





**IMPORTANT NOTICE**

**CONTRACTOR MEETING NOTIFICATION**

Project: **Redesign and Printing of the Visitor Guide for Jackson County TDC**

MEETING DATE:

TIME:

MEETING LOCATION:

**SPECIAL NOTE:** Additional information may be handed out at this meeting. This additional information **WILL NOT** be mailed out to any vendors not responding to this meeting.

**THIS PROJECT DOES NOT INVOLVE A  
MANDATORY  
CONTRACTOR MEETING**

# QUESTION & RESPONSE FORM

BID NUMBER: 1920-09 (Rebid)

Request for Bid: **Redesign and Printing of the Visitor Guide for Jackson County TDC**

**NOTE:** We understand that questions may arise from this bid packet or the specifications pertaining to this project. We will make every attempt to answer your questions in a timely manner. However, all questions must be in written format and on this form. You can submit your question via email to [ftaylor@jacksoncountyfl.com](mailto:ftaylor@jacksoncountyfl.com) . Please be sure that all of the requested information has been provided. Once the question has been answered, I will email the response back to you and to only those firms that have returned the INVITATION TO PARTICIPATE to the Purchasing Dept.

**IMPORTANT:** YOU MUST RETURN THE “NOTICE TO PARTICIPATE” to fax -850-482-9643 or email [ftaylor@jacksoncountyfl.com](mailto:ftaylor@jacksoncountyfl.com) AS REQUESTED AS SOON AS POSSIBLE. Only those firms responding with the NOTICE TO PARTICIPATE will receive any response to questions asked.

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FIRM REQUESTING INFORMATION: \_\_\_\_\_

PERSON MAKING REQUEST: \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE # \_\_\_\_\_ FAX # \_\_\_\_\_

QUESTION: \_\_\_\_\_

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ANSWER:: \_\_\_\_\_

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PERSON RESPONDING TO QUESTION: \_\_\_\_\_



**BID PACKET  
CONTENTS**

**BID NUMBER: 1920-09 (Rebid)**

**Request for Bid: Redesign and Printing of the Visitor Guide for Jackson County TDC**

THIS PACKET CONTAINS THE FOLLOWING DOCUMENTS.

**NOTE:** SOME OF THESE DOCUMENTS NEED TO BE RETURNED. PLEASE READ AND FOLLOW THE SUBMISSION REQUIREMENT SO THAT YOUR BID WILL NOT BE DISQUALIFIED.

<u>DESCRIPTION</u>	<u>SUBMISSION REQUIREMENT</u>
• IMPORTANT NOTICE (if a contractor meeting has been set, the information will be given on page 3.	
• <b>INVITATION TO PARTICIPATE</b> -----	<b><u>FAX THIS DOCUMENT BACK IMMEDIATELY</u></b>

BID PACKET CONTENTS      RETURN AS INDICATED

• BID DOCUMENT-----	DO NOT RETURN
• EXPLANATION & PROCEDURE-----	DO NOT RETURN
• GENERAL CONDITIONS AND SPECIFICATIONS -----	DO NOT RETURN
• PUBLIC ENTITY CRIMES FORM-----	<b>SUBMIT ONE COPY WITH BID</b>
• BID SPECIFICATIONS-----	DO NOT RETURN
• BID RESPONSE FORM-----	<b>SUBMIT THREE COPIES WITH BID</b>
• VENDOR INFORMATION-----	<b>SUBMIT ONE COPY WITH BID</b>
• COPY OF FORM W-9-----	<b>SUBMIT ONE COPY WITH BID</b>
• STATEMENT OF EXPERIENCE-----	<b>SUBMIT ONE COPY WITH BID</b>
• SUBCONTRACTOR LIST-----	<b>RETURN IF SUBCONTRACTORS WILL BE USED</b>

**ADDITIONAL DOCUMENTS REQUIRED IN CONJUNCTION WITH THIS BID**

Documents that are in **BOLD ARE** required for submission. Documents **NOT in BOLD** are **NOT** required.

