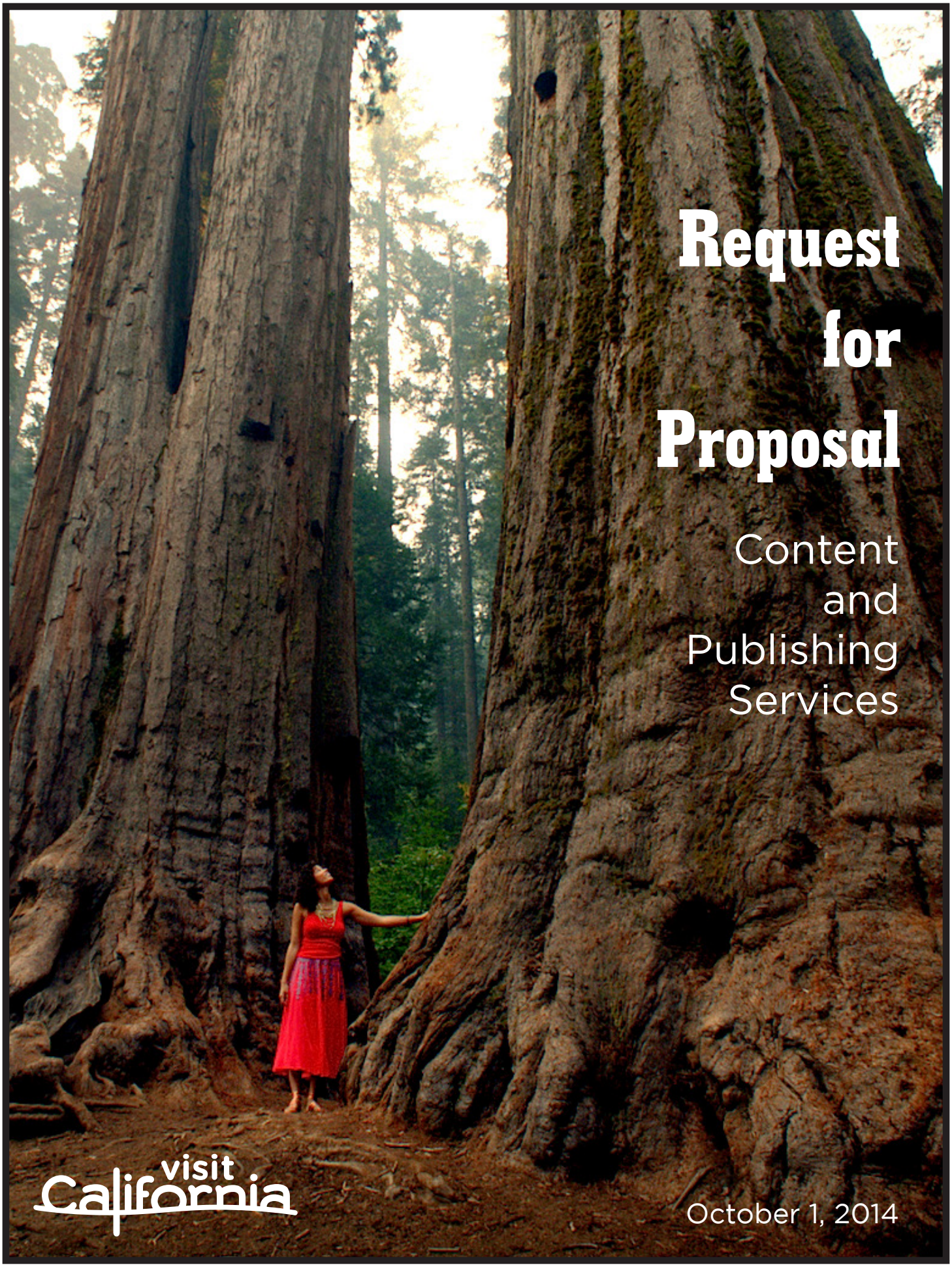

Request for Proposal

Content and Publishing Services

visit California

October 1, 2014

To All Prospective Bidders:

Visit California, a privately funded nonprofit corporation, is seeking a content and publishing services contractor that will be responsible for print and digital content, distribution, and analysis to help promote tourism to the State of California.

