



Office of
Procurement Services
Service · Support · Solutions

REQUEST FOR PROPOSAL

RFP NUMBER: CSP905813
INDEX NUMBER: DEV002
UNSPSC CATEGORY: 80140000

The state of Ohio, through the Department of Administrative Services, Office of Procurement Services, on behalf of the Office of TourismOhio, is requesting Proposals for:

PUBLISHING SERVICES FOR OHIO TOURISM PUBLICATIONS

OBJECTIVE: The RFP seeks publishing services, both print and online, for the creation, production and delivery of TourismOhio's Travel and Tourism Publications in fiscal years 2014-2015:

1. 2014 and 2015 Ohio Travel Guides
2. 2014 and 2015 Spring/Summer Ohio Calendar of Events
3. 2014-2015 and 2015-2016 Fall/Winter Ohio Calendar of Events

RFP ISSUED:	January 28th, 2013
INQUIRY PERIOD BEGINS:	January 28th, 2013
INQUIRY PERIOD ENDS:	February 11th, 2013 at 8:00 AM
PROPOSAL DUE DATE:	February 25nd, 2013 by 1:00 PM
ESTIMATED ORAL PRESENTATION:	March 26th, 2013

Offeror must submit a "Technical Proposal" as a part of its Proposal package.

Submit Sealed Proposals to:

Department of Administrative Services
Office of Procurement Services
Attn: Bid Desk
4200 Surface Road
Columbus, OH 43228-1395

Note: Please review the [Proposal Instructions](#) on our Web site.

Offeror Name and Address: _____ _____ _____ _____ E-Mail Address: _____ Phone Number: () - __ __, Ext. __ __	Name/Title: _____ _____ Signature: _____ By submitting a response to this RFP, and signing above, Offeror acknowledges, understands and agrees to comply with the RFP requirements and confirms all the instructions and links have been read and understood.
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RFP GLOSSARY OF TERMS

AA:	Affirmative Action
Contractor:	Vendor after Award
CSP:	Competitive Sealed Proposal
DAS:	Department of Administrative Services
EOD:	Equal Opportunity Division
FEI:	Federal Employer Identification
Mandatory:	Must, Will, Shall
OAC:	Ohio Administrative Code
OAKS:	Ohio Administrative Knowledge System (Ohio's Accounting System)
OBG:	Ohio Business Gateway
Offeror:	Vendor Submitting Proposal
OPS:	Office of Procurement Services
ORC:	Ohio Revised Code
RFP:	Request for Proposal
SOS:	Secretary of State
UNSPSC:	The United Nations Standard Products and Services Code

1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION This is a Request for Competitive Sealed Proposals (RFP) under Section 125.071 of the Ohio Revised Code (ORC) and Section 123:5-1-08 of the Ohio Administrative Code (OAC). The Department of Administrative Services (DAS), Office of Procurement Services, on behalf of the Office of TourismOhio (the Agency), is soliciting competitive sealed proposals (Proposals) for Publishing Services for Ohio Tourism Publications. If a suitable offer is made in response to this RFP, the state of Ohio (State), through DAS, may enter into a contract (the Contract) to have the selected Offeror (the Contractor) perform all or part of the Project (the Work). This RFP provides details on what is required to submit a Proposal for the Work, how the State will evaluate the Proposals, and what will be required of the Contractor in performing the Work.

This RFP also gives the estimated dates on page one, for the various events in the submission process. While these dates are subject to change, prospective Offerors must be prepared to meet them as they currently stand.

1.2 CONTRACT PERIOD

Once awarded, the term of the Contract will be from the award date through June 30, 2015. The State may solely renew all or part of this Contract at the discretion of DAS for a period of one month and subject to the satisfactory performance of the Contractor and the needs of the Agency. Any other renewals will be by mutual agreement between the Contractor and DAS for any number of times and for any period of time. The cumulative time of all mutual renewals may not exceed two (2) years and are subject to and contingent upon the discretionary decision of the Ohio General Assembly to appropriate funds for this Contract in each new biennium.

1.3 BACKGROUND The Office of TourismOhio seeks a partner organization to provide both advertising sales and publishing for the Ohio Travel Guide and Ohio Calendar of Events (print and electronic versions). These publications are designed as fulfillment and proactive direct marketing pieces to drive tourism to, and within, the state of Ohio. The importance of a strong partnership cannot be underestimated. The organization selected will provide all advertising sales, graphic design, content research, writing, editing, fact-checking, proofreading, photography, pre-press, print production, delivery, and evaluation/research of the pieces, which TourismOhio shall approve. The awarded Contractor will be responsible for the general look and feel of the pieces while ensuring TourismOhio's brand cohesiveness using its marketing campaign.

