

**Town of Smiths Falls Visitor Guide 2012/2013**  
**RFP Visitor Guide 2012/2013**

**1 - 1.0 PROJECT DESCRIPTION**

The Town of Smiths Falls is seeking proposals from qualified firms to produce the Smiths Falls Visitor Guide for 2012 and 2013 subject to the guidelines contained within this Request for Proposal (RFP).

**Overview**

The design of the Guide must include features to ensure flexibility of use as a lure piece, a tourism guide and a relocation package. The Town will require time to proof the layout and design of the Guide at appropriate intervals. The proposals must be submitted delivered to the Town of Smiths Falls by **September 30<sup>th</sup>, 2011**. Your bid must be at the Town of Smiths Falls Office at 77 Beckwith Street North, Smiths Falls in envelopes made out to the attention of Kim Leach, Economic Development Coordinator, no later than 1:00 p.m.

This project includes writing, design, layout and some distribution of the Guide along with advertising sales to be managed by the successful bidder. The successful bidder is expected to approach all businesses in Town of Smiths Falls for advertising opportunities. The Town of Smiths Falls is the full and complete owner of the guide and all its content and will receive the source file for layout and design.

**2.0 PROJECT SCOPE**

A selection committee will be comprised of representatives from the Town of Smiths Falls. The final product will spotlight the Town of Smiths Falls.

**Time Frame:**

For consistency we are requesting a proposal for a two year contract with a one year renewal option in favor of the Town of Smiths Falls. The award and annual renewal of the proposal will be dependent upon the Town of Smiths Falls budgetary process and project outcomes.

The successful bidder will be providing the Town of Smiths Falls with a comprehensive proposal including all components listed in this Request for Proposals. A selection committee will decide who will be awarded the contract.

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### 2.0.1 Design of the Guide

The design of the Guide will meet the following criteria:

#### Digest Format:

- Quantity – 60,000
- Product – Digest
- Final Size – 5.25" x 8"
- Image Area – 4.75" x 7.5"
- Stock – 80lb # 3 Gloss
- Color – Process (4/4) all pages
- Finishing – Stitch and trim. Bundles weighing no more than 40 lbs.

#### Key Components:

- Centre page to be a map of the Smiths Falls geographic area including bike maps and trails
- Back of centre page is proposed to be maps of the Montague, Drummond/North Elmsley, Merrickville-Wolford and Rideau Lakes Townships if advertising arrangements can be made elsewhere in the guide. If not, a revised mapping will be included on the reverse.
- A separate page will need to highlight the Rideau Heritage Route
- Recognizable as a Town of Smiths Falls promotional piece
- Ensure that it stays branded as a Town of Smiths Falls product
- User friendly for tourists, visitors and those interested in relocating to the area
- Include advertising and editorial content for the Town of Smiths Falls and representative of all tourism stakeholders
- Full color cover of heavier stock quality to allow the Guide to stand up well on a display rack
- Newsprint not acceptable for interior pages
- Proposal to include recommendations regarding the design and layout of the Guide to ensure the user criteria as defined are met. Your submission must justify the reasons for your recommendation. Samples of paper and cover stock to be provided with your submission.

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The guide acts a supplement to visitor inquiries via phone, internet inquires and in person. It must include the following sections: (These sections are subject to change prior to final design approvals)

- Greetings from the Mayor
- The History of Smiths Falls
- Getting Here
- Festivals and Events
- Food and Drink
- Downtown and Shopping
- Arts, Culture and Heritage
- Sports and Recreation
- Accommodations
- Conference / Wedding Planning
- Map and Trails
- Visitor Information Locations
- Waterfront and Boating
- Business Listing/Coupon Section

### **2.0.2 Layout and Editorial Content of the Guide**

The Town of Smiths Falls will:

Provide suggested story ideas

Provide photos, introductory messages and list of contact information to be included.

Manage the distribution of the Guide via CTM Media, but not the delivery of the guide to CTM. The bidder shall be responsible for delivery of 30,000 brochures to the CTM Media warehouse in east Ottawa.

#### **The successful bidder will:**

- Be responsible for writing the editorial component of the Guide. All content will be the property of the Town of Smiths Falls and source files will be provided to the Town of Smiths Falls
- Be financially responsible for the design of the front cover. The Town of Smiths Falls will have input and approval regarding the design.
- Be responsible for the design of the inside of the Guide to meet the criteria as defined as approved by the Town.
- Ensure an advertisement is run the local newspaper to notify businesses the advertising opportunities.