The California Travel and Tourism Commission, dba Visit California, is a private non-profit 501(C)(6) funded by assessed businesses that have an interest in promoting tourism to California. California Tourism is marketed exclusively by Visit California. **The Tourism Assessment Program** was created under the **California Tourism Marketing Act** in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment of a non-profit, public benefit corporation, Visit California, to oversee the promotion of California as a premier travel destination.

Visit California oversees the production of a variety of marketing activities, including on and offline advertising, visitor publications and maps, cooperative programs, public relations and tradeshows – all designed to promote California to travelers, tourists and the travel trade. For more details please visit http://tourism.visitcalifornia.com in the "Travel Industry" section.

The purpose of this RFP is to seek and retain a content and publishing services contractor to provide consumer focused content to Visit California for their printed materials (including, but not limited to, the *California Official State Visitor's Guide* and *Official California State Map*), web site and digital extensions. The results of these efforts will benefit Visit California's assessed businesses, as well as in-state Destination Marketing Organizations by increasing tourism revenue and, on a larger scale, increasing the employment base for the State of California.

The contract period for the Scope of Work contained within this RFP will be approximately March 1, 2015 to June 30, 2016, or 16 months. Visit California's fiscal year runs from July 1st through June 30th.

Attached is a RFP to be filled out by those capable of meeting minimum requirements and carrying out the scope-of-work. All responses will be carefully reviewed and evaluated based on the criteria noted in the attached document. Notice of Intent to Bid (a non-binding document), as well as any questions you may have to clarify this RFP are due to Visit California no later than 5:00 p.m., Pacific Daylight Time (PDT) October 15, 2014.

Sincerely,

Caroline Beteta
President and Chief Executive Officer
Visit California

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VISIT CALIFORNIA

Request for Proposal
Content & Publishing Services

1. INTRODUCTION

California is the leading visitor destination in the United States with almost $110 billion in travel and tourism related spending in 2013. This spending directly supported jobs for 965,800 Californians and generated $7.1 billion in state and local tax revenues. Among California's export-oriented industries tourism is the fifth largest employer. Since 1998, consistent investment in the California Tourism program (a joint marketing venture of Visit California and the California Division of Tourism) has helped to reverse a decade-long decline in domestic market share and put California in a strong position to weather the recent economic storm.

About Visit California

Visit California is a not-for-profit, 501(C)(6) corporation formed in 1998 to work jointly with the State of California's Division of Tourism to implement the annual Marketing Plan, which promotes California as a travel destination. While these two partners (Visit California and Division of Tourism) are separate legal entities, they are commonly referred to jointly as California Tourism.

From 1998 to 2003, California Tourism consisted of the originally conceived private-public joint marketing venture partnership of Visit California and the State of California. The primary source of California tourism marketing budget is now directly derived from assessed businesses in the travel and tourism industry, car rental assessment, and a small contribution from the State.

Visit California operates under the auspices of the Governor's Office of Business and Economic Development. Michael E. Rossi, Senior Advisor for Jobs and Business Development, Office of the Governor, currently serves as Chair of the organization.

Visit California's 37-member board of commissioners is composed of individuals from all 12 designated regions of California. Members represent five principal industry sectors: Accommodations, Restaurants and Retail, Attractions and Recreation, Transportation and Travel Services, and the Passenger Car Rental Industry. Twenty-four of the commissioners are elected by the approximately 9,500 assessed California businesses; 12 are appointed by the governor; and the 37th is the director of the Governor's Office of Business and Economic Development. The Commission meets three times a year to direct Visit California's programs and activities. A 34-member statewide Marketing Advisory Committee also provides input in developing the marketing plan.

2. PURPOSE

The purpose of this request is to seek and retain a qualified content and publishing services contractor to provide content to Visit California for all consumer facing channels (including, but not limited to, the *California Official State Visitor's Guide* and *Official California State Map*, website and digital extensions). The results of these efforts will benefit Visit California's assessed businesses, as well as in-state Destination Marketing Organizations by increasing tourism revenue and, on a larger scale, increasing the employment base for the State of California.

3. CURRENT STRUCTURE

Visit California's global agency infrastructure consists of a brand agency (currently MeringCarson), consumer content and publishing services partner (currently Sunset Custom Publishing) and 11 international travel trade and public relations (PR) partners around the world. As the core consumer agencies, the brand agency and the consumer content and publishing services partner must work closely together to ensure a seamless brand experience for potential visitors. The RFP for the brand agency is running on the same schedule as this content and publishing services opportunity.

