

REQUEST FOR INFORMAL BIDS

Iowa Economic Development Authority (IEDA)
Iowa Tourism Office
Travel Publications Fulfillment

The Iowa Economic Development Authority's ("IEDA" or "Authority") Iowa Tourism Office is seeking proposals for the fulfillment of the Iowa Travel Guide, Iowa DOT Transportation Map and Iowa Wine and Beer Guide. The tentative terms of the contract will be from January 2021 through June 2024.

Form, Content, and Deadlines

Proposals must be emailed to luann.reinders@iowaeda.com in a PDF format. IEDA shall not be responsible for any proposals not received due to spam filters or other electronic intercepts. The Issuing Officer identified in the Request for Informal Bids is the sole point of contact from the date of issuance until a Notice of Intent to Award the Contract is issued.

Proposals should include the Service Provider's cost proposal and sufficient information (including examples) regarding the Service Provider's ability to perform the services sought to enable the IEDA to make a judgment about the Service Provider's ability to perform the work identified in the Scope of Services. The Service Provider should also include references with its proposal. All information submitted by a Service Provider may be treated as a public record by the IEDA unless the Service Provider properly requests that the information be treated as confidential information in accordance with the public records laws of the State of Iowa at the time its proposal is submitted.

The deadline to respond to this request for informal bids is 4:00 p.m. Central Daylight Savings time, November 13, 2020. Any proposal received after this deadline will be rejected and returned to the Service Provider.

IEDA shall negotiate and execute a Contract no later than sixty (60) days from the bid date deadline or such other time as designated by IEDA. If the successful Contractor fails to negotiate and deliver an executed Contract by that date, the IEDA, in its sole discretion, may cancel the award and award the Contract to the remaining Contractor the IEDA believes will provide the best value to the State. IEDA will not necessarily award the Contract(s) to the Contractor(s) offering the lowest cost to the IEDA. Instead, the IEDA will award the Contract(s) whose Responsive Proposal(s) the IEDA believes will provide the best value to the State. IEDA will either choose to award one contract for all scope of work & deliverables described in Section 2 or choose to award multiple contracts, whichever IEDA determines is in the best interests of IEDA. IEDA reserves the right to reject all proposals and choose not to issue an award(s).

Background

The Iowa Tourism Office seeks the fulfillment of Iowa Travel Guide (two editions Spring/Summer and Fall/Winter), each year, Iowa Transportation Maps and Iowa Wine & Beer Guides orders. The Service Provider will also manage the supply of envelopes.

Scope of Work and Deliverables

Deliverables listed are the minimum expected from the Service Provider. Additional information and deliverables based on Service Provider's experience with similar projects are encouraged.

Fulfillment of orders, both single copies and bulk orders for Iowa Travel Guides, Iowa DOT Transportation Maps and Iowa Wine and Beer Guides.

Size and Shipping Weight may vary with each updated publication are subject to change.

Primary Fulfillment Kit	Size	Shipping Weight
1-Iowa Travel Guide	8" x 10.25"	< 16 oz.
1-Iowa DOT Transportation Map (upon request)	4.25" x 9"	1.7 oz.

Travel Guide is a self-mailer and is sent alone unless the traveler also requests an Iowa Highway Map and/or Iowa Wine & Beer Guide. If so, they are sent together in an envelope.		
Iowa Wine & Beer Guide		
1-Iowa Wine & Beer Guide	4.25"	3.4 oz.
This guide is a self-mailer and is sent alone unless the traveler requests another publication. If so, all materials are sent in the same envelope.		
Envelopes	10" x 13"	0.4 oz

Individual Fulfillment

Contractor shall secure the most cost-effective and timely process for delivering materials for individual inquiries to Domestic and International addresses as requested by the IEDA.

Domestic

Contractor shall zip-sort, and/or bar code, and/or and CASS certify domestic addresses for each inquiry and shall prepare, package and mail materials within two working days of receiving the inquiry from IEDA.

The Contractor shall explain its process to certify domestic addresses and ensure that duplicates are removed from the inquiry list.

International

Recipient should not pay duty on received items.

Contractor shall certify Canadian addresses with hygiene software and shall prepare, package and mail materials within two working days of receiving the inquiry from IEDA.

The Contractor shall explain its process to certify international addresses and ensure that duplicates are removed from the inquiry list.

For both Domestic and International individual fulfillment, the Contractor shall explain the delivery options it offers for individual mail fulfillment, including USPS, private courier companies, mail consolidators, etc. and shall provide a recommended option for mailing the Iowa Travel Guide in each of the scenarios below. Costs for each shall be included in the Cost Proposal.