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- Be responsible for all advertising sales and proofing sign off of from all advertisers in the publication and the collection of revenues associated with the advertising contracts.
- Be responsible for approaching all relevant Town of Smiths Falls businesses to advise them of advertising opportunities
- Both the successful bidder and the Town of Smiths Falls will be bound by the deliverables and timelines in section 7.0

### **2.0.3 Advertising Sales of the Guide**

The successful bidder will be responsible for selling the ad space in the Guide. Potential advertisers in Smiths Falls and the geographic area must be given the opportunity to place ads in this publication. The successful bidder will be responsible for invoicing and collecting payment for the ads. The bidder will maximize all advertising opportunities. The successful candidate will ensure the prices are reasonable and attainable for local business to participate in the Visitor Guide. An added feature for the advertiser is the included website link to their business from the online version of the visitor guide.

### **2.04 Printing and Delivery/Distribution of the Guide**

60,000 copies of the Guide will be printed.

The bidder shall arrange delivery of 30,000 brochures to the CTM Media warehouse in east Ottawa. 10,000 brochures will be delivered to the Town of Smiths Falls and the remainder will be distributed with a weekly news publication in selected municipalities in Eastern Ontario. (Perth, Carleton Place, Brockville, Kanata and Stittsville)

### **2.05 Environmental Concerns**

Preferential consideration will be given to submissions confirming the use of vegetable-based inks, FSC certified paper and environmentally friendly printing processes. Details of environmental practices should be detailed in your submission.

## **3.0 PROJECT AUTHORITY**

For further information regarding all aspects of this Request for Proposal, please contact:  
Kim Leach, Economic Development Coordinator

**The Town of Smiths Falls**

77 Beckwith Street

Smiths Falls, Ontario

K7A 4T6

Phone: 613 283-4124 x1127

Fax: 613 283-4764

Email: [kleach@smithsfalls.ca](mailto:kleach@smithsfalls.ca)

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### 4.0 PROPOSAL VALIDITY

Proposals shall remain valid and open for acceptance by the Town of Smiths Falls for a period of sixty (60) calendar days, following the due date for receipt of submissions.

### 5.0 SUBMISSION OF PROPOSAL

Please provide five (5) copies of your proposal and samples, double sided signed by an authorized official, in a sealed envelope clearly identified as **REQUEST FOR PROPOSAL – VISITOR GUIDE** addressed to the Project Authority identified in item 3.0 above.

Sealed proposals **MUST** be received by the Project Authority **NOT LATER THAN 1:00 p.m. on Friday, September 30<sup>th</sup>, 2011**. The Town of Smiths Falls will be publicly opening all sealed proposals on **Tuesday, October 11th at 11:00 a.m.** Proposals received after the above due date and time will not be considered, and will be returned unopened, to the originator. Documents to be included (5 print copies and done electronic copy on CD). The lowest or any Tender will not necessarily be accepted.

### SUBMISSION REVIEW

The Corporation reserves the right to accept or reject any or all proposals, to negotiate with the successful bidder and to waive irregularities and omissions, if in so doing the best interests of the Corporation will be served.

### Selection Criteria

Each proposal will be evaluated against the following criteria:

	<b>Score</b>
Quality of samples provided by demonstrating completion of similar projects	<b>20</b>
Proven ability to complete all facets of the job within specified timelines (Sourced from the references provided)	<b>20</b>
Competitiveness of advertising rates	<b>20</b>
Clarity of proposal proving understanding of Town of Smiths Falls requirements	<b>20</b>
Uniqueness of proposal and design content	<b>10</b>
Economic benefit to local economy	<b>5</b>
Contractor demonstrates commitment to sustainability throughout production	<b>5</b>
<b>Total</b>	<b>100</b>

## Town of Smiths Falls Visitor Guide - Request for Proposals - 2012/2013

**Town of Smiths Falls request for proposals submissions for the Town of Smiths Falls Visitor Guide 2012 and 2013 must include the following for reference purposes.**

- proposal and cost/revenue breakdown
- samples of editorial work
- samples of design
- timeline / work path
- quality assurance procedure
- references from similar projects undertaken in the last five years

### **6.0 INQUIRIES**

All inquiries regarding this Request for Proposals are to be directed to Kim Leach at the contact listed in this proposal. Inquiries must be received via e-mail ([kleach@smithsfalls.ca](mailto:kleach@smithsfalls.ca)) are acceptable no later than **September 23rd, 2011**

### **7.0 DELIVERABLES AND TIMELINE**

Bidder must provide suggested dates for all activities, within the timeframe/work plan to be submitted with their proposal. A more detailed list of deliverables or additional actions to facilitate smooth production and delivery is expected.