The Contractor will be responsible for all costs with the exception of certain shipping costs outlined in the Scope of Work V. DISTRIBUTION AND DELIVERY. The Office of TourismOhio will not provide any additional funding.

The publications effort is housed within the Public Relations Office of TourismOhio. The staff within this office will be responsible for the day-to-day contact with the Contractor and the work done for TourismOhio on behalf of this program.

The current Ohio Travel Guide includes complete listings of Ohio lodging, attractions, restaurants, etc. with amenities "dot charts." The Contractor selected must have the capability to work from Excel spreadsheets and develop a method to have all provided listings fact checked by the organization that provided the listing.

The awarded Contractor must be knowledgeable about Ohio tourism and also must be savvy about the publications produced by all state tourism offices. Information regarding tourism trends and the visitor research completed by the Office of TourismOhio can be found on the industry section of TourismOhio's website: www.DiscoverOhio.com/industry. The publisher will be responsible for conducting annual research about the publications to determine satisfaction levels and to determine ways to improve the publications.

While the publisher is invited to suggest locations for distribution, TourismOhio has an aggressive distribution plan in place through individual requests and bulk quantity orders for all three publications. In the past, all publications have been distributed. The circulation is not audited.

As Internet usage for travel planning and booking rises and individual requests for printed pieces diminishes, the State seeks a publisher that understands how to incorporate the Internet into the production and distribution of this information.

1.4 SCOPE OF WORK Awarded Contractor shall be responsible for the creation, production, delivery and all costs of the stated print and online travel and tourism related publications for fiscal years 2014 and 2015, along with all advertising sales for the publications. The state of Ohio encourages minority business participation and/or subcontracting. The publications are:

1. Annual Ohio Travel Guide. This flagship publication for the Office of TourismOhio promotes Ohio's travel and tourism opportunities and is a comprehensive travel guide.
 - a. The 2014 Ohio Travel Guide (print and online versions) shall deliver on February 13, 2014.
 - b. The 2015 Ohio Travel Guide (print and online versions) shall deliver on February 12, 2015.
2. The Ohio Calendar of Events. This promotes various festivals and events within the state of Ohio related to travel and tourism.

- a. The Spring/Summer Ohio Calendar of Events (print and online versions) contain content covering the periods of March 1 through August 31 for the year.
 - 1) The 2014 Spring/Summer Ohio Calendar of Events shall deliver on January 30, 2014.
 - 2) The 2015 Spring/Summer Ohio Calendar of Events shall deliver on January 29, 2015.
- b. The 2014-2015 and 2015-2016 Fall/Winter Calendar of Events (print and online versions) shall contain content covering the periods of September 1 through February 28.
 - 1) The 2014-2015 Fall/Winter Ohio Calendar of Events shall deliver on July 31, 2014.
 - 2) The 2015-2016 Fall/Winter Ohio Calendar of Events shall deliver on July 30, 2015.

I. QUALITY

Contractor shall produce top quality publications that, at a minimum, meet or exceed the quality standards of the most previous similar publications. Samples are available (see Section VIII. Samples). This quality standard includes the following aspects:

1. Design and layout quality of the publications as approved by the State, in accordance with the Ohio brand and tourism campaign must be both creative and readable.
2. Graphics quality of the publications as approved by the State. The State requires photos be identifiable Ohio scenes and locations. Stock photography is not permitted. The State expects photographs to be of professional quality and representative of the diversity of Ohio's visitors and residents.
3. Editorial quality of the publications as approved by the State.
4. Printing quality of the publications approved by the State. Four-color printing must be used for all pages. All four-color printing shall be done in one pass through the press.
5. Advertising to editorial ratio shall not exceed 45% ads to 55% editorial of the publications. This currently includes display advertising, enhanced listings and the reader response card.
6. Specifications:
 - a. Paper quality of the publications as approved by the State. Paper used for the Calendars shall be no less than 45# text weight, 80 bright for the inside pages and no less than 80# text weight for the cover. Paper used for the Ohio Travel Guide shall be no less than a number 3 sheet, 50# text weight matte coating, 80 bright for the inside pages and no less than 80# cover weight for the cover.
 - b. Dimensions and binding shall be similar to most recent publications.
 - c. The Ohio Travel Guide must include a large fold out/fold up, perforated, tear out map of the State of Ohio (Specs: 8 pages flat--folds to 16 pages, 80# text, 4/4 color, 16.375" x 21.75" Flat, Folds to 4" x 10.875" + 5" perforated tab for bind in purposes)

Offeror's Work Plan shall confirm its understanding of all quality specifications and include details for meeting these specifications.

II. COPY/PHOTOS/LAYOUT

For each publication, the State will:

1. Provide publication style manual to Contractor.
2. Provide editorial direction to Contractor.
3. Provide listings from Buckeye database as Excel spreadsheets and also names of other must-list items for publisher to research and include.
4. Approve and sign-off on the copy, photos and layout provided by the Contractor to the State according to the mutually agreed upon production schedule.
5. Agree to follow the timeframes for production and delivery of needed creative and other material that the Contractor deems necessary for the production of each publication.