- BID BOND
- PAYMENT BOND
- PERFORMANCE BOND
- **PROOF OF WORKMAN'S COMPENSATION INSURANCE**
- **PROOF OF CURRENT LIABILITY INSURANCE (County may, if necessary request an increase)**
- 

**DOCUMENTS WHICH WILL BE ISSUED UPON AWARD**

- ~~1. CONTRACT~~
2. NOTICE OF AWARD
- ~~3. CHANGE ORDER~~
4. ~~CERTIFICATE OF FINAL COMPLETION~~

CERTIFICATE OF FINAL COMPLETION – Must be completed and submitted to Purchasing Dept. or final payment will not be made

**BID DOCUMENT**  
**EXPLANATION & PROCEDURES CONTINUED**

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**WARNING - THESE PROCEDURES WILL BE FOLLOWED**

If an attempt to circumvent this process is made and the invoice for payment is sent directly to the Finance Department, the Finance Department will forward the invoice to the Purchasing Department. If a Notice of Final Completion is not on file with the Purchasing Department, the Contractor will immediately be notified to initiate the Final Completion process.

If the total project cost is more or less than that provided on the Bid response, the Purchasing Department will review the records for an approved Change Order form. If one does not exist, PAYMENT WILL NOT BE MADE. Any and all change orders MUST be approved by the Jackson County Board of County Commissioners or authorized representative. If in the event a Change Order was not found, the Purchasing Department will require the contractor to complete in detail a Change Order form. The Department will then present the Change Order to the Board of Commissioners at their next regular meeting. This does not guarantee that this Change Order will be approved. The Department will follow the direction that the Board of Commissioners dictates.

GENERAL The procedures listed here will be followed by everyone responding to a Bid Request. Failure to comply with these procedures  
COULD RESULT IN DISQUALIFICATION

**PUBLIC ENTITY CRIMES - SWORN STATEMENT FORM - RETURN WITH BID RESPONSE PACKET**

State law dictates that all individuals or firms doing business with a Governmental Agency must provide that agency with written documentation that they have not been convicted of any crimes which would prohibit them from conducting business with a Government Agency.

**BID BOND – CONSTRUCTION BIDS \$50,000.00 AND OVER-RETURN WITH BID RESPONSE PACKET**

Bid Bonds are insurance agreements in which a third party agrees to be liable to pay a certain amount of money in the event that a specific bidder, if the bid is accepted, fails to accept the contract as bid. NOTE: unless otherwise noted, this bid bond requirement is primarily for construction type bids and NOT for PRODUCT type bids.

**ADDENDUM FORMS**

Changes are made from time to time pertaining to the Bid. These changes or additional information will be provided to everyone that has returned the Invitation to Participate. If the Invitation to Participate has not been returned, the Purchasing Department will make the determination that your firm does not wish to respond to this Bid request. As a result, any Addendum's will NOT be sent to your firm.

CONTRACT The Contract provided in the Bid packet is a sample document and is representative of the actual contract.

RECIPIENT OF THE BID AWARD Failure to strictly adhere to the procedures listed here could result in delays for any or all payment requests.

**NOTICE OF AWARD - RETURN THIS DOCUMENT WITHIN 15 DAYS**

This document will be sent to the successful bidder as notification of the award of the bid. The contractor must return this document within 15 calendar days. Return two copies of the Contract along with the Notice of Award. No work on the project is to occur until the Contractor has received the NOTICE TO PROCEED. However Contractor may take the necessary steps to prepare for the work to begin. These steps could include but not be limited to scheduling, ordering items/equipment etc. The contractor shall also send the remainder of the required documents, Performance Bonds, Insurance requirements Etc. at this time.

**PERFORMANCE BOND - BIDS \$50,000-00 AND OVER -RETURN WITH THE NOTICE OF AWARD** This is a contract of guaranty executed subsequent to award by a successful bidder to protect the government from loss due to contractor inability to complete the contract as agreed.

