

**REQUEST FOR PROPOSAL**

Visit Dallas Official Visitors Guide

RFP Released January 12, 2022

PROPOSALS DUE

January 19 at 12:00 p.m. (Central)

PROPOSAL DELIVERY EMAIL

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Marketing Manager, Visit Dallas

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*Respondents and/or individuals acting on behalf of respondents are prohibited from communicating with: Visit Dallas Board of Directors, City of Dallas staff, City of Dallas elected officials, or staff other than the RFP Administrator regarding the RFP or proposal from the time the RFP has been released until the contract is awarded by Visit Dallas.*

*Restrictions extend to “thank you” letters, phone calls, emails and any contact that results in the direct or indirect discussion of the RFP and/or proposal submitted by respondent.*

*Violation of this provision by respondent and/or its agent may lead to disqualification of respondent’s proposal from consideration.*

#### Visit Dallas Official Visitor’s Guide

###### Request For Proposal

**I. Statement of Need**

Visit Dallas invites prospective companies to submit a proposal for the content gathering, execution, design, production, and printing of an Official Visitor’s Guide for Dallas.

For the purposes of this RFP, Visit Dallas is seeking a qualified company to plan and execute content and design, produce, and print an official visitor’s guide (OVG) for Dallas. This will help market Dallas as a premier destination for visitors and residents alike, building awareness and interest in Dallas for years to come. Our goal is to provide a high-quality resource to visitors and residents to help them experience Dallas to the fullest.

**II. Organization’s Background & Purpose**

Visit Dallas, the official destination marketing organization (DMO) for the city of Dallas, is an independent, nonprofit organization comprised of professionals promoting Dallas as a destination for business and leisure travel.

The mission of Visit Dallas is to promote Dallas as the ideal business and leisure destination to the local, regional, national, and international marketplace, and to favorably impact the Dallas economy through conventions and tourism.

We encourage and seek the partnership of qualified vendors who can provide quality goods and services. We also seek supplier diversity within all business opportunities and encourage the use of certified diverse owned businesses. To further our commitment, we actively seek businesses who are committed to deliver best-in-class quality and performance excellence as well as partnerships that expand opportunities. We will achieve this through our strategic initiatives, advocacy and outreach while building sustainable and mutually beneficial relationships.

**III. Goals & Timeline**

* Visit Dallas’ goal is to provide an official visitors guide as a resource to visitors and residents to help them experience Dallas to the fullest. The selected company will plan and execute content and design, produce, and print the official visitor’s guide.
* Agency will be selected in January 2022. Request the completed OVG in hand by May 2023.

**IV. Target Audience**

* The Visit Dallas Official Visitor’s Guide will extend to the following audiences:
  + Leisure Travelers
  + Business Travelers
  + Meeting Planners/Professionals
  + Residents

**V. Scope of Work & Deliverables**

The scope of work for this assignment will include, but may not be limited to:

* + The content execution, design, production, and printing of the Visit Dallas Official Visitor’s Guide with the following tentative specifications:
    - 8 x 10.5 inches
    - Full color 4/4
    - 100# gloss text on cover, 45# gloss text
    - 48+ cover pages
    - Perfect bound
    - Four-page fold out map bound in folded edge, perforated
    - A digital replica of the guide to be included with hot links added where needed and warranted.
  + The publication will have a suggested print frequency of every 12 months.
  + First publication to be delivered by May 2023.

**VI. General Proposal Stipulations**

A. Sub-Contractors: Visit Dallas must approve, in writing, a proposer’s use of any subcontractors prior to the commencement of work by such subcontractor(s).

B. Contract Award: Visit Dallas reserves the right to award contract(s) in a manner deemed to be in the best interest of Visit Dallas. The RFP does not commit Visit Dallas to award a contract or to contract for services. Visit Dallas reserves the right to accept or reject any or all proposals received as a result of this solicitation or to negotiate with all qualified sources if it is in the best interest of Visit Dallas to do so. Visit Dallas may require the proposing agency to participate in negotiations and to submit any price, technical, or other revisions of their proposal as may result from negotiations.

C. Amendment or Cancellation of the RFP: Visit Dallas reserves the right to cancel, amend, modify, or otherwise change this RFP at any time, if deemed in the best interest of Visit Dallas to do so. Visit Dallas, at its option, may seek the retraction and/or clarification of any discrepancy or contradiction that may be discovered during the proposal review process.

D. Erroneous Awards: Visit Dallas reserves the right to correct inaccurate awards. Such action on the part of Visit Dallas shall not constitute a breach of contract.

E. Indemnification: Organizations or companies submitting a proposal must be willing to sign a contract which will provide a full indemnification and hold Visit Dallas or its governing bodies harmless of any liability arising from or out of the provision of goods or services by the contracting agency. The contract will include a full statement of responsibility for reimbursing Visit Dallas for any costs or expenditures which are disallowed in an audit, or for any other claims which might be made against Visit Dallas arising from the acts or omissions of the contractor.

F. Termination for Convenience (TFC): Visit Dallas may terminate any contract(s) awarded pursuant to this RFP for convenience, which is an express termination right, in whole or in part, if Visit Dallas determines that cancellation is in the best interest of Visit Dallas. Visit Dallas will not be liable for any anticipatory profit in the event of a TFC. Reasons for termination will be left to the sole discretion of Visit Dallas.

G. Proposal Expenses: Proposers are responsible for all costs and expenses incurred in the preparation and/or presentation of proposals.

H. Ownership of Proposals: All proposals shall become the sole property of Visit Dallas and will not be returned.

I. Final Decision: Any decision made by Visit Dallas, including the selection of a proposal, shall be final.

**VII. Proposal Submission**

A. Approach

Describe your company and the process it will utilize to deliver the services requested. Include the following:

1. A brief summary of your company including size and structure.
2. Overall scope of work and approach to plan and execute content and design, produce, and print an official visitor’s guide for Dallas.
3. Include any awards, affiliations, memberships and certifications.

B. Experience

Please describe experience level of company and include a clear and detailed description of the types of publications, processes, and services that were provided as well as three recommendations from other clients and general business reputation.

C. Pricing

Provide detailed expenses with a breakdown of costs by separate line items. We understand that costs may be slightly altered as paper costs fluctuate, but we expect the resulting cost to be close to the estimates provided above or agreement may be cancelled. Include terms and method of billing.

**VIII. Proposal Schedule**

To be considered, proposals must be received by Visit Dallas no later than 12:00 p.m. on January 19, 2022. Proposals should be sent via email to: Amanda Rodriguez, Marketing Manager at Visit Dallas, amanda.rodriguez@visitdallas.com.

The Proposer must submit One (1) copy of the proposal and the proposal must bear the original signature of the principal officer of the organization submitting the proposal. Proposals will not be accepted by Visit Dallas after the time specified above.

Any questions regarding this proposal may be directed to Amanda Rodriguez at amanda.rodriguez@visitdallas.com.

Prior to award of agreement, Visit Dallas may request company to provide a sample of services being offered.

**IX. Evaluation Criteria**

Visit Dallas will conduct a comprehensive, fair and impartial evaluation of all proposals received in response to this RFP.

All vendors will be subject to the following evaluation criteria:

1. Background and relevant experience

2. Resources, size, and staffing

3. Overall quality of RFP proposal

4. Pricing