sebring". Contractor agrees to perform all pre-press functions related to this special section including, but not limited to, TDC listings and trip planning resources.
5. The County shall have the right to reproduce the overall publication, in whole or part, regardless of the format that Contractor provides to the County, including text and photography which may be edited by the County in whatever manner the County deems appropriate.
6. Cover: ~~Aqueous Satin~~ **Matte (Satin) finish** 80#
  - a. Interior pages: 70# satin text
  - b. Dimensions: 10.5" H x 8" W
  - c. Quantity to Bid: 25,000 initial run. Optional additional runs of 5,000 and 10,000.
  - d. Page count: 40 + cover

**-END OF SECTION-**

- L. Any interpretation, clarification, correction or change to this RFP will be made by written addendum issued by the Purchasing Department. Any oral or other type of communication concerning this RFP shall not be binding.
- M. Proposals must be signed by an individual of the Proposer's organization legally authorized to commit the Proposer to the performance of services contemplated by this RFP.
- N. Unless otherwise stated in the specifications, the following Insurance Requirements will be included in the contract and must be met before delivery of goods and performance of services:
1. **Workers' Compensation Insurance:** The Contractor shall have and maintain workers' compensation insurance for all employees for statutory limits in compliance with Florida law and Federal law. The policy must include Employer' Liability with a limit of \$100,000 each accident, \$100,000 each employee, \$500,000 policy limit for disease.
  2. **Commercial General Liability Insurance: Occurrence Form Required:** The Contractor shall have and maintain commercial general liability (CGL) insurance with a limit of not less than \$1,000,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall apply separately to the work performed pursuant to this RFP in the amount of \$1,000,000. Products and completed operations aggregate shall be \$1,000,000. CGL insurance shall be written on an occurrence form and shall include bodily injury and property damage liability for premises, operations, independent contractors, products and completed operations, contractual liability, broad form property damage and property damage resulting from explosion, collapse or underground (x, c, u) exposures, personal injury and advertising injury. Fire damage liability shall be included at \$100,000.
  - ~~3. **Commercial Automobile Liability Insurance:** The Contractor shall have and maintain automobile liability insurance with a limit of not less than \$1,000,000 combined single limit per occurrence for bodily injury and property damage liability. Such insurance shall cover liability arising out of any auto (including owned, hired, and non-owned autos). The policy shall be endorsed to provide contractual liability coverage.~~
  4. **Special Requirements / Evidence of Insurance:**
    - a. A copy of the Proposer's current certificate of insurance **MUST** be provided with the Proposal submitted in response to this RFP. A formal certificate shall be provided upon announcement that a Proposer has been awarded the work requested in this RFP. The Certificate(s) shall be signed by a person authorized by that insurer to bind coverage on its behalf. All Certificates of Insurance must be on file with and approved by the County before commencement of any work activities. The formal insurance certificate shall also comply with the following:
      - (1) "Highlands County, a political subdivision of the State of Florida and its elected officials, its agents, employees, and volunteers" shall be named

**SECTION VIII PROPOSAL SUBMITTAL FORM**

**HIGHLANDS COUNTY BOARD OF COUNTY COMMISSIONERS  
PROPOSAL SUBMITTAL FORM**

RFP IDENTIFICATION: RFP 18-037 VISIT SEBRING VISITOR GUIDE

PROPOSAL SUBMITTED TO: HIGHLANDS COUNTY BOARD OF COUNTY COMMISSIONERS – PURCHASING AND DEVELOPMENT SERVICES DEPARTMENTS

PROPOSAL SUBMITTED BY:

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Proposer's Name

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Proposer's Authorized Representative's Name

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Proposer's Address 1

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Proposer's Address 2

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Contact's Name (Print)

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Contact's E-mail Address

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Contact's Phone Number

In submitting this Proposal, Proposer represents that:

- Proposer has examined and carefully studied this RFP and the following Addenda (receipt of all which is hereby acknowledged):

Date	Number	Date	Number	Date	Number	Date	Number

- This Proposal is genuine and not made in the interest of or on behalf of any undisclosed person, firm or corporation and is not submitted in conformity with any agreement or rules of any group, association, organization or corporation. Proposer has not directly or indirectly induced or solicited any other Proposer to submit a false or sham Proposal. Proposer has not solicited or induced any person, firm or corporation to refrain from submitting a Proposal. Proposer has not sought by collusion to obtain for itself any advantage over any other Proposer or over the County.

**PROPOSED PRICE**

	Work Product	Price
1	Design Stage	
2	Printing Stage – Initial Order of 25,000 Visitor Guides	
3	Optional Reorder – 5,000 Visitor Guides	
4	Optional Reorder – 10,000 Visitor Guides	
5	Optional - Daily Rate for Photography Services	

The County reserves the right to further negotiate pricing.

SUBMITTED ON: \_\_\_\_\_, 20\_\_\_\_.

SIGNATURE: \_\_\_\_\_ (seal)  
 Proposer's Authorized Representative

PRINTED NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

**-END OF SECTION-**



16. The Contractor shall compile two indexes, one by city and one listed by activity and/or attraction.
17. The Contractor shall provide corrected page proofs which include all listings, and editorial copy and graphics in position to the satisfaction of the Project Manager prior to the final finished color proof. The Contractor shall not limit the number of alternatives requested by the County.
18. The Contractor's final product shall complement and support the TDC's "Visit Sebring" branding initiative and tagline "Choose Your Speed."
19. The Contractor shall provide an online version of each feature in the guide utilizing a rich media canvas. Therefore, the Contractor must demonstrate its ability to design, implement, and support an electronic format.
20. The Contractor shall produce a rich media version of the publications that is compatible with major mobile devices; i.e., iPad, iPhone, Android, Mac & PC networks.
  - (1) Minimum content considerations:
    - (a) Line-up of feature articles based on the most up-to-date research and travel trends.
    - (b) Editorial development with consistent tone.
    - (c) Selection and placement of appealing and compelling photography.
    - (d) Descriptive copy and photo captioning.
    - (e) Well-ordered listings and graphically appealing tables and charts.
    - (f) Highlands County map showing major cities and major roads.
    - (g) Event calendar treatment.
21. The Contractor will be responsible for a number of intricate account management functions.
  - (1) The Contractor shall be responsible for providing support, direction, and overall quality assurance.
  - (2) The Contractor shall conduct regular update meetings and reports.
  - (3) The Contractor shall provide bulk shipping/delivery of up to 25,000 copies with 15,000 copies delivered to the TDC office and 10,000 to 2,000 guides to each of the Five Visit Florida Locations no later than November 1, 2018 and November 1 of each contracted year. The deliveries must include inside delivery with full breakdown and take away of pallets.
22. The Contractor shall provide TDC with a comprehensive schedule for all phases of planning, which should include copy writing, design, and delivery.
23. The Contractor shall provide a complete list of available databases and/or any and all mailing lists that are available to the County for proactive distribution.
24. The Contractor is encouraged to recommend alternative ways to publish and distribute the Visitor Guide while still adhering to TDC strategic goals and marketing objectives. The Contractor is encouraged to recommend optional proactive distribution points and opportunities that it would like to be considered by the County.