The firm receiving the Bid award shall execute a Performance Bond for the entire amount of the bid itself and naming Jackson County Board of County Commissioners as recipient. Once this has been accomplished, the Notice of Award and Performance Bond must be sent to the Purchasing Department.

NOTE: unless otherwise noted, this bid bond requirement is primarily for construction type bids and NOT for PRODUCT type bids.

**NOTICE TO PROCEED - RETURN THIS DOCUMENT UPON EXECUTION**

The Notice to Proceed will be sent only after all the required forms have been received by the Purchasing Department. The Notice to Proceed will specify a starting date on which the contractor shall start work. This document will also specify the total amount of days allowed for the completion of this project and will identify the date in which this project should conclude.

**TIME ZONE**

Jackson County is in the Central Time Zone. Any and all reference to time is made in the Central Time zone. Those responding to this Request for Bid are responsible for responding correctly.

**CERTIFICATE OF FINAL COMPLETION**

NOTE: This procedure MUST BE FOLLOWED. This document MUST be on file in the Purchasing Department or final Payment will not be processed for Payment by the Department.

The purpose of this document is a final inspection of the project. The Contractor shall notify the Purchasing Department via the Notice of Final Completion only when the Contractor has fully completed the project. The Purchasing Director will schedule a date for both the Owner and Contractor to complete a final inspection of the project. The results of this final inspection will be either a listing of items which remain to be completed or agreement between both parties as to the completeness of the project. The contractor will receive the final signed copy of the Notice of Final Completion once the work has been completed and released. Contractor should then provide the Purchasing Department with the final invoice for payment. The Purchasing Department shall process said invoice and deliver the invoice for payment to the Finance Department.



**BID NUMBER: 1920-09 (Rebid)**

**Request for Bid: Redesign and Printing of the Visitor Guide for Jackson County TDC**

**GENERAL CONDITIONS AND SPECIFICATIONS**

**GENERAL**

- A. These documents constitute the complete set of specification requirements and forms. The Proposal including all sheets and attachments must be filled in, executed and submitted in a sealed envelope bearing the RFP number on the outside and mailed or presented to the Purchasing Office on or before the specified time and date. The face envelope shall contain the return address, the date of RFP opening, the RFP number and title.
- B. It is the sole responsibility of the respondent to ensure that his or her response reaches the Purchasing Office on or before the closing date and time. The County of Jackson shall in no way be responsible for delays, caused by any other occurrence. Offers by telephone, telegram or facsimile shall not be accepted unless otherwise specified.
- C. All responses must be typewritten or written in ink, and must be signed in ink by an officer or employee having authority to bind the company or firm.
- D. **Provide one original signed copy and five additional copies** of any Response pages which have to be prepared by your firm as directed in response to this request. The original copy of the RFP must contain an original, manual signature of an authorized representative of the company.
- E. Respondents shall not be allowed to modify their packets after the opening time and date. RFP files may be examined during normal working hours, after the opening, by appointment only.
- F. The RFP packets will be publicly opened by the Purchasing Department of the Board of County Commissioners of Jackson County. This will take place at 2864 Madison Street, Marianna, Florida 32448 on the date and time indicated in RFP packet.

**ALL RESPONDENTS OR THEIR REPRESENTATIVES ARE INVITED TO BE PRESENT**

For information concerning this project, please contact:

Traci Taylor, Purchasing Agent  
COUNTY OF JACKSON  
PURCHASING DEPARTMENT  
COUNTY ADMINISTRATION BUILDING  
2864 MADISON STREET  
MARIANNA, FLORIDA 32448  
VOICE—850-718-0005 FAX 850-482-9682

**LEGAL REQUIREMENTS**

Respondents are required to comply with all provisions of Federal, State and County laws and Ordinances, rules and regulations, that are applicable to the items being requested. Lack of knowledge by the respondent shall in no way be a cause for relief from responsibility, or constitute a cognizable defense against the legal effect thereof.

