



REQUEST FOR PROPOSAL:

Promotional Product Preferred Vendors

ISSUED DATE: 8/1/2024

SUBMISSION DATE: 8/30/2024

RFP COORDINATOR:

COURTNEY GUMBINGER

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VISIT JACKSONVILLE

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I. REQUEST FOR PROPOSAL (RFP)

Visit Jacksonville issues this Request for Proposal to select up to (5) preferred vendors for fiscal year 2024-2025, which runs from October 1, 2024 through September 30, 2025. Selected vendors will be on a "Preferred Vendors List" and given opportunities to bid on promotional product projects, as needed and requested by Visit Jacksonville. Being on the list does not result in a guarantee of final purchases from the vendor; however, only the vendors selected as preferred vendors for the year will have the opportunity to provide options for purchase. In the instance where no vendor on the preferred vendor list has an acceptable option for the needed product or amenity, Visit Jacksonville reserves the right to purchase outside of the approved list. Visit Jacksonville spends approximately, \$80,000 to \$100,000 annually on promotional purchases. No guarantees are made as to how many products will be purchased from each vendor and no guarantees are offered that all vendors will receive equitable sales.

Overview of Visit Jacksonville's Promotional Product Annual Purchases: Needs:

- Bulk giveaway items, ranging in cost from \$1 - \$5 each (examples include: stickers, buttons, keychains, koozies, hand sanitizer, sunscreen, etc.).
- VIP Amenities and Gifts, ranging in cost from \$5 to \$50 each (examples include: water bottles, custom bags, wine cups, beach towels, etc.).
- Prizes for completion of various Visit Jacksonville Trails (Ale Trail, Coffee & Donut Trail, etc.), ranging in cost from \$1 to \$25 each (examples include coffee mugs, growlers, t-shirts, etc.).

II. INTRODUCTION TO VISIT JACKSONVILLE

Visit Jacksonville is a Destinations International accredited Destination Marketing Organization contracted since 1994 by the Duval County Tourist Development Council (TDC) to champion the growth of leisure and business tourism in Jacksonville. Additional information can be found at www.visitjacksonville.com.

III. PAYMENT AND TERMS OF PURCHASE

- A. Payment will be processed by Visit Jacksonville within 30 days of receipt of completed and received products and final invoice for each project.

IV. PROPOSAL SPECIFICATIONS

Please address in a summary paragraph explaining each of the following for your response to this Request for Proposal. Submissions not addressed will receive zero points for that component. Vendors outside of the preferred criteria listed below may still be considered for the Preferred Vendor list; total points awarded by evaluating committee will determine those that are selected.

A. Supplier Location:

- Preferred: The supplier has its primary physical business location within Duval County. This specification ensures local economic support.
- Preferred: Visit Jacksonville prefers products and goods that are made in the U.S.A.

B. Product Requirements:

- Diverse Product Range- Suppliers must offer a comprehensive catalog of products, including but not limited to promotional materials, office supplies, printed materials, and custom merchandise.
- Quality Amenities: Suppliers should provide evidence of their ability to offer additional services such as custom product design, environmentally friendly options, and rapid order fulfillment options. Quality should be supported by compliance with relevant industry standards.
- Brand Visibility: All products must provide an opportunity for clear and visible branding of the Visit Jacksonville logo.
- Product Samples: Suppliers are required to provide samples of their products for evaluation purposes. Products will be assessed for durability, design quality, and suitability for the intended purpose.

C. Timeliness in Receiving Products:

- Delivery Commitments: Suppliers must demonstrate their capability to meet delivery deadlines. Please include historical data that shows your company's adherence to agreed timelines.
- Rush Orders: Information on handling rush orders and approximate associated costs should be provided. This includes expedited shipping options and any additional fees.