4. CONTRACT TERM

The successful proposer will enter into a contract for services with Visit California. The duration of the initial contract between Visit California and the successful proposer is expected to begin upon the date of contract approval (approximately March 1, 2015) and terminate on June 30, 2016. Visit California reserves the right to renew its agreement prior to the end of each contract term for a total of five (5) years, providing funding to do so is appropriated for this purpose in subsequent budgets. There will be a 6-month oral review in 2015 and subsequent reviews annually in each year the contract is renewed. Proposed renewals are also assessed according to program direction, funding, and consistency of price and scope of work continuity.

5. EVALUATION PROCESS & CRITERIA

Visit California will form a committee to evaluate the written proposals. The criterion for the scoring of proposals is included as Attachment C. The committee may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal. Final scores for each Proposer will reflect a consensus of the evaluation committee. Any attempt by a proposer to contact a member of the evaluation committee outside the RFP process, in an attempt to gain knowledge or an advantage may result in disqualification of proposer.

The top three to five finalists chosen by the evaluation committee will be asked to provide oral presentations to the evaluation committee at Visit California's office in Sacramento, California. After the oral presentations, there will be a question and answer period. In addition to Proposer management, key personnel performing day-to-day activities will be requested to attend. The oral presentation assignment will be emailed to the finalists the week of January 5, 2015.

6. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Visit California.

10/01/14	**RFP dissemination**
10/15/14, 5:00pm PDT	**Intent to Bid and Q & A due**
10/22/14	Q & A sent to agencies
12/05/14, 5:00pm PDT	**Proposals due**
Week of 01/05/15	3-5 finalists chosen
Week of 01/26/15	Oral presentations by finalists
Week of 02/02/15	Selected proposer announced & contract negotiations begin
Week of 03/02/15	Start date – overlap with current agency

7. AGENCY OBJECTIVES

The selected vendor will develop work that fits within Visit California's marketing strategy. For details on our current approach, please see the 2014/15 Work Plan (See Attachment B).

The Visit California content program must achieve the following:

- Deliver compelling inspirational content that aligns to the Dream Big brand and helps to keep California top of mind for the leisure traveler across multiple media, adhering to the content strategy laid out in the 14/15 Work Plan;
- Reach our primary target markets as outlined in the 2014/2015 Work Plan;
- Integrate with Visit California online and offline advertising efforts;
- Reflect the diversity of the State;
- Provide balance and equity in highlighting California's 12 tourism regions; and
- Provide vehicles for the California tourism industry to reach a highly targeted audience of travelers interested in California information.

8. PROPOSAL REQUIREMENTS

Proposals must address each item listed within the following sections, giving specific details of techniques to be used in meeting these requirements.

The proposal should describe how the Proposer intends to perform the scope of work during a 12-month period and shall be subject to negotiation between Visit California and the Awardees' for the initial contract period. The information provided will be used to negotiate the contract scope of work, and to score proposals as described in Attachment C, Proposal Evaluation Criteria.

See Attachment B for proposal resources.

8.1 Minimum Requirements

- Intent to Bid: All firms interested in responding to this RFP must submit Attachment A, Intent to Bid (non-binding), via email to rfps@visitcalifornia.com by date and time referenced in the Tentative Schedule.

- Questions: All Proposers wishing clarification of this RFP must submit questions via email to rfps@visitcalifornia.com by the date and time referenced in the Tentative Schedule. Questions must be categorized based on scope of work elements.[1]

- References: Provide three client references. At least two must be current clients. Include client name, contact information, and the engagement start and end dates.

- Financial Statements: Proposers are required to demonstrate financial viability for maintaining an account of this size. Please provide GAAP compliant financial statements, including but not limited to:
  - Statements of Financial Position;
  - Statements of Activities; and
  - Statements of Cash Flows.

  All of the above Financial Statements must be the most recent statements available, but no more than 12 months old. Financial statements are to be submitted in a sealed envelope. After review, all financial statements will be destroyed or returned to Proposer. If Proposer would like a Non-Disclosure Agreement (NDA) signed, the NDA must be received along with the Q&A by the date specified in the Tentative Schedule.