For each Publication, the Contractor shall:

1. Develop detailed production schedule and get TourismOhio approval of schedule.
2. Adhere to a mutually agreed upon production schedule.
3. Research, select and obtain all photography including negotiating usage rights and paying for any costs associated with photos, photographers or photo shoots. Contractor shall not use images photographed for and/or published in the Ohio Travel publications in any travel related publications other than for the State publications for the term of one year (12 months) from the publication distribution date. Upon expiration of one year (12 months) from the publication distribution date, the Contractor will have the right to use the images photographed on behalf of the State in any form. The State has first-right to purchase exclusive rights.
4. Develop and/or obtain listings for statewide convention and visitors bureaus, county fairs, state park campgrounds, state park lodges and submit copy of original listing file (before any edits or deduping) to TourismOhio.
5. Work with designated travel associations to obtain membership lists to be included in the Ohio Travel Guide and submit copy of original listing file (before any edits or deduping) to TourismOhio.

6. Receive data exports of listings from the State's Buckeye database and names of other must-list items to be researched and included.
7. Research and compile additional related listings as requested.
8. Edit all listings from all sources for length, publication style, grammar and content.
9. Provide details of fact check/audit upon request including: name, e-mail, phone number, mailing address, dates and number of times contact attempted and method of contact.
10. Provide fact checking services and ensure complete accuracy of the listing information from all sources included in publication (including any items provided by the State). Contractor shall confirm verbally, by mail, by e-mail or via a web based application with each entity/event listed in the publication including the dates, times and name of every organization or event for every listing.
11. Research content, write, edit, proofread, fact check and ensure complete accuracy of all editorial copy for publications. Be responsible for publication style and grammar of all editorial copy (including any items provided by the State.)
12. Obtain input and approval of pagination from the State.
13. Complete layout, design and pagination of publication.
14. Provide editorial copy, design and layout proofs of all copy and pages to the State for approval. (Editorial copy must be approved by State prior to layout.) All proofs supplied to the State must have been reviewed, revised and approved internally by the Contractor prior to submission to the State.
15. Edit a second time after each publication is put into layout format and provide a final proof for approval.

Offeror's Work Plan shall include details for meeting all copy/layout specifications, including sample production schedules for the publications.

III. ADVERTISING

For each publication, the State will:

1. Approve the advertising rates, sizes and media kit provided by the Contractor.
2. Have final discretion over content and placement of all advertising.
3. Require that the State Tourism Logo be used properly in all advertising.
4. Approve any house ads developed by the Contractor.

For each publication, the Contractor shall:

1. Develop an advertising /prospect client list/book of business.
2. Support the entire advertising effort by securing all forms of advertisements (may include display ads, enhanced listings, coupons, advertorials and/or reader service card participation) from the Ohio tourism industry.
3. Provide reader service tracking/distribution of leads electronically (excel file preferred).
4. Obtain input and approval regarding rates, sizes and media kit from the State.
5. Agree to not offer any specials/discounts without prior written consent from the State. No advertising may be taken as trade or off-the-rate-card. No representative of the publisher has the authority to discount advertising other than the discount packages presented in the media kit.
6. Handle all billing for advertising.
7. Correspond directly with advertising partners.
8. Design layout and incorporate ads into each publication.
9. Give the State final discretion over content and placement of all advertising.
10. Not allow out-of-state advertising.
11. Ensure that advertisers use the State Tourism Logo properly.
12. Not allow coupons outside of any special coupon sections.
13. Develop house ads for the State in any ad space that is not sold.

Offeror's Work Plan shall include details for meeting all advertising specifications.

IV. PRODUCTION

For each publication, the State will:

1. Approve and sign-off on the Bluelines/final proof of each publication within the agreed-upon schedule.

For each Publication, the Contractor shall:

1. Be responsible for the entire production/printing process.
2. Negotiate and secure a printer that meets the paper and print specifications as specified in Section 1 under Quality.
3. Coordinate Bluelines/final proofs, delivery of publications, and other production details with the printer and the State.
4. Contractor shall not begin printing until Bluelines/final proof is approved by State. All proofs supplied to the State must have been approved by the Contractor prior to submission to the State.

5. Printing schedule shall be adequate to meet the publication due dates as specified.
6. Schedule and attend all final press checks and runs.
7. Notify the State of print dates and printer name and location.
8. Provide weight of individual publication, weight of full box and number of boxes on a skid.
9. Package printed publications in labeled boxes and on skids.
 - a. Ohio Travel Guides shall be packed 50 per box.
 - b. Calendars shall be packed 100 per box.
 - c. Each box shall be labeled on two sides with name of publication, quantity, and directions on how to reorder. Label must be at least 3"x5".
10. Provide all final electronic files to the State in original page layout software and as PDF files. This includes photos, fonts and all other components of the files.
11. Provide cover as JPEG file.
12. Provide maps and any other electronic files as requested by the State.

