



PUBLISHING PARTNER REQUEST FOR PROPOSAL (RFP)

The Greater Miami Convention & Visitors Bureau, hereinafter referred to as GMCVB, is seeking proposals from potential qualified publishers to become the GMCVB's publishing partner. The GMCVB expects respondents not only to address the minimum requirements on this request for proposal, but also encourages proposals for additional marketing programs that will further enhance the GMCVB's publishing program.

I. BACKGROUND OF CURRENT PUBLISHING PROGRAM:

As stated, the GMCVB encourages the proposal of additional marketing programs that will further strengthen the GMCVB's publishing program. The following is an overview of the current publishing program.

The current publications are designed to assist the GMCVB in its marketing efforts to sell Greater Miami and the Beaches as a preferred destination. The *Greater Miami and the Beaches Vacation Planner* is mailed out in response to targeted national and international advertising. The *Greater Miami and the Beaches Visitors Guide* (same publication without accommodations section) is produced as an in-room publication for hotel guests. The *Greater Miami and the Beaches Pocket Guide* and the *Greater Miami and the Beaches Family Guide* are distributed to local visitors through hotel concierge desks, visitor centers and meeting and convention delegates. The *Greater Miami and the Beaches Travel Planner* is targeted to tour operators and wholesalers. The *Greater Miami and the Beaches Meeting Planner* is aimed at meeting, association and convention planners, as well as the corporate and incentive market. To see samples of current publications visit <http://miamiandbeaches.com/plan-your-trip/miami-guides>

The publications must be high-quality and present comprehensive information on attractions, accommodations, restaurants and travel-related services that give Greater Miami and the Beaches its appeal as a vacation destination. Each publication should be tailored to its respective audience: visitors, travel trade professionals and meeting and convention planners.

High-quality, according to GMCVB's market research, refers to specific components such as excellent photography; a heavy weight cover stock; a heavy weight text stock, a readable typeface and point size; and rules and white space that clearly separate disparate units of layout, such as advertising space.

Comprehensiveness of copy refers not only to editorial coverage of all of Miami-Dade County's geographic areas and a robust focus on Heritage Neighborhoods such as Little Havana, Little Haiti, Historic Overtown and Coconut Grove Village West . to name a few. Content should also include features on the arts and culture, recreation, shopping and other thematic topics, and GMCVB member listings and charts of consumer or travel-related sections such as, but not limited to, attractions, restaurants and accommodations. GMCVB membership listings/charts must be updated for each publication.

Through an affordable range of advertising options, the GMCVB and its publishing partner are seeking to provide maximum opportunities for businesses in Miami-Dade County to participate in the program. Industry standards for editorial/advertising ratio range from 60/40 to 70/30. The GMCVB is seeking similar ratios.

The GMCVB encourages the proposal of additional marketing programs and suggestions for changes in an effort to increase the scope of the GMCVB's publishing program. The GMCVB welcomes recommendations that will generate and fully maximize revenue shared for future marketing efforts.

The contract to publish all publications will be administered by the GMCVB. The contract will be for a period of four (4) years, with an option to renew for another one (1) year.

While all the publications contracted for must be quality pieces and must be comprehensive, they must also be self-supporting or underwritten by the publishing partner. No funding will come from the GMCVB. All revenue will come from the advertising sales by the publishing partner and/or from other revenue-generating programs approved by the GMCVB.

The first edition of the *Vacation Planner/Visitors Guide* must be delivered as specified on or before January 2, 2018, and must thereafter, for the duration of the contract, be delivered annually on January 2, or the next working day.

The first edition of the *Travel Planner* must be delivered as specified on or before January 2, 2018, and must thereafter, for the duration of the contract, be delivered annually on January 2, or the next working day.

The first edition of the *Meeting Planner* must be delivered as specified on or before April 1, 2018, and must thereafter, for the duration of the contract, be delivered annually on April 1, or the next working day.

The first edition of the *Family Guide* must be delivered as specified on or before June 1, 2018, and must thereafter, for the duration of the contract, be delivered annually on June 1, or the next working day.

The first edition of the *Pocket Guide* must be delivered as specified on or before August 1, 2018, and must thereafter, for the duration of the contract, be delivered annually on August 1, or the next working day.

II. RESPONSIBILITIES OF THE GREATER MIAMI CONVENTION & VISITORS BUREAU BASED ON CURRENT PUBLISHING PROGRAM:

The following is an overview of the GMCVB's responsibilities under the current publishing program. The GMCVB welcomes the suggestions that will further strengthen the GMCVB's publishing program.

1. The GMCVB will control and approve cover and text layout and design on all publications.
2. The GMCVB will control and approve all editorial materials, including copy, maps, photography and art.
3. The GMCVB shall be responsible for gathering and updating all member listings and charted information for all five publications.
4. The GMCVB shall approve any and all mailings, rate cards and/or solicitations related to the five publications distributed by the publishing partner.
5. The GMCVB shall have final approval of all advertising copy within two (2) weeks of ad closing date and after an initial screening by the publishing partner.
6. The GMCVB shall have final approval of all color proofs for all publications.

III. RESPONSIBILITIES OF THE PUBLISHING PARTNER BASED ON THE CURRENT PUBLISHING PROGRAM:

The following is an overview of the publishing partner's responsibilities under the current publishing program. The GMCVB encourages the proposal of further responsibilities to be taken on by the publishing partner that will strengthen the GMCVB's publishing program.

