

REQUEST FOR BIDS

July 7, 2017



Dear Prospective Bidders:

The Original Florida Tourism Task Force (a.k.a. Visit Natural North Florida) is seeking bids for printing a fold-out rack brochure. A draft 8.5 by 11 inch color copy of the brochure is enclosed for your information. Requirements are described below. Interested parties must respond using only the attached bid form. Facsimile and electronically mailed responses will **not** be accepted. **The bid forms must be submitted to:**

Exhilarating Natural North Florida Brochure Bid
The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603

Bids must be received by the Task Force by:

5:00 p.m., Eastern Daylight Savings Time, July 31, 2017

Bids received after the above specified time and date will not be accepted.

1. **Printing Specifications**

I. General Specifications:

- a. Budget: \$8,000.00 (includes shipping costs)
- b. Quantity: As many copies of the publication as possible within the limitations of the budget. Publications are to be delivered packaged in 25 pound boxes or less, to be delivered to 2009 NW 67th Place, Gainesville, FL 32653-1603. Please note that the budget includes shipping costs. The delivery location does not have a loading dock. Therefore, the Task Force requires lift gate delivery. The Task Force has a pallet jack.
- c. Publication Size: Approximately 9 inches by 24 inches.
- d. Folded Size 4" x 9."
- e. Inks 4/4.
- f. Bleeds: Yes.
- g. Paper Stock: 80 lb gloss stock (or similar).

II. Production of Publication:

Successful Bidder shall receive camera-ready electronic version of the brochure.

III. Shipping the brochure shall be listed separately.

IV. All artwork and associated materials developed during the production for the brochure shall become the property of The Original Florida Tourism Task Force, and shall be returned along with any CDs or DVDs to The Original Florida Tourism Task Force with completed materials within one month of publication.

V. Printing and delivery of publication shall be completed by September 29, 2017.

2. Qualifications. The successful bidder selected must have an established record in developing quality printed brochures and rack cards. Copyright and/or ownership of all material will belong to The Original Florida Tourism Task Force.
3. Requirements. Please fill out and sign the attached Request For Bid Form. In addition, proposals shall include: a signed copy of the Request For Bid Form and three copies of a work sample packet.

I. SUBMITTAL REQUIREMENTS: Firms desiring consideration for this project must submit their bid and a work sample of a waterproof printed material, booklet, or guide. One of these copies must be a clean, single-side, unbound original that can be used to make additional copies. The bid must, as a minimum, include the following information:

1. Name, address, contact person and telephone number;
2. Number of copies to be printed;
3. Listing of any subconsultants/subcontractors anticipated to be used on this project, including shipping companies;
4. Proof of professional liability insurance; and
5. Fully completed Request for Bid Response Form - see attached form.

II. Upon notification of acceptance, successful bidder shall be required to sign a publishing agreement. Samples shall be provided upon request.

III. Payment schedule shall be, as follows:

- 50 percent after color proof of brochure; and
- 50 percent within 45 days of delivery of shipment of publication.

The selected bidder will work directly with a project manager representing The Original Florida Tourism Task Force.

PLEASE MARK ENVELOPE "EXHILARATING NATURAL NORTH FLORIDA BROCHURE BID"

All Bids received will be reviewed by The Original Florida Tourism Task Force or their designee. The Task Force reserves the right to accept or reject any bid and to award the contract in the best interest of the Task Force. If you have any questions concerning this matter, please call Steven Dopp, at the North Central Florida Regional Planning Council, 352.955.2200, extension 109 or email dopp@ncfrpc.org.

Sincerely,



Scott R. Koons, AICP
Executive Director
The Original Florida Tourism Task Force

Request For Bids
Exhilarating Natural North Florida Brochure Bid Form

Please submit your quote on the following print job on this form. Please call with any bid related questions.

Bids must be received by The Original Florida Tourism Task Force at the following address:
2009 NW 67th Place
Gainesville, FL 32653-1603

Submit by: 5:00 p.m., Eastern Daylight Savings Time, July 31, 2017

BROCHURE INFORMATION:

Quantity: As many as possible within the limits of the \$8,000.00 budget.