Offeror's Work Plan shall include details for meeting all production specifications.

V. DISTRIBUTION AND DELIVERY

For each Publication, the State will:

1. Develop/shipping list and provide this list for where publications should be delivered from the printer and provide this list to the Contractor prior to delivery of each publication.
2. Ship individual copies and bulk quantities of publications at the State's expense from the Office of TourismOhio's Buckeye Fulfillment Center (currently in London, Ohio) after publication is delivered by the Contractor.
3. Develop and oversee each publication's circulation/distribution. FYI – In the past the list has included various fulfillment points such as Convention and Visitors Bureaus across the State, Ohio Turnpike commission, Ohio Department of Transportation Travel Information Centers, military bases, AAA offices, airports and the Buckeye Fulfillment Center.

For each Publication, the Contractor shall:

1. Deliver 2,000 Ohio Travel Guides and 1,000 Calendars directly to Office of TourismOhio Main Office in Columbus by specified delivery date. Contractor is responsible for shipping costs.
2. Ship from printer approximately 135,000 Ohio Travel Guides (boxed on skids) to approximately 20 Ohio locations to arrive no later than 1 week after official delivery date. The Contractor will have shipping price quote approved by the State before shipping. The Contractor will invoice the Office of TourismOhio to be reimbursed for shipping cost.
 - a. Ohio Turnpike Commission (14 Turnpike Service Plaza locations)
 - b. AAA Ohio Auto Club Warehouse (1 location)
 - c. Ohio Department of Transportation Warehouse (currently 1 location, but may change to multiple locations)
 - d. Bureau of Motor Vehicles Deputy Registrar Warehouse (1 location)
 - e. Experience Columbus Warehouse (1 location)
 - f. Ron Foth Advertising (1 location)
 - g. Ohio House of Representatives (1 location)
3. Ship from printer approximately 900 (packaged 50 per box) Ohio Travel Guides to Great Lakes of USA offices in United Kingdom and Germany to arrive by end of February. The Offeror will have shipping price quote approved by the State. The Contractor will invoice the Office of TourismOhio to be reimbursed for shipping cost.
4. Ship from printer two boxes of Travel Guides to each of the approximately 135 Convention and Visitors Bureaus across the State to arrive no later than 1 week after specified delivery date. The Offeror will have shipping price quote approved by the State. The Contractor will invoice the Office of TourismOhio to be reimbursed for shipping cost.
5. Ship to other locations as requested. The Offeror will have shipping price quote approved by the State. The Contractor will invoice the Office of TourismOhio to be reimbursed for shipping cost.
6. Deliver the balance of the print quantity to Buckeye Fulfillment Center by specified delivery date. The Contractor is responsible for shipping costs to Buckeye Fulfillment (currently in London, Ohio).
7. Keep no more than 200 pieces from the original print quantity as samples

Calendar of Events:

The Contractor shall deliver 100,000 copies of the Spring/Summer Calendar of Events Publication by February 1 of 2014 and 2015. Contractor shall deliver 50,000 copies of the Fall/Winter Calendar of Events Publication by August 1 of 2014 and 2015. No underage is allowed. If more copies of a Publication are requested, a separate agreement will be negotiated between the State and the Contractor. If the February or August 1 delivery date falls on a Friday or a weekend, the delivery date shall be moved to the first Thursday before the delivery date.

Ohio Travel Guide:

The Contractor shall deliver 400,000 copies of the Ohio Travel Guide by Feb. 15 of 2014 and 2015. If Feb.15 falls on a Friday or a weekend, the delivery date shall be moved to the first Thursday before Feb. 15. No underage is allowed. If more than 400,000 copies of the Publication are requested, a separate agreement will be negotiated between the State and the Contractor.

Online Versions of Publications:

Online versions of the Ohio Calendar of Events and the Ohio Travel Guide must be digitally formatted for desktop and mobile and provided to TourismOhio no less than a week before the print version delivery date so that TourismOhio may make arrangements to have the publication posted on TourismOhio consumer website by the delivery dates specified above. Contactor must provide digitally formatted file and link on CD and via email. Online versions must be at least of similar quality to what is currently being offered at: <http://consumer.discoverohio.com/visitorinformation/freepublications.aspx>. Google Analytics must be set up for the State to access as needed. All editorial copy and listings URL and all advertising must be hyperlinked. The State welcomes ideas from the Contractor on how they will use new technology to provide the online publication versions for desktop and mobile.

Offeror's Work Plan shall include details for meeting all distribution and delivery specifications.

