



REQUEST FOR PROPOSAL

Official Visitors Guide 2023/24

Proposals due by 5p.m.
Friday, October 28, 2022

4001 Mission Oaks Blvd. Suite R, Camarillo, CA
www.VisitCamarillo.com

OBJECTIVE

The Camarillo Hotel and Tourism Association (Visit Camarillo) is seeking proposals from destination marketing publishers to produce the official Camarillo Visitors Guide. Prospective respondents are to submit proposals for the design, printing, advertising sales and digital guide creation for the 2023-2024 publication. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposal (RFP).

ABOUT US

Camarillo Hotel & Tourism Association (CHTA) also known as Visit Camarillo, is the Destination Marketing Organization for Camarillo, Ca. We are a 501©6 non-profit organization funded by assessed hotels that have an interest in promoting tourism and increasing the visitor economy in Camarillo. The purpose of the association is to provide direct marketing, sales programs, and local events marketing that will increase overnight hotel stays and market Camarillo as a visitor destination. We currently have 11-member hotel properties. Additionally, Camarillo will be welcoming two new hotel properties and a 17,500 sq. ft. conference center in the near future. Visit Camarillo is staffed by a team of two [2] full-time employees, our Executive Director and Marketing Coordinator, that are subject to oversight by a board of directors. This group is made up of a diverse group of professionals with expertise from various sectors of the tourism and hospitality industries. CHTA oversees the production of a variety of marketing activities that may include online advertising, content marketing to include website, social media, content series, collateral and maps, cooperative programs and public relations programs – all designed to promote Camarillo to consumers, group planners, media, and the travel trade industry. For a full review of all Camarillo has to offer visit our website at VisitCamarillo.com

ABOUT CAMARILLO

Located just an hour north of Los Angeles alongside Highway 101, Camarillo is easy Southern California living without the crowds. Visitors can expect almost year-round sunshine, which means there's plenty of time for open-air shopping at the [Camarillo Premium Outlets](#), exploring the surrounding hills by foot or bike, and indulging at an award-winning restaurant or winery. Named for its founding family of ranchers, Camarillo is steeped in small-town charm and rich agricultural history. Step back in time at historical attractions like the [Camarillo Ranch](#) and the [Commemorative Air Force museum](#) or live in the moment at a local roadside farm or unique exhilarating attractions like [Skydive Coastal California](#) or [Skyrider Ultralights](#). Couples love the romantic country setting for [weddings](#) having said, "I do" in over 30 surrounding venues and companies come here for hassle-free training and retreats. And if the beach is calling, follow the fresh sea breeze just 15 minutes west to the Pacific Ocean. Enjoy the short scenic drive from Camarillo to the beautiful California beaches. Whether you desire to view Port Hueneme, Malibu, or Point Mugu each of them is just a few miles away.

BRAND POSITIONING

Visit Camarillo's brand is based on building upon the emotional connection that draws visitors and locals to enjoy small town charm, farm-to-fork offerings, and family-friendly activities. Our tagline "Sunny Days are here" speaks to the year-round Mediterranean-style climate and a nod to our welcoming and safe community. As a budding community rich in agriculture, we invite visitors to discover the charming side of life and uncover this gem hidden in plain sight.

GOAL

The goal of our Visitors Guide is to reach our key audiences with content that resonates with them, build awareness and interest in our brand, encourage visits to our website, and ultimately, drive visits to our destination.

We are seeking to produce a high end, updated Visitors Guide which will highlight the Camarillo area in a "look book" format; the publication will be attractive, inviting, and easy for visitors to use. The guide must make a striking first impression with high quality photography, design paper stock, and print production standards.

We would like to produce a lifestyle magazine that is 50% photography and 50% editorial. It should read like a magazine (with simple / short stories, articles, and side bars) and provide fresh material as well as standard items such as maps and listings. Publisher is responsible for developing all editorial/copy writing for the guide as well as fact checking.

The Visitors Guide is our primary publication for potential and actual visitors, families, couples, multi-generational, corporate groups/meeting/conference planners, and attendees. It should include information for local travelers/tourism related businesses, including, but not limited to, dining, shopping, outdoor recreation, and arts & culture.

