DEPARTMENT: Dept. Tourism & Economic Development
BY: Judie Beliera
PHONE: 209-966-3685

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes___ No_X___)
Recommend that the Mariposa County Board of Supervisors review and approve the attached Request for Proposal cover letter, Specifications and Guidelines to be mailed to various printers for their proposals to print a new Mariposa County Vacation Planner. Historically the Director undertook this endeavor. In the absence of a Director and under the direction of County Council and the Board Tourism sub-committee this RFP has been drawn up. There are approximately 4,200 Vacation Planners remaining (about three months of fulfillment) and we need to act in a timely manner to get new planners printed.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
Historically the Mariposa County Board of Supervisors has not reviewed the RFP’s but in the absence of a Director it is now necessary.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Negative action would result in a deletion of the current supply of Vacation Planners and the inability of the Visitors Bureau to provide information requested from all over the world on the Mariposa area.

COSTS: (x) Not Applicable
A. Budgeted current FY
B. Total anticipated costs
C. Required additional funding
D. Internal transfers

SOURCE: ( ) 4/5ths Vote Required
A. Unanticipated revenues
B. Reserve for contingencies
C. Source description: Balance in Reserve for Contingencies, if approved:

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively: RFP cover letter, Specifications and Guidelines

CLERK’S USE ONLY:
Res. No.: 888888888
Vote - Ayes: Noes:
Absent: Abstained:
Approved: Denied
( ) Minute Order Attached ( ) No Action Necessary

The foregoing instrument is a correct copy of the original on file in this office.
Date: ____________________________
ATTEST: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: Deputy

ADMINISTRATIVE OFFICER’S RECOMMENDATION:
This item on agenda as:
Recommended
Not Recommended
For Policy Determination
Submitted with Comment
Returned for Further Action

Comment:

C.A.O. Initials: ____________________________
Mariposa County Visitors Bureau
Judith E. Beliera

(Date)

To All Prospective Respondents:

The Mariposa County Visitors Bureau is soliciting proposals for printing services for a year-round vacation planner. This publication is the primary fulfillment publication for the marketing efforts of the Mariposa County Visitors Bureau (MCVB). Printers submitting proposals must be capable of assisting the Bureau in its efforts to produce a high-quality publication. The successful printer will be responsible for digital color separations, printing and delivery of guides to the MCVB and/or its designated distribution outlets. The successful printer is required to follow the direction of the MCVB staff and provide graphic design instructions/settings that ensures the highest quality output utilizing the existing publication to the fullest extent possible.

All proposals will be reviewed and evaluated according to the parameters set forth in the attached Proposal Specifications section. Samples of past works completed will also be reviewed. Each respondent must establish the degree to which they have the capability to achieve or meet stated requirements and work standards. All questions about the process or criteria for evaluation of the specifications should be addressed in writing or by phone to:

Judith E. Beliera
Mariposa County Visitors Bureau
P.O. Box 967
5158 Highway 140
Mariposa, Ca 95338
(209) 966-3685
FAX 209-966-6168

Proposals are due (date) at 4:30 p.m. in the Mariposa County Visitors Bureau office. Postmarks are not accepted. A CD copy of the existing vacation planner will be mailed at the request of respondents committed to submit a proposal.

Thank you for your time and effort.

Sincerely,

Judith E. Beliera
Mariposa County Visitors Bureau
Mariposa County Visitors Bureau
Request For Proposal- Annual Vacation Planner
Fiscal Year 2002-2003

Description: Full color Vacation Planner magazine.

Quantity: 75,000

Size: 7 7/8 inches by 9 inches trim size
44 pages, including front and back covers

Paper: #3 grade, 80 lb. Coated gloss cover, with #5 grade, 45-50 lb. Coated body.
Publisher will submit name of paper mill and name of paper name with product
samples to the Bureau as part of proposal.

Ink: 4- color process throughout

Separations: Approximately 60 photographs for editorial use not including photos used in
advertisements. High quality color digital separations are required.

Proofs: Blue line proof required of entire publication. Match Print proofs required for
each page and should be submitted to the Visitors Bureau at the same time for
final approval.

Bindery: Saddle Stitch

Folding: Finish folding to 3 7/8” X 9” with self mailer exposed and fold edge down. Postal
requirements to be met regarding finished size return address, and indicia.

Sealing: Two wafer seals according to postal standards to be applied to top edge of mailer.

Art Work: The printer will provide high-resolution digital color separations. All final digital
film output and color match print proofs will be the property of the Mariposa
County Visitors Bureau.

Production Specifications: 133 line screen preferred for photos and screens, 150 line screen
acceptable, 1524 dpi resolution for film negative output. Film and color proofs
produced by printer must meet Web Offset “SWOP” standards established by the
publishing/printing industry.

Packaging: Vacation planners shall be boxed into quantities of 300 guides each.

Shipping: All proposals must include the cost to deliver shipment to Mariposa County
Visitors Bureau, 5158 Highway 140, Mariposa, CA 95338 (Delivery may be
made directly to storage facility within 4 miles of above address.)

Sales tax: All proposals must include any applicable sales tax for the entire project including
printing and separations.
Projected Delivery: Completed Guide Delivered- (date)
If delivery is delayed beyond deadlines set forth in these specifications, and if said delay is judged no to be caused by the Mariposa County Visitors Bureau or its agents, a 5% rebate will be paid to all advertisers in the publication, on a per-business day basis.

