

# MANATEE COUNTY GOVERNMENT

## SOURCE SELECTION

<b>SUBJECT</b>	Design and Publishing of Visitors Guide	<b>DATE POSTED</b>	Date Posted on mymanatee.org_____
<b>PURCHASING REPRESENTATIVE</b>	Deborah Carey-Reed, 941/749-3074	<b>DATE CONTRACT SHALL BE AWARDED</b>	October 26, 2012
<b>DEPARTMENT</b>	Bradenton Area Convention and Visitors Bureau (BACVB)	<b>CONSEQUENCES IF DEFERRED</b>	N/A
<b>SOURCE RECOMMENDATION</b>	Request For Proposals #12-2619DC	<b>AUTHORIZED BY</b>	Melissa M. Wendel, Purchasing Official Date: October 25, 2012

### ACTION DESIRED

**Authorization to issue Purchase Order Number T1300022 with Time Inc., New York, NY, for the design and publishing of 200,000 copies of a Visitors Guide to the Manatee County area for a total cost of \$233,550, including the development of Microsoft tags, eBook, iPad application, and a link on Time Inc Southern Living magazine website.**

### ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.)

Manatee County Code of Law

### BACKGROUND/DISCUSSION

- To achieve its objective to increase tourism in the County by providing content rich information to potential visitors, BACVB requires professional services to design and publish a Visitors Guide for the Manatee County Area. This contract is renewable for two two-year periods, that is to September 30, 2018.
- The BACVB publishes a Visitors Guide is published every two years and distributed to various domestic and international markets. To off-set the cost for publishing, the BACVB solicits businesses to purchase advertising space in the Guide.
- 08/18/2012 to 09/06/2012 Appropriate procurement procedures were followed. The Request for Proposal was posted on the County website and directly solicited to four other publishing companies. Proposals were received from three firms.
- 09/13/2012 The Evaluation Committee convened and reviewed all proposals and voted unanimously to enter into negotiations with Time Inc.
- This Agreement will be managed by the BACVB.

<b>ATTACHMENTS: (List in order as attached)</b>		<b>INSTRUCTIONS:</b>	
1) County Administrator Approval to Negotiate		N/A	
<b>COST</b>	\$233,550	<b>SOURCE (ACCT# &amp; NAME)</b>	1030002200547000
<b>COMMENTS</b>	N/A	<b>AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)</b>	N/A



**Re: Fwd: Authorization To Negotiate / RFP #12-2619DC Visitors Guide** 

**Ed Hunzeker** to: Melissa Wendel

10/11/2012 10:45 AM

Cc: "Deborah CareyReed", "Dennis Wallace", Karen Windon, Dan  
Schlandt, Nicholas Azzara

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Melissa,

Please proceed.

Thank you!

Ed Hunzeker  
County Administrator  
Manatee County Government  
(941) 745-3798

From: Melissa Wendel/MCG

To: "Ed Hunzeker" <ed.hunzeker@mymanatee.org>

Cc: "Dennis Wallace" <dennis.wallace@mymanatee.org>, "Deborah CareyReed" <deborah.carey-reed@mymanatee.org>

Date: 10/11/2012 10:40 AM

Subject: Fwd: Authorization To Negotiate / RFP #12-2619DC Visitors Guide

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Mr. Hunzeker,

We are communicating the recommended selection of Time, Inc. of New York for the provision of design and printing services of the visitors guide for the Convention and Visitors Bureau.

Staff will proceed with the posting of the selection and begin negotiations upon your confirmation to proceed.

Alternatively! If you choose, you may direct staff to present this recommendation to the Board of County Commissioners for consideration.

Begin forwarded message:

**From:** "Dennis Wallace" <[dennis.wallace@mymanatee.org](mailto:dennis.wallace@mymanatee.org)>  
**Date:** October 8, 2012 3:13:39 PM EDT  
**To:** "Melissa Wendel" <[melissa.wendel@mymanatee.org](mailto:melissa.wendel@mymanatee.org)>  
**Subject:** Authorization To Negotiate / RFP #12-2619DC Visitors Guide

Melissa - attached for your review and approval please, thank you. DWW

----- Forwarded by Dennis Wallace/MCG on 10/08/2012 03:15 PM -----

**From:** Deborah CareyReed/MCG  
**To:** Dennis Wallace/MCG@MCG  
**Date:** 10/08/2012 02:17 PM  
**Subject:** RFP #12-2619DC Visitors Guide - Request to negotiate

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Approval is requested to enter into negotiations with Time Inc., New York, NY, for professional services to design and publish a visitor's guide for the Manatee County area for an estimated cost of \$233,500.