Page Count: 1 page foldout, printed on both sides.

Color: All 4 color process.

Page Size: Approximately 9 inches x 24 inches folded into a 9 inch x 4 inch brochure (5 folds). To take advantage of process/paper cost savings, printer may vary dimensions slightly.

Paper Stock: 80 lb gloss stock (or similar) **Bleeds:** Yes **Photos:** Yes/digital submission only **Anticipated Timeframe:** Camera ready materials will be provided to the successful bidder by August 31, 2017. Printing and delivery of publication shall be completed by September 29, 2017.

PACKAGING:

Box not to exceed 25 pounds per individual box – indicate quantity on outside of each box

SHIPPING:

Ship to: 2009 NW 67th Place
Gainesville, FL 32653-1603

Will Outside vendor be used? _____ If yes, name of proposed vendor: _____

Cost to Ship: \$ _____

Cost to Print: \$ _____

Total Cost: Printing plus Shipping: \$ _____

Number of Copies: _____

Sorry, I will not be bidding on this print job.

Name of Company:	
Address:	
City/State/Zip:	
Contact (Name and Title):	
Telephone:	Email:

Description of job: Exhilarating Natural North Florida Brochure

I hereby certify that I am authorized to sign this bid on behalf of the bidder.

_____/_____
Signature Date

_____/_____
Print or Type Name Print or Type Title

Natural North Florida

Welcomes You!



Visit Natural NORTH FLORIDA

VISITFLORIDA PARTNER

Away from the hustle and bustle of everyday life, Natural North Florida allows you to move at the speed of nature.

Replenish your spirit by day frolicking in the springs that feed the world-famous Suwannee River, and by night experience the music and cultural venues of Gainesville, the home of the University of Florida.

Natural North Florida is home to natural springs, award-winning state parks and old-fashioned rural towns ready to be explored. Located approximately 150 miles north of Orlando, the region spans from Monticello, home to the historic Old Jail Museum, to Edward Ball Wakulla Springs State Park, the world's deepest and longest freshwater spring, to Micanopy and its National Historic District, to the Gulf of Mexico and the quaint fishing villages of Cedar Key and Steinhatchee.

We invite you to explore a place that brings back memories of a simpler time, when roads weren't nearly as congested, wildflowers grew in abundance on the roadsides and nature was literally all around us. Welcome to Natural North Florida — the state's original tourist destination that still offers a glimpse of Old Florida.

Inside this brochure you'll find visitor services information, a map of the region and a listing of springs, rivers and attractions you'll love to explore.

naturalnorthflorida.com
877.955.2199 • 352.955.2199

@naturalnorthflorida

@naturalnorthFL

Visitor Information

Access the Visit Natural North Florida website (naturalnorthflorida.com), Facebook page (www.facebook.com/naturalnorthflorida), or call 877.955.2199 for more information. Contact any of the offices listed below for more county-specific information.

ALACHUA COUNTY
Covering: Alachua, Archer, Gainesville, Hawthorne, High Springs, La Crosse, Micanopy, Newberry & Waldo
Visit Gainesville
30 E University Avenue
Gainesville, FL 32601
866.778.5002
www.visitgainesville.com
Facebook: Visit Gainesville, FL

BRADFORD COUNTY
Covering: Brooker, Hampton, Lawtey, & Starke
North Florida Regional Chamber of Commerce
100 E Call Street, Starke, FL 32091
904.964.5278
www.northfloridachamber.com

COLUMBIA COUNTY
Covering: Lake City & Fort White
971 W Duval Street, Suite 145
Lake City, FL 32055
877.746.4778
www.springsrus.com
Facebook: Visit Columbia County, FL

DIXIE COUNTY
Covering: Cross City, Horseshoe Beach, Jena, Old Town & Suwannee
Dixie County Tourism Development
P.O. Box 2600, Cross City, FL 32628
352.498.1403
www.visitdixie.com
Facebook: Visit Dixie

FLORIDA'S SUWANNEE RIVER VALLEY
Covering: Columbia, Hamilton & Suwannee Counties
P.O. Box 1847, Lake City, FL 32056
386.758.1312
www.suwanneevalley.org

