



**Project Name or Description:** *Moscow Visitor Guide*

**Organization Name:** *Moscow Chamber of Commerce + Visitor Center*

**Address:** *411 South Main Street, Moscow, ID 83843*

**Contact Person:** *Dre Arman*

**Telephone Number:** *(208) 882-1800*

**Email Address:** [marketing@moscowchamber.com](mailto:marketing@moscowchamber.com)

## **1. Background/Introduction**

The Moscow Chamber of Commerce + Visitor Center's mission is to strengthen, promote, and lead the business and economic community and support the free enterprise system while preserving and enhancing the quality of life.

## **2. Project Goals and Scope of Services**

The Moscow Chamber of Commerce + Visitor Center is seeking the services of a communications and marketing firm to develop and produce the 2022 visitor guide. The guide will provide an inside scoop on the best places and activities that Moscow has to offer. Our guide will need to include photographs, interviews with business owners, and a basic overview of the fun that can be had in Moscow.

The award will be made to a responsive and responsible firm based on the best value and professional capability.

The firm selected will be responsible for the development and production of a comprehensive and cost-effective visitor guide.

Print is not required, the MCOC will select the printing company of choice. This project will require a design file to be fully relinquished to the Moscow Chamber of Commerce. This file must be compatible with the MCOC website, and fully downloadable to the website's viewers.

## **3. Anticipated Selection Schedule**

The Request for Proposal timeline is as follows:

Request for Proposals Begins: November 2nd, 2021



Deadline to Submit Proposal: November 14th, 2021

Selection of Top Bidders: November 17th, 2021

Proposal Presentations to Moscow Chamber of Commerce leadership: November 22<sup>nd</sup> – 23<sup>rd</sup>

Start of Negotiation: November 22<sup>nd</sup>

Contract Award / Notification to Unsuccessful Bidders: November 29th

#### **4. Time and Place of Submission of Proposals**

The RFP will be posted on our website [www.moscowchamber.com](http://www.moscowchamber.com) and can be downloaded from there directly as of 10am on November 2, 2021.

Respondents to this RFP must submit one original and five copies of their proposal. Responses must be received no later than November 14<sup>th</sup>, 2021. Responses should be clearly marked "RFP-Moscow Visitor Guide" and mailed or delivered to the contact person listed above.

#### **5. Timeline**

The Moscow Chamber of Commerce requests the project be completed by March 1, 2022.

The Moscow Chamber of Commerce desires to have the Moscow Visitor Guide available to the public, for the spring tourism season.

#### **6. Elements of Proposal**

A submission must, at a minimum, include the following elements:

Description of the firm that includes a general overview, names and credentials of creative team, number of full-time employees.

A one-page narrative outlining the firm's strengths and distinguishing skills or capabilities as they might relate to creating the Visitor Guide.

A representative selection of similar creative collateral created for current and past clients, and/or stylistic outline of your concept for the Moscow Visitor Guide.

A proposed meeting, review, edit, approval, and production schedule.

An estimated comprehensive line-item budget covering all activities necessary to produce the Local Food Guide. Including, but not limited to: design, photography, meetings, and copy-writing.



**MOSCOW** chamber of  
commerce  
**+ visitor center**

Grant funds will be used for this project and it is important to the Moscow Chamber of Commerce that the selected firm be fiduciarily prudent and transparent throughout the project.

## **7. Evaluation Criteria**

The successful respondent will:

- Possess full-service, in-house capabilities for marketing, creative services, production, media planning and placement, direct response and research.
- The education, experience, knowledge, skills, and qualifications of the firm and the individuals who will be available to provide these services.
- The competitive cost of services.
- The expertise of the firm in working with similar customers.

## **8. Budget**

\$15,000.00