Our goal is to make the Visitors Guide imagery-based to have a more cohesive design and perform as a leader in our travel category regarding innovative marketing techniques. In addition, this lifestyle publication is to inspire visitors to come to the Camarillo area.

Responses must address the specifications in this RFP, but alternative specifications will also be considered. Please note, we are looking to take a editorial-first, digital-first approach with our publication. Printed Copies will be designated for our member hotels and community partners as well as mailing requests. Distribution services can be discussed at a later time.

CHTA reserves the right to refuse any proposal which does not provide the minimum requested. Selection of a partner will be made solely on criteria determined by the organization.

PROJECT DEVELOPMENT AND REQUIREMENTS

The primary objective is to develop and produce a Visitors Guide that attracts visitors to the Camarillo area and is a resourceful tool for the CHTA staff when promoting the destination out of market and helping visitors envision themselves in Camarillo.

Aside from the above objective, the Visitors Guide should meet the following expectations:

- Provide accurate, current, comprehensive information to the CHTA main markets in a visually appealing, user-friendly way.
- Make it easier for audiences to interact with the Camarillo area businesses by containing all contact information, including telephone number and website address.
- Effectively market the community as a travel destination including tourism-related businesses, attractions, recreation opportunities, history and other assets.
- Showcase the ease of getting around the Camarillo area by educating the consumer through local maps.
- The final file must be compatible with the CHTA website, and fully downloadable to the website's viewers.

SPECIFICATIONS / SCOPE OF WORK

- Quantity: 10,000
- Format/size: Would like two options proposed, 8.5"x11" and a smaller version but no smaller than 6"x9"
- Binding – Perfect Bind.
- Ink: 4-color, bleeds throughout.
- Stock: Recommended stock for front and back cover and interior pages
- Pages: Approx. 48pg + 4pg cover. Open to suggestions.
- Packaging: Carton packed, 25lbs per carton
- Delivery: Liftgate truck with pallet jack to CHTA office and/or Camarillo storage unit.
- Text: Provided by Publisher
- Photography: Provided by publisher, CHTA will share images with photo releases when available.
- Media Kit development, forecast and weekly recaps to the working staff at CHTA.
- Minimum one kick-off meeting, as needed, and milestone meetings to ensure the project timeline and delivery of product.

- Clear, concise, collaborative, and easily accessed communications by selected firm with the CHTA team, including at least one weekly scheduled status call, and daily communications as needed to keep projects on target and on time.
- Ownership: All materials supplied and created are the property of CHTA; digital files (pdfs), inclusive of all imagery, are to be provided upon completion of the 2023-2024 Visitors Guide to the CHTA.
- All edits are at the discretion of the CHTA, including quantity prior to final approval.
- A color check final approval is required by the CHTA prior to going to print.

ADVERTISING SPECIFICATIONS

All advertising sales, outreach and communication will be handled by the publisher. Sales reps must have a minimum of 3 years selling advertising for Visitors Guides.

We request that a potential contractor submit a proposal rate card and specify a plan for guaranteed gross advertising sales. Advertising rates and increases must be approved by both parties.

No advertisers may come from outside the Camarillo community without CHTA's permission. Advertisers for lodging shall not extend outside of Camarillo city limits. Any changes in this policy must be approved in writing by CHTA.

The Visitors Guide will contain information pertaining to a variety of different audiences including:

- Potential visitors to Camarillo
- Current visitors seeking more detailed information
- Group travel planners
- Residents of Camarillo
- Event & tournament planners
- Attractions & destinations
- Local and regional businesses
- Local business clientele
- Area Chambers of Commerce and Convention and Visitors Bureaus
- Local or regional press/media
- Community councils & organizations

All materials supplied and created are the property of the Camarillo Hotel and Tourism Association; digital version is to be provided to CHTA upon completion.

As we are a dynamic, expanding entity interested in growth, the exact size and scope of the project may be altered as progress develops or there may be comparable or possibly better solutions available.