GILCHRIST COUNTY
Covering: Bell, Fanning Springs & Trenton
Gilchrist County Tourist Development Council
209 SE 1st Street, Trenton, FL 32693
352.463.3198
www.visitgilchristcounty.com

HAMILTON COUNTY
Covering: Jasper, Jennings & White Springs
Hamilton County Tourism Development Council
207 NE 1st Street RM 107
Jasper, FL 32052
386.792.6829
www.hamiltoncountyflorida.com/cd_tdc.aspx

JEFFERSON COUNTY
Covering: Monticello, Lamont & Lloyd
Monticello/Jefferson County Chamber of Commerce
420 W Washington Street
Monticello, FL 32344
850.997.5552
www.VisitJeffersonCountyFlorida.com
www.monticellojeffersonfl.com
Facebook: Monticello, FL/Jefferson County

LAFAYETTE COUNTY
Covering: Mayo
Lafayette County Chamber of Commerce
P.O. Box 416
Mayo, FL 32066
386.294.2705
www.lafayettecountychamber.com

LEVY COUNTY
Covering: Bronson, Cedar Key, Chiefland, Fanning Springs, Inglis, Otter Creek, Williston & Yankeetown
Levy County Visitors Bureau
620 N Hathaway Avenue
Bronson, FL 32621
877.387.5673
www.VisitLevy.com
Facebook: Levy County Visitors Bureau

MADISON COUNTY
Covering: Greenville, Lee & Madison
Madison County Chamber of Commerce & Tourism
316 SW Pinckney Street
Madison, FL 32340
850.973.2788
www.madisonfl.org
Facebook: Madison County (FL) Chamber of Commerce & Tourism
Facebook: Visit Madison County, Florida

SUWANNEE COUNTY
Covering: Branford, Live Oak & Wellborn
Suwannee County Tourism Development Council
212 N Ohio Avenue
Live Oak, FL 32604
386.362.3071
www.visitsuwanneecounty.com

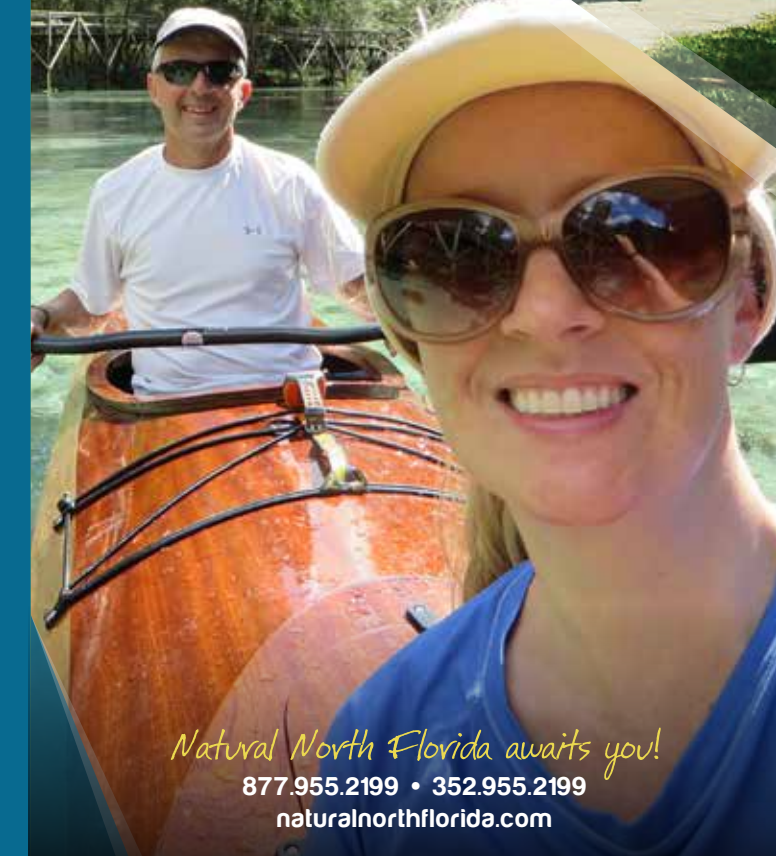
TAYLOR COUNTY
Covering: Keaton Beach, Perry & Steinhatchee
Taylor Chamber of Commerce
428 N Jefferson Street
Perry, FL 32347
866.584.5366
www.taylorcountychamber.com
Facebook: Taylor County Tourism