**PUBLIC ENTITY CRIMES**

Any person submitting a proposal in response to this invitation must execute the enclosed SWORN STATEMENT UNDER SECTION 287.133 (A), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES, including proper check(s) in the space(s) provided, and enclose it with the proposal.

No award will be executed with any person affiliate identified on the Department of General Services “Convicted Vendor” list. This list is defined as consisting of persons and affiliates who are disqualified from public contracting and purchasing process because they have been found guilty of a public entity crime. No public entity shall award any contract to, or transact any business in excess of the threshold amount provided in Section 287.017, Florida Statutes for Category Two (2) (currently \$10,000.00) with any person or affiliate on the “Convicted Vendor” list for a period of thirty-six (36) months from the date that person or affiliate was placed on the “Convicted Vendor” list unless that person or affiliate has been removed from the list pursuant to Section 287.133 (3)(f) Florida Statutes.

### **DRUG FREE WORKPLACE PROGRAMS**

Preference shall be given to business with Drug-Free Work Place programs, whenever two or more packets which are equal with respect to quality, and service are received by the County of Jackson for the procurement of commodities or contractual services.

### **PROCUREMENT REGULATIONS**

This request is governed by the Jackson County Procurement Regulations. A copy of the Procurement Regulations is available for your review at the County Purchasing Office.

### **PROTESTS OR DISPUTES**

Any protests or disputes pursuant to this request and/or contract award shall be governed by the procedures noted in the Procurement Regulations.

### **FEDERAL AND STATE TAX**

**The County of Jackson is exempt from Federal and State Taxes for tangible personal property. The Purchasing Department will supply the successful respondent with an exemption certificate if required. Vendors or contractors doing business with Jackson County shall not be exempted from paying sales tax to their suppliers for materials to fulfill contractual obligations with the County, nor shall any Vendor/Contractor be authorized to use the County Tax Exemption Number in securing such materials.**

### **ACCEPTANCE/REJECTION**

The County reserves the right to reject the response of any vendor who has previously failed in the proper performance of an award or to deliver on time contracts of a similar nature or who is not in a position to perform properly under this award. The County reserves the right to inspect all facilities of firms in order to make a determination as to the forgoing. Jackson County reserves the right to waive any irregularities and technicalities and may, at its discretion, request to re-advertise this RFP.

### **ALTERNATIVES/APPROVED EQUAL DEVIATIONS**

Unless otherwise specified, the mention of the particular manufacture's brand name or number in the specifications does not imply that this particular product is the only one that will be considered for purchase. This reference is intended solely to designate the type or quality of merchandise that will be acceptable. Alternate offers will be considered and must include descriptive literature and/or specifications. Failure to provide descriptive literature and/or specifications with alternate offers may be cause for disqualification of the response. The determination as to whether any alternate product or service is or is not equal shall be made by Jackson County and such determination shall be final and binding upon all responses.

The respondent shall be responsible for reading very carefully, and understanding completely, the requirements and the specifications of the items requested. Any deviation from specifications listed herein must be clearly indicated, otherwise it will be considered that items offered are in strict compliance with these specifications, and the successful respondent will be held responsible therefore; deviations must be explained in detail on an attached sheet(s) and itemized by number. Any item or items that do not meet County specifications upon delivery will not be accepted and if the item cannot be brought up to specifications in a reasonable time, the firm will be required to compensate the County for difference in price entailed in going to the next low firm.

### **NO RESPONSE**

Where more than one item is listed, any items not included in the response shall be indicated by a written "NO RESPONSE" beside the item. If no items are represented, a "Statement of NO RESPONSE" should be returned, with the envelope plainly marked "NO RESPONSE" and with the RFP number. Failure to comply will be an indication that the firm does not wish to be considered for future requests.

### **NON-COLLUSION**

Firm certifies that this response is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a response for the same materials, services, supplies, or equipment and is in all respects fair and without collusion or fraud.