Payment to Printer: Printer may invoice the County for 10% on establishment of firm print date and remaining 90% will be paid within 15 days of delivery of Vacation planners and receipt of invoice providing Mariposa County Visitors Bureau is satisfied with the final product. Costs for providing separations may be invoiced separately and paid within 15 days of receiving invoices.
Section I: Background information

A. Introduction
Printers are invited to submit proposals to the Mariposa County Visitors Bureau for printing services for the Visitors Bureaus' annual Vacation Planners for the fiscal year 2002-2003.

B. The Mariposa County Visitors Bureau
The Mariposa County Visitors Bureau provides tourism attraction services for Mariposa County. The Mariposa County Visitors Bureau will act as the coordinator of the Vacation Planner and will maintain control and provide and approve copy, photos and design/layout. Page proofs should be submitted at the same time and the successful respondent will allow reasonable time for review by the Mariposa County Visitors Bureau staff and advertisers and under no circumstances will that review be less that 7 (seven) days.

Section II: Rules and Conditions

A. Introduction
Printing firms submitting proposals will be reviewed for compliance with the solicited requirements. No other proposal outside of the solicited requirements shall be accepted. Each respondent must establish in writing the degree to which they have the capability to achieve or meet each stated requirement.

B. Cost and Deadline

1. Costs for developing proposals are entirely the responsibility of the respondent and shall not be chargeable to Mariposa County.

2. All respondents must submit their proposals no later the 4:30 p.m. on (date). Delivery must be made in sealed envelope and received by the due date and time. Trackable delivery is highly recommended. Postmarks are NOT accepted. Send responses to:

   Judith E. Beliera
   Mariposa County Visitors Bureau
   Mail: P.O. Box 967  Physical address: 5158 Highway 140
   Mariposa, CA 95338

2. If successful the respondent will be required to enter into a contract with Mariposa County that will require respondent to be an independent contractor and provide required insurance for liability and contractor's personnel. The minimum liability insurance shall not be less that $500,000 CSL. The response to this RFP will become part of the contract if the respondent is successful.
C. **Grounds for Rejection:**
   A proposal may be rejected if:
   a. It is received any time after the exact time and date set for receipt of proposals.
   b. It is not prepared in the proper format described in Section III.
   c. It contains false or misleading statements or references which do not support an attribute or condition contended by the respondent.
   d. If the cover sheet is unsigned.

D. **Contact for Information:**
   Inquires concerning this Request for Proposal are to be directed to:
   
   **Judith E. Beliera**  
   **Mariposa County Visitors Bureau**  
   **Mail:** P.O. Box 967  
   **Street:** 5158 Highway 140  
   **Mariposa, CA 95338**  
   **(209) 966-3685**  
   **FAX (209) 966-6168**

E. County without compensation to any respondent will retain all materials submitted for this RFP.

**Section III: Minimum Requirements**

A. **Introduction**
   These instructions prescribe the mandatory proposal format to be used for the presentation of the technical proposal data. Failure to prepare proposals in the following required format will result in elimination from proposal evaluation. The absence of any of the following minimum requirements that must be met will result in disqualification.

B. **Proposal Format**
   The proposal should have a cover letter and address each of the points listed under the specific decision criteria.

C. **Specific Decision Criteria**
   Each respondent shall:
   1. Address the overall capabilities of their firm as they relate to their ability to handle the Visitors Bureau account.
   2. Provide detailed background with specific references on how that background applies to the account.
   3. The cost of performing the services described in this RFP. All costs associated with development, production, and delivery of planner are included **unless** specifically itemized in this RFP as being the responsibility of the Mariposa County Visitors Bureau.
   4. RFP must be signed by the person authorized to legally bind the publisher and if authorized by action of any board a copy of that resolution shall be included.
   5. The outside of the sealed envelope containing the proposal must read: **Proposal of Printing Services for Vacation Planners.**
Section IV. Evaluation and Selection Process

A. Phases of Evaluation and Selection

1. Each proposal will be opened on (date) at 9:00 a.m. The price will be recorded on the proposal opening summary sheet and will be open for public review. At that time each proposal will be examined to determine compliance with the minimum requirements. If a proposal does not meet all of the minimum requirements it will be rejected from further competition. This will be documented on the proposal opening summary sheet. The Bureau as documentation of the evaluation process shall retain unsuccessful or rejected proposals and all supporting documentation.

2. The remaining responses will be reviewed and evaluated based on the presentation of specific decision criteria. Respondents’ qualifications known to the Bureau will not be considered unless documented.

3. The Bureau may request clarification as deemed necessary to make their recommendation to the Board of supervisors regarding the qualifications of the respondents.

4. The determination of who is a responsible respondent will be based upon the following:
   a) Examples of past work and quality of that work.
   b) Experience with tourism-related publication.
   c) Reference check
   d) Technical capacity.
   e) Feasibility of quoted price to successfully complete project. (i.e. recommendation will not be based solely on low price.

5. All proposals meeting the minimum requirements will be submitted to the Mariposa County Board of Supervisors with the recommendation for the most qualified respondent to be considered. The Board of Supervisors’ decision is final. Work may not commence until a contract is fully negotiated and signed. All respondents will be notified by mail of the results.

6. The Mariposa County Board of Supervisors reserves the right to reject all proposals. In that case all respondents will be re-notified if there is a new RFP.