



**Agenda Item:** Discuss and Consider Approval to Award New Publishing Contract for Visitor's Guide

**Background:** The publishing contract for Galveston's Official Visitor's Guide was scheduled to sunset in 2020. As a result, staff posted the RFP in February 2021, initiating a sealed bidding process to identify a new publisher. On February 24<sup>th</sup>, as a result of postal delays caused by the storms, the deadline was extended by 7 days, moving the close of the bid process from February 26<sup>th</sup> to March 5<sup>th</sup>. The process resulted in the receipt of two bids for the project which were reviewed by staff. Only one bid adhered to the requirements as outlined in the RFP. The details of the RFP are provided below.

#### Scope of Services/Work

The GICVB is seeking to contract a publishing firm to assume responsibility for the production of its annual Official Visitors Guide. Total print run planned for 2021 is 60,000, all aspects of which will be paid completely by the publishing company. After production, the GICVB will own the rights to all editorial content and images used to produce the publication. Preferred publication size is magazine style, perfect bound, approximately 8.5" x 11" with a digital version of the publication to include online.

#### Term of Contract

Three years, with an option to renew for one additional three-year period. Renewal of contract is contingent on both parties agreement to continued work. The contract will take effect on March 26, 2021 (running until March 25, 2024). Decision for option contract (2024-2027) must be agreed upon by September 2023.

#### Program Goals

Publishing goals for the GICVB visitor guide include:

- Publication of 2021 by September 1, 2021.
- Publications of 2022 by March 1, 2022 and September 1, 2022.
- Publications of 2023 by March 1, 2023 and September 1, 2023.
- Publications of 2024 by March 1, 2024
- Maintain an advertising/editorial ratio goal of 40/60, but not to exceed 50/50. Advertising space can NEVER exceed that of the editorial.
- Advertising can take the form of traditional advertising, emerging creative as well as Advertorial.
- Content of guide should be focused on the things to do, places to see, what to eat, where to stay and meeting planning information on Galveston Island. Guide may include a basic listing of all GHLA lodging partners, downtown businesses, top restaurants and a section for meeting planning at no cost to the businesses.
- Financial stability for the publication, including sufficient advertising sales to support all costs related to the production of a **MINIMUM** of a 64 + cover page magazine.
- If advertising sales exceed projections, publisher shall increase size of publication.
- Adherence to green business practices, including using paper with at least a 10 percent post-consumer recycled content.

### RFP Schedule

- February 2, 2021 – GICVB issues formal RFP
- February 26, 2021 – RFP proposals due in the GICVB offices by 12:00 p.m. CST
- February 26, 2021 – Public opening of sealed bids at 12:15pm CST
- March 23, 2021 – Present Staff recommendation and award of contract by Park Board of Trustees
- March 26, 2021 – Contract effective date (based on execution by all parties)

**Staff Recommendation:** Staff recommends awarding the three-year Official Visitor's Guide contract to Midwest Luxury Publishing, a boutique, woman-owned, full service publishing, marketing and communications house established 2015 in Texas.

### **Funding Source:**

2020-2021 TD 62-5385 Collateral/Visitor Guide budgeted @ \$30,000