



Issue Date: February 13, 2024
Due Date: March 29, 2024

Time: 5:00 P.M. EST

RFP #: 2024-01

Issuing Agency: Visit NRV
Pulaski County Tourism Department
4440 Cleburne Blvd.
Dublin, VA 24084

Procurement Contact: Erika Tolbert
Tourism Director
Phone: 540-558-5383
E-mail: etolbert@pulaskicounty.org

In collaboration with Floyd County, Giles County, Montgomery County, and Radford City, Pulaski County's Tourism Department is seeking proposals from qualified firms to design a regional trail guide brochure that will highlight hiking, biking, walking, and water trails in our areas. All proposals shall be turned into the Pulaski County Tourism Department at 4440 Cleburne Blvd., Dublin, VA 24084 or emailed to etolbert@pulaskicounty.org no later than 5:00 P.M. EST on Friday, March 29, 2024.

I. Purpose & Background

- a. The purpose of this Request for Proposal (RFP) is to obtain the services of a qualified designer to create a new regional trail guide. The awarded designer shall provide a printable brochure that can also be utilized digitally. This solicitation is issued by Visit NRV, a group made up of Floyd County, Giles County, Montgomery County, Pulaski County and City of Radford Tourism Directors and is herein referred to collectively for convenience as "Owner".
- b. Any communications pertaining to the scope of work, the preparation or submittal of a proposal, and all other communications referred to in this RFP, must be made in writing or email to:
Erika Tolbert
Tourism Director
4440 Cleburne Blvd
Dublin, VA 24084
etolbert@pulaskicounty.org
- c. The contents of the proposal submitted by the successful Offeror, this RFP (including general terms and conditions) and all modifications made thereof, will become part of any contract awarded as a result of this solicitation. The successful Designer will be required to sign a contract with the Owner upon approval of the Visit NRV members.

II. Scope of Services

- a. The Offeror should provide Visit NRV with an estimate of designing a brochure that will provide a listing of trails in the New River Valley. The creative process shall not be limited and the Offeror will have access to the Visitor Profiling Report and supporting information from partners to create the best option per their design perspective. The final deliverable should include representation from all previously mentioned localities. The brochure should also be of an adequate page count and final dimension of 4x9 with a folded 8x9 open layout. Please see link of current version for sizing, https://issuu.com/nrvregionalcommission/docs/nrv_trail_guide_2018.reduced/2?utm_medium=referral&utm_source=visitnrv.com#google_vignette. It should be in color and include contact information for all partners and logo for Virginia is for Lovers. This rack-card sized, multi-pages, full-color trail guide will highlight foot, horse, water, and cycle trail opportunities throughout the Visit NRV area. Each locality will feature 3-5 trails. Information on safety, visitation, partners will also be included. We anticipate 18000 copies with this budget.

III. Proposal Format

- a. An authorized representative of the Offeror shall sign the proposal.

- b. Proposals are to be submitted in a simple and economical format, which allows uniform review and easy access to information by the evaluation committee. Emphasis should be placed on completeness and clarity of content.
- c. Include an introductory letter of interest.
- d. Table of contents, which cross-references the solicitation requirements and numbers all pages of the proposal.
- e. Proposals should be organized in the order in which the requirements are presented in the RFP.
- f. Proposals should contain samples of previous designs.

IV. **Submittal Instructions**

- a. In order to be considered for selection, all Offerors must submit a complete response to this solicitation. The Tourism Director must receive the proposal no later than 5:00 PM EST on Friday, March 29, 2024. The Offeror shall make no other distribution of the proposal. All portions of the proposal should be submitted at the same time as one (1) comprehensive document.
- b. Each Offeror assumes full responsibility for delivery and deposit of the completed proposal on or before the deadline for submission. The Owner is not responsible for any loss or delay with respect to the delivery of proposals. ANY PROPOSAL RECEIVED AFTER THE DEADLINE FOR SUBMISSION WILL NOT BE ACCEPTED AND WILL BE REJECTED AS UNTIMELY. Proposals are to be submitted in a sealed envelope bearing the following information:

RFP#2024-01 NRV Trail Guide Brochure
Due Date: March 15, 2024
Erika Tolbert, Tourism Director
Director of Tourism
County of Pulaski
4440 Cleburne Blvd.
Dublin, VA 24084
etolbert@pulaskicounyt.org

V. **Evaluation of Proposals**

- a. The Owner will conduct an evaluation of all proposals submitted based upon specific criteria. The evaluation team will review the submissions and award the Offeror a contract based on the competitive negotiation process.
- b. The contract shall be awarded to the Offeror that is deemed to be in the best interest of the Owner.

VI. **Selection Criteria**

- a. The criteria listed below will be used to evaluate the proposals and shall be used in selecting the qualified designer to begin negotiations.
 - 1. A complete understanding of the projects, the designer's proposed concepts and approach to designing an aesthetically pleasing and informative brochure that can be printed and used digitally on our

website. Preference will be given to the proposals that take into consideration the reproduction costs of printing the final design. Justification of the design to print process should be included in the proposal.

2. Credentials of the designer, individuals who will be assigned to or be responsible for any aspect of the projects/contract.
3. Provide no less than three (3) recent client references. The references shall consist of the clients your company has provided design services for within the last two (2) years.
4. Evidence of good customer service, organization and management practices includes but is not limited to an Offeror that can follow the instructions in the solicitation, delivery to the Owner a clear and concise response of the Offeror's capabilities and answer the questions that are listed in the solicitation.
5. Cost.

VII. Timeline

- a. Solicitation Issued.....02/13/2024
- b. Deadline for Questions.....03/15/2024
- c. Proposals Due.....03/29/2024
- d. Contract Awarded (approximately).....04/10/2024