



## **Request for Proposals**

### **Creative Design and Production of Annual Visitor Guide**

#### **May 2025**

#### **Association Overview**

York County Coalition of Chambers d/b/a Maine Beaches Association is the official regional destination marketing organization for the region of Maine that encompasses York County, as designated by the Maine Office of Tourism. Maine Beaches Association is a tourism-based 501(c)6 organization serving the tourism industry throughout our region, managed by a Board of Directors and a grant manager. The Board is composed of chamber of commerce executives and tourism-related businesses from around the region.

The majority of our well-known tourism assets are within close proximity to the beautiful sandy coastline that stretches from Kittery to Old Orchard Beach. There are also many artistic, historical, and cultural activities and events throughout the many communities that make up York County. Historic downtowns and Main Streets create a sense of place and authenticity of the region. Outdoor recreational opportunities are plentiful both along the shore and on the many inland bodies of water.

The Maine Turnpike and US Route 1 are two of the major highways that bring people to the Maine Beaches Region, along with the Amtrak Downeaster, and airports like Portland and Boston Logan. The transportation network is predominantly single-vehicle based with limited public transportation options outside of the Biddeford-Saco-Old Orchard Beach area.

#### **Request for Proposals**

Qualified vendors are welcome to submit a proposal to:

1. Redesign the Maine Beaches Visitor Guide and;
2. A co-op ad section for Maine Invites You, Maine's Official Visitor Guide, which is produced and published by Maine Tourism Association.

Maine Beaches Association is seeking a vendor that understands how our Visitor Guide needs to be designed in order to motivate and inspire people to spend time in the Maine Beaches region, as well as serve as a planning tool. We are asking for a complete project proposal, including printing and organizing shipping guides to distributors.

The current Visitor Guide and Maine Invites You both measure 8" by 10.5". The goal of the Visitor Guide is to increase visitation and length of stay year around, especially increasing interest in overnight stays outside of the peak season. Understanding the general reader's attention span and having a desire to highlight the region's best features, we are looking for the Visitor Guide to be approximately 60/64 + 4

cover pages that will serve as a “travel inspiring” piece. Maine Beaches Association will be selling ads for the Visitor Guide and for the co-op ad section in Maine Invites You. Ads in the Visitor Guide should flow throughout the copy.

## **Vendor Responsibilities & Project Timelines**

### **Redesign the Maine Beaches Visitor Guide**

Maine Beaches Association will supply some photography and topics of which the vendor will write copy for. Copy will be reviewed by the Association’s Marketing Committee and the Grant Manager, and will provide feedback to the vendor.

You can view the 2025 Maine Beaches Visitor Guide online at <https://themainebeaches.com/destinations/visitor-guide/>. You can also request a printed copy by sending an email to [info@mainebeaches.org](mailto:info@mainebeaches.org).

#### **Responsibilities:**

- Assuming the production and creative design of the Maine Beaches Visitor Guide., This could include securing additional appropriate photos and rights, maps and creative content/writing.
- Holding meetings with the Grant Manager and Marketing Committee for the purposes of discussing and making decisions pertaining to the Visitor Guide and co-op section.
- Submitting a final design of the Visitor Guide for approval.
- All content that is updated or created must be approved by the Grant Manager and Marketing Committee.
- Providing all source materials upon completion. Maine Beaches Association retains all copyrights and the vendor shall release all materials and files developed for the entire scope-of-work to Maine Beaches Association.
- Manage the print contract, including soliciting quotes from at least three printing companies for printing and delivery to at least six domestic locations in your proposal.
  - Cover weight: Min. 10-point, 100lb gloss, 4/4
  - Text weight: Min. 80lb gloss text 4/4
  - Print run: 50,000 copies
  - Packaging: Boxes should contain no more than 50 copies of the Visitor Guide or weigh less than 30 pounds, whichever is lighter.
  - Delivery location states: Maine=4, Massachusetts=1, Pennsylvania=1

#### **Timeline:**

- Guide delivered to the printer no later than Friday, November 14, 2025
- Printing of the Visitor Guide will be completed no later than November 30, 2025
- All Visitor Guides will be delivered to the distributor’s location no later than December 15, 2025

## **Co-op ad section for Maine Invites You**

Maine Beaches Association will supply the press-ready ad copy for the co-op pages according to the timeline.

You can view the co-op ad section at <https://www.maine tourism.com/sp/MIY2025/> beginning on page 99.

### **Responsibilities:**

- Holding meetings with the Grant Manager and Marketing Committee for the purposes of discussing and making decisions pertaining to the Maine Invites You co-op ad section.
- Creating a sidebar and footer for the co-op pages that will be approved.
- Submitting a final layout of the co-op pages for approval and submitting the pages to Maine Tourism Association according to the timeline.

### **Timeline:**

- Co-op advertising section delivered to Maine Tourism Association no later than September 30, 2025

## **Form of Proposal**

Interested vendors shall provide an electronic copy of the complete proposal, which should include the following:

- General statements of the proposed project as seen by the vendor, including an explanation of the general approach that will be taken for the project and a timeline for completion.
- Names and resumes of all sub-contractors that would be working on the project, if applicable.
- Provide at least three samples of similar work done.
- Total budget with a clear breakdown of cost estimates and other pertinent fees charged to the budget. Be sure to include an hourly rate or fee schedule.
- Maine Beaches Association reserves the right to request additional information during the evaluation process, including but not limited to references from current and previous clients.

## **Timeline**

- RFP submission to [info@maine beaches.org](mailto:info@maine beaches.org): Friday, May 16, 2025 at 5:00pm EDT
- Selection of vendor will occur no later than Friday, May 30, 2025
- Co-op advertising section delivered to Maine Tourism Association no later than September 30, 2025
- Guide delivered to the printer no later than Friday, November 14, 2025
- Printing of the Visitor Guide will be completed no later than November 30, 2025
- All Visitor Guides will be delivered to the distributor's location no later than December 15, 2025

## **Evaluation Process and Selection Criteria**

Complete proposals will be evaluated on the following criteria:

- Qualifications and ability to perform desired work
- Experience with similar projects and the quality of submitted samples
- Completeness of proposal and demonstrated understanding of tasks
- Proposed budget compared to project scope and concepts

Maine Beaches Association's Marketing Committee and Grant Manager will consider each complete proposal. Proposals received after the deadline stated above will not be considered. Maine Beaches Association reserves the right to negotiate final fees and details with the selected vendor. Maine Beaches Association reserves the right to accept or reject any or all proposals. Maine Beaches Association reserves the right to separate the final contract into phases contingent upon funding and completion of the project.

## **Contact**

Electronic submissions should be clearly marked in the subject line with the following:

**RFP Response - 2026 Visitor Guide Proposal from (Vendor Name)**

and emailed to: [info@mainebeaches.org](mailto:info@mainebeaches.org)

Any questions should be directed to Ed Hodgdon, Grant Manager at [info@mainebeaches.org](mailto:info@mainebeaches.org).

**Proposals will only be considered valid if received on or before Friday, May 16, 2025 at 5:00pm EDT**