



Request For Proposal: Lincoln City & Depoe Bay Annual Chamber Directory

The Lincoln City & Depoe Bay Chamber is currently seeking proposals for the publication of its 2022-2023 Membership Directory. The Chamber is seeking bids for designing the entire publication, including but not limited to writing content, providing photography, selling advertising, designing layout, and publishing the finished product. The Chamber's directory will serve as a key marketing piece for the Chamber, our members, and the entire community. We anticipate entering into a three-year publication agreement with the business selected for this project. The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best aligns with our needs and requirements. The Lincoln City & Depoe Bay Chamber is a business membership organization with approximately 400+ member firms and organizations. Its members and staff are committed to the continued economic growth and prosperity of the community and to preserving and further enhancing the area's exceptional quality of life.

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 2p.m. PST, Thursday, June 15th, 2022. Any proposals received after this date and time will not be considered. The selection will be made and notification will be given to the selected bid no later than Thursday, June 30th, 2022. Although a business does not need to be a member of the Lincoln City & Depoe Bay Chamber to submit an RFP, membership will be required if selected.

Quantity: Minimum of 4000 copies produced with 1000 copies going to the Chamber. Page Size: 8 1/2" x 11" (Open to recommendations)

SERVICES SOUGHT FROM VENDOR

- Organization and publication of the Chamber's 2022-2023 Membership Directory.
- Sale of advertising for publication. Ads are only to be sold to Chamber members.
- Collection of payments for advertisements sold.
- Coordination of obtaining or creating print-ready artwork for the advertisements sold.
- Writing of editorial content for inclusion in the publication.
- Provision of photography for use in the publication.
- Generation and mailing of promotion letter(s) announcing the beginning phase of advertising sales.
- Digital/online (turn-page-pro) version of the publication to display on the Chamber's website with hyperlinks to each business.
- Mailing of publication to Chamber membership list.
- Directory distribution to local and out of town hotels, restaurants and welcome centers

SERVICES TO BE PROVIDED BY CHAMBER

- Provision of Chamber membership list for advertising sales purposes.
- Input regarding editorial content and photographs included in the publication.

RFP TO INCLUDE

Organizations should provide the following items as part of their proposal for consideration:

- A detailed description of your organization's experience in producing such publications as the directory described above.
- A detailed, itemized list of any/all publication elements that your organization offers (including additional technological enhancements/features).
- A projected timeline for completing and delivering this publication to the Chamber.
- Cover Design Concept
- Distribution Plan
- The amount of revenue in paid advertising in Chamber publication to be contractually provided to the Chamber, as a predetermined figure and/or a percentage of the advertising revenue raised for this directory publication.
- Any added value that can be provided to the Chamber. (Ex. Print advertisements, online advertisements, etc.)
- The names and contact information for references from at least two (2) organizations for which you have produced similar directories or publications, a sample of the directories produced, and the approximate revenue generated from these publications.
- Acknowledgement of your intention to outsource any of the responsibilities. If so, who will you outsource to. The business selected to produce the 2022-23 Membership Directory will be expected to request quotes from Lincoln City & Depoe Bay Chamber member printing firms and photographers. Final selection should be based upon cost, quality, service and delivery.

PROPOSAL EVALUATION CRITERIA

Experience, amount of non-dues revenue to be made, understanding of the project, vendor reputation, creativity, and ability to complete project within requested timeframe will all be considered in awarding this contract. The selection committee will include the Chamber board members.

Submit your RFP to info@lcchamber.com by 2pm PST on June 15th.