[1] *Costs for developing proposals are entirely the responsibility of the Proposer and shall not be reimbursed by Visit California.*

- Contract Requirements: Winner of RFP will be required to abide by Visit California contracting requirements. Information on contracting requirements can be found at http://industry.visitcalifornia.com/About-Visit-California/Requests-for-Proposals/

All proposals submitted shall become the property of Visit California and shall not be returned to the Proposer. Visit California also reserves the right to:

- Reject any and all bids;
- Waive any or all mandatory requirements, if no proposers meet one or more of those requirements;
- Cancel this RFP;
- Revise the amount of funds available under this RFP;
- Amend this RFP as needed[2]; and
- Not select a vendor and award a contract from this RFP.

All proposers agree that budget costs submitted with their proposals are valid for 180 days from the date Visit California receives your proposal.

Proposals may be rejected if minimum requirements are not met.

8.2 Description of Proposer

- **Services & Activities**:
  - Provide a letter of interest and an executive summary of your proposal.
  - Provide a description of the nature of the Proposer's services and activities. Provide the year in which your company was formed. Note your company's history and expertise in travel and tourism advertising. List the address from which the primary work on the contract would be performed and size of agency by headcount. List the number of full and part-time employees. Do not list any sub-contractors in this section.

- **Conflicts of Interest**:
  - List all tourism-related clients for whom you have acted in the United States during the past 12 months.
  - You must certify that there are no conflicts of interest between any existing contracts. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the Proposer will resolve the potential conflict of interest.

[2] *If RFP is amended, Visit California will send an addendum to all Proposers.*

- **Personnel/Management**:
  - Identify those individuals on the Proposer's account team who will manage the contract work. Identify specific individuals who will be conducting day-to-day activities. Identify all personnel assigned to this account by position title. Include a description of the duties for each position title.
  - Note who will be the contract manager and primary contact.
  - For all individuals, please document overall experience on tourism accounts, and include current resumes/biographies. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP. Include length of time with agency, and length of time in any previous related positions. Do not exceed two pages per person.
  - Include a detailed organizational chart for your entire organization, and an organizational chart for the management and personnel that will be assigned to this account, if applicable.

- **Subcontractors**:
  - Identify all proposed subcontractors for work that exceeds $25,000 annually and document which portions of service will be performed by subcontractors and their ability to perform the work. Additionally, Proposer should submit resumes/biographies of proposed subcontractor's key personnel, including those conducting day-to-day activities. Resumes/biographies should detail education, experience, and key timeframes for all individuals on the account. Do not exceed two pages per person.
  - The use of subcontractors is subject to approval by the President and CEO of Visit California. Therefore, not all work recommended by the Proposer will necessarily be approved and not all subcontractors listed in the Proposal will necessarily be selected. The Proposer must make it clear to any subcontractors included in the Proposal that even if the Proposer is selected, the subcontractors may not necessarily be selected.

8.3 Scope of Work

For each of the following project areas, the Proposer should prove capability; describing strategies to be used and quality controls. Sufficient detail must be given and must include examples of past projects, ability to meet deadlines, and managerial experience. The Proposer should demonstrate knowledge and understanding of content and publishing in a global marketplace, and the shifting dynamics of how consumers receive and use information today.

<u>Current Content Structure</u>
Your response to this section will allow us to effectively compare proposals. Please refer to Attachment B, Proposal Resources, for a link to our *Publications and Advertising Specifications* document for information on current product quality and specifications.

Visit California content and content vehicles reflect the highest level of quality and brand alignment at all times. While we are always seeking a good value, we are unwilling to sacrifice this high standard in exchange for discounted pricing.

Assume that during the term of this agreement, you will:

- Develop and produce a minimum of three tourism publications each year:
  - *California Visitor's Guide*
  - *Official State Map;* and
  - *Road Trips (*or other seasonal publication).
- Develop and produce 12 *International Visitor's Guides* every two years (specific countries, quantities and page counts can be found in the *Publications and Advertising Specifications* document).
- Develop and produce web site content on an ongoing basis as requested by Visit California. Currently, this equates to approximately 31,000 words in a 12-month time period and is a mix of short and long form content (see website comps in Attachment B).
- Oversee and execute Visit California's email marketing program including content calendar, content selection, development, photo sourcing scheduling and delivery.
  - Monitor and optimize performance, report on delivery and response data, make recommendations on new initiatives and programs, and issue resolution.
  - The program should include the following markets (consumer database sizes provided where appropriate for reference):
    - United States/Canada (320,735);
    - United Kingdom (40,834);
    - China* (n/a);
    - Australia (25,619);
    - Brazil* (n/a);
    - Mexico* (n/a); and
    - Germany (6,100).