No premiums, rebates or gratuities permitted; either with, prior to or after any delivery of material or provision of service. Any such violation may result in contract cancellation, return of materials or discontinuation of services and possible removal from the vendor list(s).

### **CONFLICT OF INTEREST**

The award is subject to provisions of State Statutes and County Ordinances if any. All respondents must disclose with their response the name of any office, director, or agent who is an employee of Jackson County. Further, all firms must disclose the name of any County employee who owns, directly or indirectly, an interest of ten percent (10%) or more in the firm or any of its branches.



**UNIFORM COMMERCIAL CODE**

The Uniform Commercial Code (Florida Statutes, Chapter 672) shall prevail as the basis for contractual obligations between the awarded contractor/vendor and the County for any terms and conditions not specifically stated in this Invitation.

**AVAILABILITY OF FUNDS**

The obligations of Jackson County under this award are subject to the availability of funds lawfully appropriated for its purpose by the State of Florida and Jackson County.

**EEO STATEMENT**

Jackson County is committed to assuring equal opportunity in the award of contracts and, therefore, complies with all laws prohibiting discrimination on the basis of race, color, religion, national origin, age and sex.

**SUBCONTRACTING**

If a vendor subcontracts any portion of a contract for any reason, he must submit the name and address of the subcontractor and the name of the person to be contracted. Jackson County reserves the right to accept or reject any or all responses wherein a subcontractor is named and to make the award to the firm, who, in the opinion of the County, will be in the best interest of and/or most advantageous to the County. Jackson County also reserves the right to reject a response of any firm if the response names a subcontractor who has previously failed in the proper performance of an award or failed to deliver on time contracts of a similar nature, or who is not in a position to perform properly under this award. Jackson County reserves the right to make the determination as to the foregoing.

**REQUIREMENTS FOR ALL INFORMATION TECHNOLOGY HARDWARE, SOFTWARE, SERVICES, OR ELECTRONIC EQUIPMENT**

All Electronic equipment shall be **YEAR 2000 COMPLIANT**. Any firm responding to this request shall supply the County with a statement that the electronic equipment being offered is in fact **YEAR 2000 COMPLIANT**.

**QUESTIONS PERTAINING TO THE PROJECT**

No questions regarding this project will be answered unless said question is in written form. Questions pertaining to the specifications of this project will be delivered to the Purchasing Agent via Fax, Mail or hand delivered. The original question along with the answer will be sent via Fax or Mail to every firm who has returned the Invitation to Participate.

**NEGOTIATIONS**

Negotiations will be conducted in accordance with Florida State Statute 11.45.

**SWORN STATEMENT UNDER SECTION 287.133 (3)(a),  
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

.....  
This SWORN statement is submitted with bid number:

1.

By: \_\_\_\_\_  
(PRINT INDIVIDUALS NAME AND TITLE)

For: \_\_\_\_\_  
(PRINT NAME OF ENTITY SUBMITTING SWORN STATEMENT)

whose business address is \_\_\_\_\_  
CITY STATE ZIP VOICE PHONE

and (if applicable) its Federal Employee Identification Number (FEIN) is: \_\_\_\_\_

2. I understand that a “public entity crime” as defined in Paragraph 287.133 (1)(g), Florida Statutes means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency of political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand “convicted” or “conviction” as defined in Paragraph 287.133 (a)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court or record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an “affiliate” as defined in Paragraph 287.133 (1)(a), Florida Statutes, means:
  - A. A predecessor or a successor of a person convicted of a public entity crime; or
  - B. An entity under the control of any natural person who is active in the management of the entity and who had been convicted of a public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm’s length agreement, shall be a prima facie case that no one person controls another person. A person who knowingly enters a joint venture with a person who has been convicted of a public entity crime in Florida during the proceeding 36 months shall be considered an affiliate.

I UNDERSTAND THAT A “PERSON” AS DEFINED IN Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term “person” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

1. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this SWORN statement.

