

## Town of Jonesborough Department of Tourism

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# REQUEST FOR PROPOSAL (RFP)

## Historic Jonesborough Visitors Guide Update and Reprinting

### Summary and Background

The Town of Jonesborough Department of Tourism serves as the primary marketer for the Oldest Town in Tennessee and the Storytelling Capital of the World. The Department of Tourism is responsible for production of the Historic Jonesborough Visitors Guide.

The Visitors Guide was redesigned in 2022. The guide has been very popular and is distributed in heavy traffic areas and welcome centers throughout Tennessee, Virginia, North Carolina and Kentucky. It is also mailed to potential visitors upon request in a specially designed 9 x 12 catalog envelope. Print Distribution handles the distribution of the guide and it is located on the top left corner of their brochure racks.

A digital copy of the Visitors Guide can be found [here](#). You can also pick up a copy at the Jonesborough Visitors Center or you can email [cameow@jonesboroughtn.org](mailto:cameow@jonesboroughtn.org) and one will be mailed to you upon request.

### Project Purpose and Guidelines

The Jonesborough Visitors Guide serves as a primary market piece for Historic Jonesborough. It should correspond with other marketing pieces and the goal to inspire visitors to plan a trip to Jonesborough. As the Town of Jonesborough Department of Tourism strives to offer diversity and inclusion in all aspects of our functions, the Visitors Guide is expected to meet the same standard. Our goal is to create diverse, authentic, and inclusive marketing campaigns to leverage our brand.

The Town of Jonesborough Department of Tourism is looking to keep the current design with updates made to the content as well as a majority of photos to be switched out.

- It is requested the size remain the same, or very close to 8.375 x 10.875.
- The guide will be mailed in our 9 x 12 catalog envelopes.
- The guide should highlight the town's history, downtown charm, artsy-vibe, and storytelling brands.

- Our team will provide the updates needed.
- Your team will be asked to copy edit the content.
- Your team will be responsible for planning a photo shoot, capturing the photos and editing up to 50 photos that may be used in the guide and for other Jonesborough marketing purposes in the future.

Below are the printing specifications. We welcome suggestions but please include justification.

- 20 Page + Cover
- Cover: 65.0 lbs. Gloss Cover #2
- Body: 60.0 lbs. Gloss Text #3
- Quantity range: 150,000-250,000

Quotes for design and print of the guide must be broken down for the committee's review and comparison. If only awarded design of the project, your quote must include packaging to the printer.

There shall be no additional fees for The Town of Jonesborough to have full ownership and use of all content created for this project beyond the service fee quoted in your response to the RFP.

## Request for Proposal and Project Timeline

### *Request for Proposal Timeline:*

All proposals in response to this RFP are due no later than January 23, 2024 at 10 a.m. EST

Notifications to bidders will be completed no later than February 14, 2024

### *Project Timeline:*

Initial meeting February 14, 2024

First draft ready for review by February 23, 2024

Second draft ready for review by March 1, 2024

Final design ready for review by March 4, 2024

## Proposal Evaluation Criteria

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in design of promotional materials
- Examples of 3 or more promotional materials completed

Bidders should showcase the following skills for consideration:

- Ability to produce high-quality work
- Ability to create dynamic and creative design
- Ability to enhance and or create professional narratives
- Ability to produce professional photography
- Ability to complete projects on time
- Ability to stay within agreed upon budget

A selected committee that includes stakeholders within the Town of Jonesborough will evaluate all proposals based on the following criteria.

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost/value of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience
- Each bidder must submit their proposal to the email address below by January 23, 2024 at 10 a.m. EST:

[Cameow@jonesboroughtn.org](mailto:Cameow@jonesboroughtn.org)