

# Request for Proposals

## Tug Hill Recreation Guide

January 26, 2024

### Company Background

The 1000 Islands International Tourism Council (Council) is an independent, nonprofit 501c3 serving as the official tourism promotion agency for Jefferson County, New York. It is unique among destination marketing organizations in that it is charged with executing tourism marketing for one destination located in two countries.

### Request Overview

The Council undertakes a variety of destination marketing tactics aimed at bolstering and sustaining leisure and trade travel in the area generally regarded as the greater 1000 Islands region and works in collaboration with other marketing organizations promoting destination designations including the 1000 Islands-Seaway Region as well as the Tug Hill, a low-population-density region of New York State suitable for hosting visitors who wish to enjoy the outdoors and relative “wild” surroundings that the region offers.

Since 2019, the Council has produced various Tug Hill Recreation marketing tactics including printed guides, a consumer-facing website and paid digital advertising. This Request for Proposals is for print and delivery of a 64-page glossy magazine/guide describing all there is to see and do along the Tug Hill.

This Request For Proposals was spurred by receipt of a U.S. Economic Development Administration grant and, as such, requires inclusion of I Love NY branding as required.

### Scope of Work

The primary goal of this project is to create an attractive, durable printed guide to recreation opportunities in the Tug Hill Region. The guide will be professionally designed and the selected vendor will work with the designer to acquire all press-ready materials. It is estimated that print-ready materials will be ready for transfer by February 23, 2024.

Selected vendor will produce and deliver guides per specifications listed in this Request for Proposals. Interested vendors should provide a summary of qualifications related to print production and pricing for the print job estimated to take place in February or March 2024. Appropriate pricing includes:

1. Quote to produce desired quantity of guides per specifications below.
2. Charges to accept professionally designed press-ready materials and create hard-copy proofs for Council approval as well as any minor adjustments needed to prepare design files for print.
3. Coordination of delivery of all copies to 43373 Collins Landing Road, Alexandria Bay, NY 13607.

## Project Specifications

Pages: 64 including cover  
Trim Size: 8.375" x 10.875" \*\*  
Quantity: Seeking quotes of 20,000, 25,000 and 30,000  
Ink: 4 color process  
Paper: 70# gloss text w/good opacity  
Proofs: Hard copy  
Bindery: Saddle Stitch  
Packing: Labeled, boxed in 50s, double walled  
FOB: 43373 Collins Landing Road, Alexandria Bay, NY

\*\*Design files are created flat, with bleed, at 17"w x 11.125"h, fold and trim to 8.375" x 10.875"h

Submission Deadline: February 9, 2024

Proposals should be sent electronically to Corey Fram, Director of Tourism, via the address below or electronically at [corey@visit1000islands.com](mailto:corey@visit1000islands.com).