1. The publishing partner shall provide to the GMCVB a minimum of 15,000 copies of the *Travel Planner*; 45,000 copies of the *Vacation Planner*, 45,000 copies of the *Visitors Guide*, 5,000 copies of the *Meeting Planner*, 150,000 copies of the *Pocket Guide* and 20,000 copies of the *Family Guide*.

2. The publishing partner shall be responsible for local distribution of all publications.
3. The publishing partner is responsible for all advertising sales.
4. The publishing partner is solely responsible for any loss for all of the publications. The GMCVB is not responsible for any reimbursements or remuneration for financial loss. The GMCVB will share in all revenue on an agreed-upon contractual basis.
5. The publishing partner shall indemnify and hold harmless the GMCVB from any financial responsibility due to non-payment by sub-contractors or other suppliers. Additionally, the publishing partner shall indemnify and hold harmless the GMCVB from any losses sustained to the publishing partner's lack of collection of ad placement costs from advertisers.
6. The publishing partner must provide an annual financial statement including total revenue from advertising sales and other sources and a breakdown of expenses given by line items that include printing, sub-contractors fees, etc.
7. The publishing partner is responsible for all aspects of production of the publications (from concept and design through layout and color proofs), proofreading and printing.
8. The publishing partner is encouraged to consider GMCVB member vendors when seeking bids on jobs such as printing, distribution, mailing, etc.
9. The publishing partner must provide a comprehensive publications production schedule two (2) months in advance of each publication. The schedule will include agreed-upon GMCVB approval dates, with 15 working days given for turnaround of first draft and five (5) business days for turnaround of second and final drafts. Matchprints will be approved within one (1) day.
10. The publishing partner must guarantee that all display advertising are for businesses operated within Miami-Dade County, with the exception of national companies that operate only franchises within the state or companies that service visitors in Miami-Dade County. No members who require visitors to leave Miami-Dade County for products or services will be accepted. All advertisers must be or become active members of the GMCVB.
11. All publications produced must by mutual agreement appropriately feature the GMCVB as publishing partner.

IV. REVENUE SHARING

1. The GMCVB will receive revenue based on an agreed-upon formula on any and all marketing/publishing programs that are part of the current publishing program and in any and all programs created in the future by the publishing partnership.
2. The publishing partner will present to the GMCVB a detailed outline of the proposed revenue sharing plan and a commensurate payment schedule.
3. The GMCVB expects to receive detailed monthly revenue reports including a summary of the GMCVB revenue sharing plan.

V. ADDITIONAL PUBLISHING PROGRAM OPPORTUNITIES:

1. The publishing partner may contract with advertisers for special merchandising projects and cooperative advertising.
2. The publishing partner may seek alternative revenue producing ventures such as sales of publications at book stores, newsstands, etc.
3. Any and all such publishing program opportunities shall be subject to GMCVB approval.

VI. MINORITY PARTICIPATION/ANTI-DISCRIMINATION:

The GMCVB is an equal opportunity employer. All partners are encouraged to meet or exceed the minority goals provided by Florida law, through their own hiring practices as well as through contracts with qualified minority or women-owned subcontractors.

VII. OWNERSHIP:

All artwork, images or similar materials used to produce all publications may be used by the GMCVB for editorial purposes including website, advertorials, and specialty publications created by the GMCVB.

VIII. PROPOSAL REQUIREMENTS:

Proposals should be as thorough and detailed as possible so that the GMCVB may properly evaluate the publishing partner's capabilities to provide comprehensive and high-quality publications.

The proposal must also contain the names and addresses of any contractors and subcontractors that will be used in the sales and production of the publications.

Specifics that must be part of the proposal include a detailed plan for advertising sales, advertising rate structure for each publication, quantities for each proposed publication, distribution plans, revenue sharing, proposed paper stock

and binding method for each publication and specifics on any additional collateral products including any proposed website marketing strategies or use of innovative technologies available.

The proposal must also include a minimum of two samples of advertising-supported publications that the publishing partner has produced during the past three (3) years.

IX. AWARD AND EVALUATION:

The contract for all publications will be awarded based on proposed quality look and comprehensiveness of the publications, proposed revenue sharing plan with the GMCVB, affordable advertising rates for GMCVB members and an evaluation of the publishing partners proposal to further enhance the GMCVB's sales and marketing strategies.

Additional evaluation criteria include experience in publishing similar books, expertise of participating personnel, distribution of the publications, and the ability to meet the release dates.

The GMCVB may engage in individual negotiations with the Offerors following the closing date of this solicitation.

If a national company is awarded the contract, establishment of a local office in Miami-Dade County will be required.

Please provide twelve (12) complete sets of your company's proposal. Please include twelve (12) sets of all sample publications and all other materials that are part of the original proposal. This information will be shared with the Advisory Group and designated GMCVB staff.

All proposals must be received by the Greater Miami Convention & Visitors Bureau **by 5:00 p.m. on Friday, September 30, 2016**. Send your completed proposal to Madeleine Paredes, Associate Vice President, Marketing & Creative Services, Greater Miami Convention & Visitors Bureau, 701 Brickell Avenue, Suite 2700, Miami, FL 33131.

Any specific questions about the contents of this proposal must be in writing to publishing@gmcbv.com. All questions and responses will be provided to all RFP participants.

Please note: All questions outside the scope of this proposal will not be answered or discussed.