VI. PUBLISHING RIGHTS

The State agrees to grant to the Contractor, and the Contractor agrees to accept, the exclusive publishing rights for each publication (print and online versions) produced under this Agreement.

VII. AWARD SUBMISSIONS

The Contractor agrees to submit publications for various award considerations on behalf of the Office of TourismOhio. Contractor will identify possible award competitions and present to TourismOhio for approval. Contractor will develop award entry submissions, assume any costs for award submissions, and provide copies of any awards won.

At minimum, the Contractor will submit entries for the Central Ohio Public Relations Society of America – Central Ohio chapter PRism Awards and for the National Council of State Tourism Directors (NCSTD) Mercury Awards.

Offeror's Work Plan shall include details for meeting award submissions specifications.

VIII. SAMPLES

Samples of the 2012 Ohio Travel Guide, 2012 Spring/Summer Ohio Calendar of Events, 2012-13 Fall/Winter Ohio Calendar of Events, and 2012 Ohio Travel Publications Advertising Media Kit are available by contacting: Dave Potter, Procurement Manager at david.t.potter@das.state.oh.us . If potential Offeror wishes to have samples sent for their review, a UPS or FedEx account number must be included with the request.

Current publications are available to be viewed online at:
<http://consumer.discoverohio.com/visitorinformation/freepublications.aspx>

IX. CONTRACTOR RESPONSIBILITIES.

The Contractor shall furnish its own support staff as necessary for the satisfactory performance of the Work described above. The Contractor will notify TourismOhio prior to any key staff changes in the Staffing Plan. Unless otherwise specified in the contract, the State will not provide any staff, services, or material to the Contractor for the purpose of assisting the Contractor in the performance of the Contract.

The Contractor will be responsible for all costs with the exception of certain shipping costs outlined in the Scope of Work V. DISTRIBUTION AND DELIVERY. The Office of TourismOhio will not provide any additional funding.

The Contractor shall consult with the Office of TourismOhio Project Manager as necessary to assure mutual understanding of the Work to be performed and the satisfactory completion thereof.

X. MEETING ATTENDANCE AND REPORTING REQUIREMENTS

The Contractor's project management approach must adhere to the following Project meeting and reporting requirements:

1. A pre-performance meeting may be required to select the reporting format, review performance requirements and method of reporting.
2. Face-to-face meetings will be required to start work on publications and also for certain review stages of publications.
3. Contractor will be required to attend face-to-face meetings with all of TourismOhio's agencies of record (including, but not limited to: advertising agency, public relations agency, multicultural agency and call center contractor). Meetings are normally not held more often than once a quarter.
4. The successful Offeror may be required to attend additional meetings during the course of this Contract.
5. The State may require information and/or data be provided at different frequencies of time based on the Work being performed and the schedule of performance.
6. Interim progress reports are required as requested by the State.
7. Immediate Reporting – The project manager or his or her designee must immediately report any certified Project Team staffing changes to the Agency Project Representative (See: 4.3 Terms and Conditions 5.3.2 Work and Contract Administration - Replacement Personnel).
8. Final reports per publication shall be submitted with results noted by objective and deliverable to document completion of scope of work. The final report should include, at minimum, the following information:
 - a. Number of listings originally submitted for publication and the number after the lists are deduped (by category, association/division and region).
 - b. Number of listers per publication that did not respond to fact check/audit (by category, association/division and region).
 - c. Number of final listings in publication (by category, association/division and region).

XI. EVALUATION/RESEARCH.

The Contractor will be responsible for conducting annual research about the publications to determine satisfaction levels and to determine ways to improve the publications. At the minimum, the Contractor shall conduct an annual online survey, working with TourismOhio to develop survey questions and provide the results to TourismOhio.

XII. TIME FRAMES, TIME OF PERFORMANCE.

The Contract shall be in effect from the date of award through June 30, 2015. It is expressly understood by both parties that the Contract shall not be valid and enforceable until the Director of the Office of Budget and Management certifies that there is a balance in the appropriation not already encumbered to pay existing obligations.

The Contractor shall neither perform work nor submit an invoice for payment for work performed under the Contract for any time period prior to written notification from DAS.

The Contractor shall neither perform work nor submit an invoice for payment for work performed under the Contract for any time after the termination date set forth above.