**SWORN STATEMENT UNDER SECTION 287.133 (3)(a),  
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES - CONTINUED**

**[INDICATE WHICH STATEMENT APPLIES]**

\_\_\_\_\_ Neither the entity submitting this SWORN statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

\_\_\_\_\_ The entity submitting this SWORN statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity **HAS BEEN CHARGED WITH AND CONVICTED OF A PUBLIC ENTITY CRIME** subsequent to July 1, 1989.

\_\_\_\_\_ The entity submitting this SWORN statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or as a affiliate of the entity **HAS BEEN CHARGED WITH AND CONVICTED OF A PUBLIC ENTITY CRIME** subsequent to July 1, 1989. **HOWEVER**, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this SWORN statement on the convicted vendor list (**ATTACH A COPY OF THE FINAL ORDER**).

**STATEMENT OF UNDERSTANDING**

I understand that the submission of this form to the contracting officer for the Public Entity Identification in Paragraph one (1) above is for that Public Entity Only and, that this form is valid through December 31 of the calendar year in which it is filed. I also understand that I am required to inform the Public Entity prior to entering into a contract in excess of the threshold amount provided in Section 287.017, Florida Statutes for category two (2) of any change in the information contained in this form.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

Sworn to and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Personally known \_\_\_\_\_ OR Produced identification \_\_\_\_\_  
SHOW TYPE OF IDENTIFICATION PROVIDED

Notary Public-State of \_\_\_\_\_ My commission expires \_\_\_\_\_

\_\_\_\_\_  
(PRINTED / TYPED/ OR STAMPED COMMISSIONED NAME OF NOTARY PUBLIC)



## BID SPECIFICATIONS

**Please, if you have any questions, please ask. Thanks**

**BID NUMBER: 1920-09 (Rebid)**

Request for Bid: **Redesign and Printing of the Visitor Guide for Jackson County TDC**

Procedures for having questions answered:

1. All questions will be directed to the Purchasing Agent unless otherwise indicated.
2. All questions will be in written form utilizing the provided question form.
3. Questions can be either:
  - A. Email to [ttaylor@jacksoncountyfl.com](mailto:ttaylor@jacksoncountyfl.com)
4. All questions will be distributed along with the answer to ONLY THOSE respondents which have returned the INVITATION TO PARTICIPATE.
5. Please read ALTERNATIVES/APPROVED EQUAL DEVIATIONS regarding product specifications.

### **IMPORTANT INFORMATION:**

- **Once this project has been awarded, the contractor/vendor deliver/install specified product/equipment within 60 days starting on the issuance of the “Notice of Award”**

**SCOPE OF PROJECT:** The Jackson County Board of County Commissioners is seeking qualified vendors to respond to this request for bids for the Redesign of the Tourism Guide for Jackson County TDC

**TIME FRAME:** Deliver of specified product/equipment within 60 days.

### **PROJECT SPECIFICATIONS:**

#### **BACKGROUND**

The Jackson County Tourist Development Council (TDC), also known as Visit Jackson County, is seeking qualified proposals for the design, publication, and printing of a new Visitors Guide. The Jackson County TDC is the Destination Marketing Organization for Jackson County, Florida and seeks to improve the local economy by promoting, marketing, and supporting recreation and tourism to Jackson County. We strive to promote sustainable nature-based tourism options, while also shining light on our other assets in the historical, cultural, and agritourism areas.

Jackson County TDC seeks the following:

1. An attractive, inviting update to our current Visitors Guide
2. A digital version of the completed guide to be published on the Visit Jackson County website.

As an entity of the Jackson County Board of County Commissioners, we seek to provide an unbiased opinion of our area and the businesses that compose the tourism scene in Jackson County. This publication will be funded by tourism dollars, so no advertising within the Visitor Guide will be allowed.

## **BUDGET**

Our maximum budget for this project is \$25,000.

## **TARGET AUDIENCE**

The visitor profile of tourists to Jackson County is quite varied. Historically, “baby boomers” made up our primary segment of visitors. Over the years, our visitors have changed slightly due to new trends in tourism. Now, we see a healthy amount of millennials mixed in with the baby boomers and also welcome families of all ages and sizes throughout the year.