UNION COUNTY
Covering: Lake Butler, Railford & Worthington Springs
North Florida Regional Chamber of Commerce
100 E Call Street
Starke, FL 32091
904.964.5278
www.northfloridachamber.com

WAKULLA COUNTY
Covering: Crawfordville, Panacea, Sopchoppy & St. Marks
Wakulla County Tourist Development Council
P.O. Box 67
Panacea, FL 32346
850.984.3966
www.VisitWakulla.com
Facebook: Visit Wakulla

VISITFLORIDA PARTNER Visit Natural NORTH FLORIDA

Exciting! Natural North Florida



Natural North Florida awaits you!
877.955.2199 • 352.955.2199
naturalnorthflorida.com

Springs!

Natural North Florida is home to the largest collection of first magnitude springs in the world, which are great places to swim and camp.

Here are just a few:

- Edward Ball Wakulla Springs State Park (world's largest & deepest freshwater spring)
- Fanning Springs State Park
- Gilchrist Blue Springs
- Ginnie Springs
- Hart Springs
- Ichetucknee Springs State Park
- Lafayette Blue Springs
- Madison Blue Spring State Park
- Manatee Springs State Park (winter home to hundreds of Florida manatees)
- Otter Springs
- Poe Springs
- Wes Skiles Peacock Springs State Park

Visit our *Ultimate Springs Guide* at naturalnorthflorida.com/springs-guide.

The region is well-known to experienced divers from around the world, who come to explore the caverns of a vast underwater world. Popular cave diving-locations include:

- Devil's Den Springs and Blue Grotto
- Ginnie Springs
- Little River Springs State Park
- Madison Blue Spring State Park
- Wes Skiles Peacock Springs State Park



Rivers!

Great places to tube, fish and paddle.

Try your hand at canoeing or kayaking our unspoiled flatwater rivers, including:

- | | |
|-----------------------------|-------------------------------------|
| • Alapaha River | • St. Marks River |
| • Aucilla River | • Suwannee River and Suwannee River |
| • Ichetucknee River | • Wilderness Trail River |
| • Lower Withlacoochee River | • Waccasassa River |
| • Ochlockonee River | • Wacissa River |
| • Ocklawaha River | • Wakulla River |
| • Santa Fe River | • Withlacoochee River North |
| • Sopchoppy River | |
| • Steinhatchee River | |

Download our *Guide to State-Designated Paddling Trails* as well as our *Suwannee River Wilderness Trail Paddling Guide*. For the more adventurous paddler, download our guide *Segments 5 and 6 of the Florida Circumnavigational Saltwater Paddling Trail*. The guidebooks can be downloaded at naturalnorthflorida.com/trip-guides/.

Fishing and Gulf Coast Fishing Villages!

Eager to cast a line? Try any of our rivers or local lakes and ponds for bass, bream or catfish and, of course, the Gulf Coast for its saltwater bounty. Boat ramps and bait and tackle shops are found in many locations. Guides and charter boats are available at various coastal fishing villages, including Cedar Key, Horseshoe Beach, Keaton Beach, Panacea, Steinhatchee and Suwannee.

Note: A State of Florida fishing license is required. Visit goutdoorsflorida.com to purchase a license online.



Lakes!

The region is also well-known for its freshwater lakes which provide excellent fishing, including:

- Alligator Lake
- Cherry Lake
- Lake Butler
- Lake Miccosukee
- Lake Rousseau
- Lake Rowell
- Lake Sampson
- Lochloosa Lake
- Orange Lake
- Santa Fe Lake & Upper Santa Fe Lake

Wildlife Viewing!