- 1.5 CONFIDENTIAL INFORMATION The process to procure goods and services by DAS is open to inspection by the public. DAS makes available prices (offered and accepted), terms of payment, Proposal materials, evaluation scores, product information, and other types of information DAS uses in evaluating and/or awarding the Contract, consistent with Ohio's public records law. DAS will seek to open the Proposals in a manner that avoids disclosing their contents. Additionally, DAS will seek to keep the contents of all Proposals confidential until the Contract is awarded. Further, the DAS will open for public inspection all Proposals provided to the DAS in response to this RFP after award.
- 1.6 REGISTRY OF OFFERORS DAS will prepare a registry of Proposals containing the name and address of each Offeror. The registry will be on the Office of Procurement Services Web site and open for public inspection after the Proposals are received.
- 1.7 INSTRUCTIONS
Link to Web site for Instructions is available in Section 5.1.
- 1.8 REQUIRED REVIEW
Offerors shall carefully review the entire RFP and all the referenced Web links. Offerors shall promptly notify DAS through the inquiry process of any ambiguity, inconsistency, or error they discover. Notifications must be received by the deadline for receipt of questions in the inquiry process.
- 1.9 NUMBER OF PROPOSALS TO SUBMIT Offeror must submit one (1) original, completed and signed in blue ink, and seven (7) copies for a total of eight (8) Proposal packages. The Offeror must also submit a complete copy of the Proposals on a CD in Microsoft Office (Word, Excel, or Project) 2003 or higher, format and/or PDF format as appropriate.

2.0 EVALUATION OF PROPOSALS

2.1 MANDATORY REQUIREMENTS The following Table 1 contains items that are Mandatory Requirements for this RFP.

Determining the Offeror’s ability to meet the Mandatory Requirements is the first step of the DAS evaluation process. The Offeror’s response must be clearly labeled “Mandatory Requirements” and collectively contained in Tab 2 of the Offeror’s Proposal in the “Offeror Required Information and Certification” section.

DAS will evaluate Tab 2 alone to determine whether the Proposal meets all Mandatory Requirements (accept/reject). If the information contained in Tab 2 does not clearly meet every Mandatory Requirement, the Proposal may be disqualified by DAS from further consideration.

2.2 TABLE 1 - MANDATORY PROPOSAL REQUIREMENTS

Mandatory Requirements	Accept	Reject
1. The Offeror shall have created, produced and distributed, at minimum, two (2) publications similar to this project within the past three (3) years and shall provide case histories and samples of previous work.		
2. The Offeror shall provide a Project Manager that has led at least (2) complex publication projects within the past three (3) years and provide details of similarities.		
3. The Offeror shall provide a detailed staffing plan which demonstrates the Offeror’s ability to provide adequate staff with necessary skills to complete the Work Plan.		

If the State receives no Proposals meeting all of the mandatory requirements, the State may elect to cancel this RFP.

2.3 PROPOSAL EVALUATION CRITERIA If the Offeror provides sufficient information to DAS in its Proposal, demonstrating it meets the Mandatory Requirements, the Offeror’s Proposal will be included in the next step of the evaluation process which involves the scoring of the Proposal Technical Requirements (Table 3), followed by the scoring of the Oral Presentation. In the Proposal evaluation step, DAS rates the Proposals based on the following listed criteria and the weight assigned to each criterion. The possible points allowed in this RFP are distributed as indicated in the Table 2 - Scoring Breakdown. Each Proposal passing the Mandatory Requirements will be evaluated by an evaluation committee made up of a representative(s) from DAS, Agency team members, and potentially a subject matter expert or an independent consultant.

2.4 TABLE 2 - SCORING BREAKDOWN

Criteria	Maximum Allowable Points
Proposal Technical Requirements	615 Points
Oral Presentation	225 Points
Total	840 Points

The following scale (0-9) will be used to rate each Proposal on the criteria listed in the Technical Proposal Evaluation table.

DOES NOT MEET 0 POINTS	MEETS 5 POINTS	EXCEEDS 7 POINTS	GREATLY EXCEEDS 9 POINTS
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DAS will score the Proposals by multiplying the score received in each category by its assigned weight and adding all categories together for the Offeror’s Total Technical Score in Table 3. Representative numerical values are defined as follows:

DOES NOT MEET (0 pts.): Response does not comply substantially with requirements or is not provided.

MEETS (5 pts.): Response generally meets the objectives (or expectations).

EXCEEDS (7 pts.): Response indicates the objectives will be exceeded.

GREATLY EXCEEDS (9 pts.): Response significantly exceeds objectives (or expectations) in ways that provide tangible benefits or meets objectives (or expectations) and contains at least one enhancing feature that provides significant benefits.