**BACKGROUND:**

To assist the BACVB in achieving its objective to increase tourism in the County by providing content rich information to potential visitors, Purchasing competitively solicited Request For Proposal (RFP) #12-2619DC to secure the services of a contractor to design and publish the 2013 Visitors Guide. The Guide is the primary print fulfillment piece to potential visitors' request for Manatee County travel information and is published bi-annually and distributed through various domestic and international markets, trade shows, Florida visitor welcome centers, and other special promotions.

In addition to the BACVB providing destination information for inclusion in the Guide, the BACVB will also solicit businesses (hotels, flea market, restaurants, retailers, etc.) to purchase advertising space for placement in the Guide.

**BUDGET:** \$275,000 allotted. (Fund: 1030002200.547000)

**SOLICITATION:**

The RFP was advertised on the Manatee County website and directly solicited to four publishing companies. A total of eight (8) vendors are listed as plan holders of which none are Manatee County firms. Proposals were received from the following three firms:

Media Ventures, Inc., Norwalk CT  
Time Inc., New York NY  
Travel Group (Bonnier Corporations), Winter Park FL

**EVALUATION COMMITTEE:**

Debbie Meihls, Bradenton Area Convention and Visitors Bureau (BACVB)  
Carolyn Angiolillo, Parks and Recreation  
Deborah Carey-Reed, Financial Management Department

Non-voting support staff attending:

Elliott Falcione, BACVB  
Michelle Stewart, BACVB

The Evaluation Committee convened on 09/13/2012 and based on the proposals submitted, discussed the qualifications of each of the proposers, reviewed their past work experience and examples of their work provided for reference. The Committee members voted unanimously to rank the proposers in order to proceed into negotiations with the top ranked firm.

**Ranked #1 - Time Inc.**

Time Inc. presented their proposal in an artistic fashion that exhibited creativity and their expertise in creating lifestyle publications that reflect the culture, attitude, and unique attributes of the destination by providing a strong client list representing major corporations.

As detailed in their profile, they understand brand awareness as exemplified in their building more than 115 magazine and content properties (i.e., Time, People, Fortune, Money, Sports Illustrated) which are some of the most trusted and popular brands with each brand's franchise extending across vast channels, websites, and licensed products. They have kept their brand alive for over 100 years and this expertise is an important skill to BACVB because of the launching of BACVBs new brand.

The inherent value of this brand recognition, as determined by the BACVB, would be the attraction of potential visitors to an exciting lifestyle magazine and potential advertisers who would want to align with a globally known publishing company.

Time Inc. states their mission would be to use experts, local freelance writers, from within the community to help create and provide the best and most accurate story/information on what makes Manatee County unique. It is their intention to employ the highest level of writing that will best engage the audience and drive business into Manatee County and to use content platforms and programs that are accountable, measurable, and able to deliver return on investments for the County.

Time Inc. will link our Visitor Guide on their site [SouthernLiving.com](http://SouthernLiving.com) which draws over 1 million unique users per month.

In addition, Time Inc. proposed providing a link on their web page which will potentially increase a wide range of exposure for BACVB, e.g., global recognition would increase advertisement sales.

### **Ranked #2 – Travel Group (Bonnier Corporations)**

Submitted a standard proposal which provided satisfactory qualifications, but lacked a stylistic format that would attract and keep the attention of potential visitors.

Travel Group is a producer of many magazines, yet their proposal did not demonstrate the importance engaging the reader or provide any evidence of marketing their services and product.

### **Ranked #3 – Media Ventures, Inc.**

Basic proposal with no example of work as required by the RFP; minimum experience in tourism products.

Proposal stated use of their Procedural Manual for printing guides.

Media Ventures did not provide any information relating to RFP requirement for collaboration with the BACVB in delivering the brand message.