DESIGN AND WRITING GUIDELINES:

The Visitors Guide should be welcoming, attractive and created by a member of the publisher's professional design staff. The final version of the design should be a collaborative effort between the CHTA and the publisher, incorporating elements that effectively represent the brand and image desired by CHTA through a consultative development process. Specific design guidelines and qualifications include:

- The Visitors Guide design must be visually appealing, incorporating our logos, colors and fonts. The publisher must adhere to the existing [Brand Standards & Style Guide](#).
- Publishers should provide destination layout and design utilizing engaging full color photography representative of Camarillo area.
- Publisher may utilize photography as provided by CHTA but is also responsible for providing new/additional photography as requested by CHTA.

MINIMUM REQUIREMENTS FOR SUBMITTING A PROPOSAL

- Vendor must have been in the business of publishing/producing Visitors Guides with similar complexity for at least two [3] years.
- Vendor must provide three [3] references and include examples of Visitors Guides to demonstrate that they have designed and developed other magazine-style projects.
- Vendor's proposal must be valid for at least [120] days after the release date.
- Vendor must be able to handle all components of the project, including design, printing, ad sales, and digital guide conversion.

SUBMISSION MATERIALS

- Please include the following with your proposal:
- A brief company history, overview of services and capabilities.
- Provide brief professional bios of all members of the staff that will be assigned to this project.
- A list of previous work relevant to this assignment.
- Three [3] examples of different visitor's magazines produced in the past two [2] years.
- The names, addresses and phone numbers of a least three [3] clients we may contact.
- A narrative that ensures that the needs in this RFP will be satisfied.
- A proposed project timeline and how updates will be communicated.
- Printing and production timeline.

PRICING PROPOSAL

Pricing proposal must contain any and all costs that would be invoiced to CHTA for the performance of these services. All advertising contained within the CHTA publication shall be in good taste, non-offensive, and appropriate for all audiences. All advertisements must be approved by CHTA prior to inclusion in the Visitors Guide. The proposal should contain:

- Total project cost
- Any additional costs/charges (such as traveling expenses) must be clearly defined in the proposal
- Payment terms must be clearly defined
- Stated ratio of content to advertising
- File delivery/deadline to the printer
- Quality of paper and binding method
- Terms of delivery
- Advertising rates and ad sizes
- Ad sales plan and approach
- Mailing costs of guides

SUBMISSION PROCESS

CHTA reserves the right to waive any requirement or condition of the RFP upon finding that it is in the organization's best interest to do so. CHTA is not under any obligation to award a contract and reserves the right to terminate the Request for Proposal process at any time and to withdraw from discussions with any or all of the Vendors who have responded. *Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by CHTA.*

Please submit your proposal electronically to Yuliana Gonzalez, Executive Director, at yuliana@visitcamarillo.com. Submissions must be received no later than 5:00PM on October 28, 2022. Please direct any questions to Yuliana Gonzalez via email. You may also mail an original copy by the deadline to:

Yuliana Gonzalez
Executive Director
Camarillo Hotel and Tourism Association
4001 Mission Oaks Blvd. Suite R
Camarillo, CA 93012

SELECTION CRITERIA

Initial review of the proposals will be based on overall evaluation and assessment of the materials contained in each proposal. Qualifications, experience, approach, past results, and other factors outlined above will be of utmost importance in the initial

review phase. Those firms deemed most suitable at the end of the proposal review may be scheduled for interviews. *CHTA may exercise the option to interview RFP Finalists. If CHTA determines that such interviews are necessary to clarify bid details or evaluate bidder qualifications, such will be scheduled to occur the week of November 14 – 18, 2022.*

Selection criteria for and/or review of the written proposals include the following:

- Evaluation of work experience related to the scope outlined in the RFP.
- The competitive cost of services.
- The expertise of the firm in working with similar customers.

TIMELINE

September 30, 2022	RFP Issued
October 7, 2022	Intent to Bid and Questions Due
October 14, 2022	Questions Answered
October 28, 2022	Proposals Due
November 14-18, 2022	Interviews Conducted if requested
By December 2, 2022	Final Selection and Publisher Awarded
Spring 2023	Publication Due

ADDITIONAL INFORMATION

A copy of the current Visitors Guide can be downloaded online at:
<https://visitcamarillo.com/visitorsguide>