2.5 TABLE 3 - TECHNICAL PROPOSAL EVALUATION

Criterion	Weight	Rating (0 to 9)	Extended Score
Offeror Profile (General Instructions – Company Profile)			
1. The Offeror shall have completed, at minimum, two (2) publications similar to this project within the past three (3) years and must provide case histories and samples of previous work	10		
2. The Offeror has completed travel publications similar to this project within the past 3 (three) years and has provided case histories and samples of previous work.	5		
3. The Offeror shall provide a Project Manager that has led at least (2) complex publication projects within the past three (3) years and provide details of similarities.	5		
Offeror Staffing Plan and Scope of Work			
1. Provide a detailed staffing plan which demonstrates the Offeror's ability to provide adequate staff with necessary skills to complete the Work Plan.	5		
2. Submit Personnel Profiles for each key member of the work team which include candidate's education, training, qualifications and proposed work assignment.			
3. The Offeror must provide documentation to demonstrate its technical capacity and ability to finance the publications prior to ad sales revenue being received.	5		
4. The Offeror must clearly explain how it will accomplish this Project (Work Plan) by providing a description of how all of the requirements specific to this project will be implemented as required by the Scope of Work. At a minimum, the Work Plan must include details for all specifications listed under: <ul style="list-style-type: none"> • Quality • Copy/Layout • Advertising • Production • Distribution and Delivery • Publishing Rights • Award Submissions • Evaluation/Research The Work Plan shall also include a Gantt chart of timeline and proposed milestones.	20		
5. The Offeror must address how it will manage the process to have each entry fact-checked by the provider before the listing is published.	10		
6. Ohio based company in support of the "Think Ohio First" initiative. (scored as Meets (5) or Does Not Meet (0) only)	10		
7. The Offeror is an Ohio registered Minority Business Enterprise (MBE) or EDGE participant. Offeror must submit a copy of the certificate to receive points. (scored as Meets (5) or Does Not Meet (0) only)	5		

Total Technical Score: _____

The evaluation committee will rank the Proposals by multiplying the score received in each category by its assigned weight and adding all categories together for the Offeror's total technical score. The scoring values shown, 0 through 9, are targets for each category. The actual number values awarded may be higher or lower (not lower than 0 or higher than 9) based on the evaluation committee's determination.

Once the technical merits of the Proposal have been evaluated, the consensus committee will rank the proposals. The top two Proposals will be requested to present an oral presentation of their proposed Work Plan to the Consensus Committee. In addition, companies may be asked to present their recommendations for potential changes to the publications. The Office of TourismOhio seeks to keep these publications on the cutting edge and provide consumers the most current information possible in the most convenient format possible and to increase ad sales revenue. The presentation will last no longer than 60 minutes with an additional 30 minutes (90 minutes total) for the Consensus Committee to ask clarifying questions about the presentation.

	Weight	Rating (0-9)	Extended Score
Oral Presentation	25		

Total Presentation Score: _____

In this RFP, DAS asks for responses and submissions from Offerors, most of which represent components of the above criteria. While each criterion represents only a part of the total basis for a decision to award the Contract to an Offeror, a failure by an Offeror to make a required submission or meet a mandatory requirement will normally result in a rejection of that Offeror's Proposal. The value assigned above to each criterion is only a value used to determine which Proposal is the most advantageous to the State in relation to the other Proposals that DAS received.

2.6 FINAL STAGES OF EVALUATION The Offeror with the highest point total from all phases of the evaluation (Technical Points + Oral Presentation) will be recommended for the next phase of the evaluation.

Technical Score: _____ + Oral Presentation: _____ = Total Score: _____

If DAS finds that one or more Proposals should be given further consideration, DAS may select one or more of the highest-ranking Proposals to move to the next phase. DAS may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

2.7 REJECTION OF PROPOSALS DAS may reject any Proposal that is not in the required format, does not address all the requirements of this RFP, or that DAS believes is excessive in price or otherwise not in the interest of the State to consider or to accept. In addition, DAS may cancel this RFP, reject all the Proposals, and seek to do the Work through a new RFP or by other means.



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3.0 CONTRACT AWARD DAS intends to award the Contract based on the schedule in the RFP, if DAS decides the Work is in the best interests of the State and has not changed the award date.

If DAS awards a Contract pursuant to this RFP and the Contractor is unable or unwilling to commence the Work, DAS reserves the right to cancel the Contract and return to the original RFP process and evaluate any remaining Offeror's Proposals reasonably susceptible of being selected for award of the Contract. The evaluation process will resume with the next highest ranking, viable Proposal.

3.1 CONTRACT If this RFP results in a Contract award, the Contract will consist of this RFP including the Terms and Conditions, all forms, written addenda to this RFP, the Contractor's accepted Proposal and written authorized addenda to the Contractor's Proposal. It will also include any materials incorporated by reference in the above documents and any purchase orders and amendments issued under the Contract. The general terms and conditions for the Contract are contained in the following link:

<https://procure.ohio.gov/Zip/5.3%20Terms%20and%20Conditions.pdf>

If there are conflicting provisions between the documents that make up the Contract, the order of precedence for the documents is as follows:

1. The one-page Contract Signature Page, Form 5.2.2
2. The RFP, as amended, including the Terms and Conditions;
3. The documents and materials incorporated by reference in the RFP;
4. The Executive Order. EO2011-12K incorporated by reference in the RFP;
5. The Contractor's Proposal, as amended, clarified, and accepted by the State; and
6. The documents and materials incorporated by reference in the Contractor's Proposal.