• **Paynes Prairie Preserve State Park** located adjacent to Gainesville, was named Florida's best spot to view alligators. (Keep a safe distance, please!) Walk the La Chua Trail starting at the north rim of the prairie for the best gator viewing.

• **St. Marks National Wildlife Refuge** provides wintering habitat for migratory birds. With more than 70,000 acres on the Gulf Coast, the refuge offers miles of trails and many exceptional wildlife viewing locations.

• The 53,000-acre **Lower Suwannee National Wildlife Refuge** was established to protect one of the largest undeveloped river-delta estuarine systems in the United States. Its headquarters is located approximately 16 miles southwest of Chiefland on County Road 347.



• **Edward Ball Wakulla Springs State Park** river boat tour along the Wakulla River is one of the most visited destinations in the area. The guided 60-minute wildlife-viewing event takes visitors on a three-mile loop downstream and back among majestic bald cypress trees, elegant wading birds, manatees and toothy alligators.

Camping and RV Parks!

Natural North Florida contains over 60 campgrounds and RV parks. Whether it's camping on the Gulf, along a riverbank or at a state park, you are sure to find a starry night. Download our Campgrounds and RV Parks brochure at naturalnorthflorida.com/trip-guides/.

Also, download our Guides and Outfitters brochure at naturalnorthflorida.com/trip-guides/ for listings and locations of all sorts of guides, outfitters and rental locations for fishing, paddling, boating, bicycling and horseback riding.

Antiquing and Unique Shopping!

Shopping for unexpected treasures is part of the fun of visiting our towns, where you'll find shops filled with enticing bargains in collectibles and antiques, and affordable souvenirs, gifts, folk arts and crafts.



History!

• **San Marcos de Apalache Historic State Park** in Wakulla County is the site of the second landing by Spanish explorer Panfilo de Narvez in 1528. Self-guided tours and a museum interpret Spanish, English, Union and Confederate ruins.

• **Monticello** is well-known for restored and registered historic homes and buildings. Peruse the moss-covered, oak-lined city streets, while taking the Self-Guided Walking and Driving Tour. Do not miss the 1890 Monticello Opera House.

• **Island Hotel & Restaurant**, located in Cedar Key, was constructed of seashell tabby in 1859. It has changed little over the years except for hosting 13 alleged friendly ghosts.

• **Micanopy**, founded in 1821, is the oldest inland town in Florida. Virtually the entire town is designated as a National Historic District.

• **Stephen Foster Folk Culture Center State Park**, situated on the banks of the legendary Suwannee River in the Town of White Springs, honors the memory of American composer Stephen Foster, who wrote *Old Folks at Home*, the song that made the river famous.

• **Olustee Battlefield**, located 16 miles east of Lake City, is the site of an annual reenactment in February of the Civil War Battle of Olustee. Scenes for Civil War movies, including the 1989 movie *Glory*, have been filmed during the reenactments. Olustee Battlefield has a visitor center with historical information and artifacts.

• **Putnam Lodge**, located in Cross City and built in the 1920s, will remind visitors of an old National Park-style hotel with its pecky cypress interior. The Dixie County Cultural Center is also located in Cross City.



Biking, Hiking and Horse Trails!

Natural North Florida is popular with bicyclists and hikers who have discovered the many lightly traveled roads and miles of wooded public trails, including the Florida National Scenic Trail. Touring companies in the area offer tours, rentals and routing information. Popular bicycle trails include:

- **Four Freedoms Trail**
Madison – 25 miles (40.2 km), paved
- **Nature Coast State Trail**
Chiefland, Cross City, Fanning Springs, Old Town, Trenton – 31 miles (50km), paved
- **Suwannee River Greenway at Branford**
Branford, High Springs, Lake City, Live Oak – 12 miles (19 km), paved
- **Tallahassee-St. Marks Historic Railroad State Trail**
Tallahassee, St. Marks – 20.5 miles (32.9 km), paved

Visit our *Ultimate Bicycle Guide* at naturalnorthflorida.com/bike-guide. Download our guide. Better yet, join our *Ride with GPS bicycle club* and download our turn-by-turn GPS-enabled bicycle routes to your cell phone!