1. The fastest delivery option
2. The option that provides delivery within a reasonable amount of time. (The Contractor shall provide its definition of "reasonable.")
3. The cheapest delivery option

The Contractor shall explain its process for deliveries that are deemed undeliverable.

FY20 Consumer Fulfillment:

Iowa Travel Guides: 29,000

Iowa DOT Transportation Maps: <100

Iowa Wine & Beer Guides: 300

Bulk Fulfillment

The Contractor shall ship full cases of fulfillment materials to Domestic and International addresses as requested by the IEDA.

The Contractor shall ship materials within two working days of receiving the inquiry from IEDA.

Contractor shall determine the most cost-effective shipping methods within the time and budget constraints of the IEDA.

For both Domestic and International bulk fulfillment, the Contractor shall explain the delivery options it offers and should recommend one option to ship a single box of Iowa Travel Guides based on cost, speed of delivery and the ability to track the package. Costs shall be included in the Cost Proposal.

FY20 Bulk Fulfillment:

Iowa Travel Guides (40 per case): 39,000 pieces
Iowa DOT Transportation Maps (250 per case); 38,000 pieces
Iowa Wine & Beer Guides (120 per case): 9,800 pieces

Warehousing

Contractor will receive large shipments of the fulfillment pieces at least annually that will be stored in the Contractor's warehouse. Additional fulfillment pieces will be delivered to the Contractor as they are available and will be stored in the Contractor's warehouse.

Contractor must demonstrate three (3) years of experience in the warehousing/inventory management/shipping business, providing safe, dry and secure storage for all materials. Contractor must:

- meet all applicable fire code standards, including sprinkler systems,
- have storage space for up to 300 skids of literature,
- be equipped with a loading dock, forklift and other appropriate equipment for loading/unloading freight trucks,
- carry insurance providing full replacement cost of any IEDA materials in the event of damage, theft, or loss of any kind, and
- provide uninterrupted storage service in the case of power outages, system failures, natural disasters, etc., and submit a contingency plan to address this requirement.

Added Value

Service Providers are invited to propose value-added services such as recommendations for efficient, fulfillment, warehousing, communications, etc.

Timeline

Final production schedule will be determined after Service Provider is selected, but general timeline includes vendor under contract in January 2021.

Contract Date

The services will be provided under a contract for a period of approximately January 2021 – June 2024. The contract may be renewed for up to two additional calendar years of guides.

Review Criteria

Proposals will be reviewed based on the following criteria:

- Professional experience and capacity to complete required services
- Cost efficiency of service
- Value to the IEDA. The evaluation committee will award the contract to the responsible Service Provider submitting the best proposal. The lowest priced proposal is not necessarily the best proposal.
- Proposed plan to implement services
- Experience with design of a magazine, travel guide or similar
- Knowledge of Iowa and its travel destinations

Questions, Requests for Clarification, and Suggested Changes

Service Providers are invited to submit written questions and requests for clarifications regarding the RFP. The questions or requests for clarifications must be in writing and received by the Issuing Officer by 4:00 p.m. October 30, 2020. Oral questions will not be permitted. If the questions, requests for clarifications, or suggestions pertain to a specific section of the RFP, Contractor shall reference the page and section number(s). The IEDA will post written responses to questions, requests for clarifications, or suggestions received from Contractors on or before November 6, 2020. The IEDA's written responses will become an addendum to the RFP. If the IEDA decides to adopt a suggestion that modifies the RFP, the IEDA will issue an addendum to the RFP.

No Minimum Guaranteed

The IEDA does not guarantee any minimum level of purchases under the Contract. The IEDA reserves the right to reject any or all Proposals received in response to this RFP at any time prior to the execution of the Contract.

IEDA will not necessarily award the Contract to the Contractor offering the lowest cost to the IEDA. Instead, the IEDA will award the Contract whose Responsive Proposal the IEDA believes will provide the best value to the State.

Insurance: IEDA reserve the right to require the winning vendor to secure professional liability coverage, general liability, personal injury, property damage coverage and any necessary workers' compensation and employer liability insurance, as required by Iowa law with no additional cost to the state beyond vendor's original bid.

Award

Contract awarded to successful bidder will be for an all-inclusive amount, including related costs (materials, supplies, etc.) incurred by the Awardee. This all-inclusive amount will not exceed \$49,900 annually.