Notwithstanding the order listed above, amendments issued after the Contract is executed may expressly change the provisions of the Contract. If they do so expressly, then the most recent amendment will take precedence over anything else that is part of the Contract.

4.0 LINKS

To be applicable to all Proposals and subsequent award(s), including sections named below:

4.1 Instructions

- 5.1.1 Proposal Instructions
- 5.1.2 Evaluation of Proposals
- 5.1.3 Proposal Format & Documentation Required

4.2 Forms

- 5.2.1 Offeror Required Information
- 5.2.2 Contract Signature Page
- 5.2.3 Offeror Profile
- 5.2.4 Offeror Prior Projects
- 5.2.5 Offeror's Candidate References
- 5.2.6 Offeror's Candidate Education, Training, Experience
- 5.2.7 Offeror Performance Form
- 5.2.8 Contractor/Subcontractor Affirmation and Disclosure

4.3 Terms and Conditions

- 5.3.1 Performance and Payment
- 5.3.2 Work and Contract Administration
- 5.3.3 Ownership & Handling of Intellectual Property & Confidential Information
- 5.3.4 Representations, Warranties and Liabilities
- 5.3.5 Acceptance and Maintenance
- 5.3.6 Construction
- 5.3.7 Law & Courts

4.4 Additional Resources

EOD Reporting	http://eodreporting.oit.ohio.gov/searchEODReporting.aspx
Office of Budget and Management	http://obm.ohio.gov/LandingPages/Vendor/default.aspx
Office of Procurement Services	http://procure.ohio.gov/proc/index.asp
Ohio Shared Services	http://www.ohiosharedservices.ohio.gov/Home.aspx
Ohio Business Gateway	http://business.ohio.gov/
Ohio Secretary of State	http://www.sos.state.oh.us/SOS/Businesses.aspx

All links are subject to change in accordance with state of Ohio laws, Ohio Revised Code, Ohio Administrative Code, Executive Orders or any other updates issued by the state of Ohio, Department of Administrative Services, and the Office of Procurement Services. It is the Offeror's responsibility to read and be aware of any changes, corrections, updates or deletions to any information included in the link(s) above.



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5.0 Guide for Proposal Submission.

This guide outlines steps for submission of a Proposal in response to the advertised Request for Proposal. This guide does not contain the complete instructions for preparing and submitting a Proposal and anything stated herein shall not be considered a term or condition of the Contract. The complete instructions can be found in section 5.1.1, Proposal Instructions.

- 5.1 _____ Read the entire document, including all Web site links. Note critical items such as: Mandatory Requirements; goods or services required, submittal date and time; number of copies to submit; contract requirements; reporting requirements; minimum qualifications; read and understand the terms and conditions.
- 5.2 _____ Take advantage of the “question and answer” period specified in the schedule of events. Questions must be submitted on-line in the Inquiry Process as explained in the Instructions. See section 5.1.1, Proposal Instructions.
- 5.3 _____ Follow the format required in the RFP Instructions when preparing the response in chronological order. Provide point-by-point responses to all sections in a clear and concise manner. See section 5.1.3, Proposal Format & Documentation Required.
- 5.4 _____ Use the forms provided; i.e. Signed RFP Cover Page, Offeror Required Information, Contract Signature Page, Offeror Profile and Prior Projects, Key Personnel forms, and Disclosure Form, See section 5.2, Forms.
- 5.5 _____ Provide complete answers/descriptions. Do not assume the State or any evaluation committee member will know what the Offeror’s capabilities are or what items/services the Offeror can provide, even if previously contracted with the State. The Proposals are evaluated based solely on the information and materials provided in the Offeror’s response.
- 5.6 _____ Check the State’s Web site for RFP addenda. It is the responsibility of the Offeror to be aware of additional information posted on the Web.
- 5.7 _____ The following documents may be submitted with the Proposal or within five (5) business days of request from the Office of Procurement Services: Secretary of State Certification, Affirmative Action, proof of insurance. No award will be made without this documentation. Offeror’s Proposal may be eliminated from further consideration upon failure to submit within the specified time frame
- 5.8 _____ If not a current vendor of the state of Ohio, the Offeror will download both the W-9 and Vendor Information Form and submit to Ohio Shared Services (OSS) at vendor@ohio.gov. See section 5.4, Additional Resources.
- 5.9 _____ Review and read the RFP Document again to make sure that you have addressed all requirements. Read and understand Supplements, if applicable. Offeror’s original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and used to score the response.
- 5.10 _____ Offeror’s response must be submitted on time. Late Proposals are never accepted. Make sure the response is labeled on the exterior of the envelope/package with the RFP# and due date.