D. Pricing and Discounts:

- Competitive Pricing: Suppliers should provide a detailed pricing structure for all products and services offered. This should include bulk order discounts and any standard pricing policies. Specific price per product information is not needed, just the approximate methodology behind pricing and discounts.
- Standard Discount Percentage: A minimum standard discount percentage off goods ordered must be included. This discount will apply to all orders placed by Visit Jacksonville through the fiscal year.
- Benefits: Provide the details of any potential additional benefits that would be made available for Visit Jacksonville by selecting company as a preferred vendor.

V. BID SUBMISSION

- A. Bids may be submitted in-person/hand delivery to Visit Jacksonville at 100 N. Laura Street, Ste 120, Jacksonville, FL , 32202; via mail sent to address above, ATTN: Courtney

Gumbinger or via e-mail to: cgumbinger@visitjacksonville.com.

- B. **DEADLINE:** Bids must be received no later than 5:00 p.m., Friday, August 30, 2024. This includes bids delivered via mail or hand delivery. It is the full responsibility of the bidder to ensure that Visit Jacksonville receives the bid by the deadline date and time. Visitor Center operating hours at the in-person delivery location will not be altered for the purpose of bid receiving. Late bids will not be accepted.
- C. Questions may be submitted via email until Friday, August 9, 2024 at 5:00pm EST, and responses to questions will be sent to all who have submitted an email with an intent to bid by Monday, August 12, 2024 at 5:00pm EST.

Key Dates

Event	RFP Issued	Intent to Respond and Questions Due	Answers Provided	Proposals Due	Winning Bids Selected No later than
Date	8/1/2024	8/9/2024	8/12/2024	8/30/2024	9/13/2024
Time	12:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST

VI. GENERAL INFORMATION AND REQUIREMENTS

- A. The proposal must be submitted by a person or officer who is authorized to submit such proposal on behalf of the responding entity.
- B. Any changes to a proposal must be made by the respondent in writing and must be received by Visit Jacksonville prior to the original due date.
- C. Respondent shall not provide gifts or anything of value nor have any business arrangement with any employee, official, or agent of Visit Jacksonville that might constitute a conflict of interest according to the State and Local Government laws, as well as Visit Jacksonville’s policies and procedures.
- D. All bids will be kept confidential during the process of negotiation.
- E. Visit Jacksonville is wholly committed to equal opportunity for all potential respondents and does not discriminate in its award selection based on race, national origin, religion, age, sex, sexual preference, or handicap status.
- F. If any of the provisions in the RFP conflict with applicable laws, rules, regulations, and/or other codes of professional ethics, the latter shall prevail over the provisions of this RFP.
- G. Visit Jacksonville reserves the right to reject all proposals. Responding to this request does not guarantee any bidder revenue or compensation in regard to this Request for Proposal.
- H. Visit Jacksonville shall not reimburse any bidder for any expenses incurred to prepare and deliver its response to this request.

VII. SCORING AND EVALUATION

- A. Contracts are awarded based on both best value considerations and the ability of vendor to produce a quality product based on experience and sample(s) provided. Bidders should consider all components necessary to execute the request and provide a competitive bid answering all components in order to be awarded the contract.
- B. All proposals received by the submission deadline will be evaluated and scored by an RFP committee based on the requirements detailed in all the paragraphs above.
- C. All bidders will be notified via e-mail as to acceptance or rejection of bid and inclusion on preferred vendor listing for fiscal year 2024-25. Include an email address in contact information for the company when bidding for primary communication during the process.
- D. The winning bidder(s) will receive notice no later than Friday, September 13, 2024.
- E. If no bids received are found acceptable to Visit Jacksonville, Visit Jacksonville reserves the right to accept none of the bidders for the projects.

VIII. SCORING MATRIX

Component of Evaluation:	Point Value Range:
Supplier Location	0-5
Demonstration of Diverse Product Range	0-10
Demonstration of Quality Amenities	0-10
Demonstration of Ability to Provide Samples	0-10
Demonstration of Meeting Delivery Deadlines	0-10
Demonstration of Competitive Pricing	0-10
Offer of Standard Discount Pricing	0-5
Additional Benefits Presented to Visit Jacksonville	0-5
<i>Total Possible Score</i>	<i>0-65</i>