Due to our proximity to the coast communities of northwest Florida, we tend to see a fair amount of day trippers looking for something different to do. Our drive market extends west to Texas and north into the Carolinas, sometimes beyond in the colder months.

## **KEY FACTORS TO INCLUDE:**

- Things to Do
  - Water Based Activities: springs, paddling, diving, fishing, skiing, wakeboarding, tubing, snorkeling, swimming, etc.
  - Outdoors: Hiking, biking, birding, spelunking, hunting, horseback riding, camping, wildflower viewing, golfing, stargazing
  - History: Historic Districts, Homes, Sites; Spanish Heritage Trail, Historic Markers, Battle of Marianna, Highway 90 and the Old Spanish Trail, etc.
  - Culture: Agri-tourism and ag heritage, arts, music, theatre, live performances, etc.
- Community: Lodging (vacation rentals, campgrounds, hotels, and motels), restaurants, shopping, day trips
- Events: Annual events and event venues (sports, meetings, weddings, family reunions)
- Maps: County map and how to get here from familiar destinations

## **CURRENT GUIDE**

Our current Visitors Guide is well over 5 years old and features plenty of information about Jackson County. This information could use some updating and has not been segmented into defined sections in the past, something we would really like to see changed. The guide is currently 48 pages long, self-cover, saddle-stitched; measures 8<sup>3</sup>/<sub>8</sub>” x 10<sup>7</sup>/<sub>8</sub>” portrait orientation; 4 color process; printed on 60 lb. gloss text. Due to copyright laws, no portion of the current guide will be available for inclusion in the new guide.

## **NEW VISITOR GUIDE REQUIREMENTS**

### DESIGN

- We request a quote for design of both of the following design options:
  - 52 Page Visitor Guide – 4 Page Cover, 48 Page Body
  - 62 Page Visitor Guide – 4 Page Cover, 58 Page Body

- Photos will be provided from our new digital library. Additional photos may be necessary for some areas of the guide and allowance should be included in design services quote.
- Sections should be created to compliment new content on the Visit Jackson County website. This will be discussed in a conference style setting with the visitor guide vendor, Jackson County TDC staff, and up to one TDC board member.
- In addition to our identified target audiences, the following audiences will also be served by this visitor guide: locals (business and residential), travel planners, meeting and event organizers, local and regional press and media, potential businesses and industry looking to relocate to Jackson County, residents relocating or retiring to Jackson County, travelers passing through on their way to a different destination, and clientele of local businesses. The new visitor guide must remain unbiased, but attractive, informative, and user-friendly enough to reach all audiences.
- The chosen vendor should incorporate the Jackson County TDC/Visit Jackson County logo and branding throughout the guide, wherever applicable. Vendor should reference the layout and content on [www.visitjacksoncountyfla.com](http://www.visitjacksoncountyfla.com) for a better idea of the direction we are looking at regarding branding.
- **Vendor will be responsible for creating the following:**
  - o MAPS – total of 3 pages dedicated to maps:
    - 2 pages will represent Jackson County and a portion of the surrounding areas
    - 1 page will be in reference of how to get to Jackson County from known destinations or our location in relation to the state of Florida or the southeast United States.
  - o All copy is expected to be created by the visitor guide vendor, unless otherwise specified. Jackson County TDC will provide bullet points and additional information for each section upon request. Any content expected to be provided by Jackson County TDC staff should be explicitly stated in the proposal.
  - o Waterways and boat landing guide for all nine (9) bodies of water with public access.
  - o Design concept and layout for the Visitor Guide. Within two (2) weeks of being selected, the vendor must provide preliminary design concepts for review and selection by Jackson County TDC staff and/or TDC board members.

## PRINTING

- The new guide should be printed on no less than 60 lb. matte text with 12 pt., 145 lb. cover, one side coating for the cover and back; perfect or saddle-stitched square fold binding; 8¼" x 11" in portrait orientation; 4 color process; full bleed. Keeping our budget in mind, vendors should submit quotes reflecting the following scenarios:
  - o 52 page Visitor Guide
    - 4 page cover: 12 pt., 145 lb. cover, one side coating
    - 48 page body: 60 lb. matte text
    - Perfect binding
  - o 52 page Visitor Guide
    - 4 page cover: 12 pt., 145 lb. cover, one side coating
    - 48 page body: 60 lb. matte text
    - Saddle-stitched with square fold binding
  - o 62 page Visitor Guide:
    - 4 page cover: 12 pt., 145 lb. cover, one side coating
    - 58 page body: 60 lb. matte text
    - Perfect binding
  - o 62 page Visitor Guide:
    - 4 page cover: 12 pt., 145 lb. cover, one side coating

- 58 page body: 60 lb. matte text
- Saddle-stitched with square fold binding
- 3-4 cover design options with one hard copy sample print of each design option for proofing and test audience review, 3-4 total hard copy samples. The sample print should be a replica of what is to be expected of the final product.

## QUALIFICATIONS

Vendors may submit a bid for one of the following:

- Design and Printing of 20,000 Guides
- Design Only
- Print Only of 20,000 Guides

Vendors submitting a bid must include all of the following:

- Samples and reference work for previously completed and published destination visitor guides. If multiple editions are available, samples of each edition should be submitted as well.
- Costs for annual content and design updates, listed separately from cost of initial design of the publication. The same should be provided for printing and quotes should be available for each of the options regarding heavier paper.
- Breakdown of costs throughout the project and a payment schedule, if applicable.
- Project timeline including important project milestones and any deadlines to be met by Jackson County TDC staff.
- Description of how creative content (copy) will be obtained and what will be expected of Jackson County TDC staff to accomplish this. Identify any assets that will be required from Jackson County TDC. Vendors should also include what requested content pieces they will not be able to make, ie maps or other detailed drawings.
- Explain your approach to customer service and identify the number of employees that will be contributing to the success of the project.
- **Provide a statement of understanding that relays that at the conclusion of the project, all materials developed by the designer of the visitor guide will become the exclusive content of the Jackson County Tourist Development Council/Visit Jackson County granting the rights for reproduction of all elements, including, but not limited to, photos, copy, design elements, maps, and layout.**

## TIMELINE

Creation of a development timeline will be the responsibility of the chosen vendor. Ideally, this project will be complete and print ready by September 2020.







**EXPERIENCE STATEMENT  
TO BE SUBMITTED WITH RESPONSE PACKET**

**BID NUMBER: 1920-09 (Rebid)**

**Request for Bid: Redesign and Printing of the Visitor Guide for Jackson County TDC**

List at least three references for work of a similar nature performed within the last three years.

Description of work	Year of project	Dollar amount of project	Company name:
			Contact person:
			Phone number:

Description of work	Year of project	Dollar amount of project	Company name:
			Contact person:
			Phone number:

Description of work	Year of project	Dollar amount of project	Company name:
			Contact person:
			Phone number:

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Description of work	Year of project	Dollar amount of project	Company name:
			Contact person:
			Phone number:

**Request for Bid: Redesign and Printing of the Visitor Guide for Jackson County TDC**

**SUBCONTRACTOR LIST  
TO BE SUBMITTED IF SUBCONTRACTORS WILL BE USED**

<b>COMPANY NAME:</b>	<b>DESCRIPTION OF WORK TO BE DONE:</b>
<b>ADDRESS:</b>	
<b>REPRESENTATIVE:</b>	
<b>PHONE NUMBER:</b>	<b>CURRENT FLORIDA LICENSE #:</b>
<b>FAX NUMBER:</b>	<b>CLASSIFICATION:</b>

<b>COMPANY NAME:</b>	<b>DESCRIPTION OF WORK TO BE DONE:</b>
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