*Note: These countries do not have an active consumer newsletter program. We will look to the Awardee to build out these programs. Please describe how you would approach this.

Based on the Current Content Structure items listed above, please provide the following information:

- Visit California is looking for a partner who will provide strategic leadership and editorial stewardship (content development, measurement, optimization, etc.) in the development of the content program. Please demonstrate how your firm will fulfill this need.
- Tell us how you would approach concept development and production of the elements noted above; and how you would use each to meet the stated objectives.
- How would you resource California experts to write on Visit California's behalf, maintaining consistent tone and managing equitable coverage and promotion across the 12 tourism regions and five experience pillars?
- How would you staff and manage a global editorial calendar?
- Describe how you would enhance our existing distribution strategy and drive exposure to the platforms.
- Please tell us how you would market or package Visit California's owned media channels to further monetize and create opportunities for co-op among industry members? Creative solutions are welcome – current assets can be reimagined to accommodate. Information on current advertising rates can be found in Attachment B.

Future Content Structure

While the current Visit California content strategy is sound, we are always seeking to innovate our programs and how we interact with potential visitors. As a leader in the tourism promotion space, Visit California needs to stay on top of media consumption trends and develop and deliver content in ways that are relevant to the consumer. Given this need, this part of the RFP response is your chance to be creative. We would like you to show us how your firm would approach our content strategy if there were no constraints. In short, this is your chance to differentiate yourself and truly show us how you think.

Visit California looks to you to create a consumer content strategy that meets California visitors' information needs with any variety, mix, or number of content vehicles deemed effective. In addition, identify how and where content vehicles cross over or intersect (e.g., how editorial of a print guide is repurposed on visitcalifornia.com) to maximize production efficiency, message impact and consistency. This plan should address all of the objectives (See Section 7, Agency Objectives), plus include thinking on how to maximize the Visit California owned infrastructure to connect with consumers and utilize CRM strategies to cultivate relationships, deepen engagement and create long-term visitor value. Special attention will be paid to how your response addresses the following key components:

- Provides a robust distribution plan addressing each recommended content vehicle that looks for new and inventive ways to distribute content, both printed and digital;
- Uses mobile and social media applications effectively;
- Provides a way to engage and reengage the consumer, and establish an ongoing relationship with Visit California; and

- How your firm would market or package all of the recommended elements to further monetize and create opportunities for co-op among industry members, including leveraging the data behind the qualified leads to create database segments that can be used as part of co-op opportunities. Creative solutions are welcome.

Measurements & Analytics

For both the current and future content sections above, please provide an overview of how you will determine success. Include information on what analytic tools or services you use, and what type of information you will be reporting back to Visit California as it relates to meeting our objectives. Please share how your analytics can be converted into insights, and how the insights will help guide us in making decisions on how we create, utilize and distribute content in the future.

8.4 Innovation Case Study

Innovation is a part of the Visit California DNA. In fact, it is one of the organization's guiding principles. Visit California is constantly seeking new opportunities to connect with our target audiences and build and leverage the power of the California brand. Provide a case study that demonstrates how your agency has pushed a client beyond the norm for their industry and achieved success. The example does not have to be tourism specific.

8.5 Required Project

Using the brand experience pillars outlined the Visit California 2014/2015 Work Plan, develop a piece of consumer-focused content, focusing on one or more of the five pillars. Please include a full content distribution strategy for the piece you develop.

8.6 Budget/Bid

Advertising Sales Compensation Structure

Currently, Visit California's content/publishing contract is funded by a combination of vendor managed advertising revenue to offset soft and hard costs for content creation. As the content program grows and expands, Visit California is interested in taking a closer look at this approach. Please outline the business model and compensation approach you would create to execute the Current Content Structure and the Future Content Structure, as requested in the Scope of Work.

The contractor has the right to sell advertising in Visit California content delivery mechanisms – including ad banners on visitcalifornia.com. Please review and ensure your plan complies with the advertising sales rules and regulations set forth by Visit California.

This business model should cover all production and initial distribution costs (from printer to domestic locations as outlined in our *Publications and Advertising Specifications* document). Please recommend a business model that accounts for the following for each deliverable proposed:

- Agency fees and hard costs;
- Production, delivery and feedback/research/evaluation costs for each Content Vehicle outlined in the Scope of Work;
- Detailed sales/revenue strategy for each Content Vehicle, including revenue generation on visitcalifornia.com; and
- Thinking on how revenue will be applied toward overall program of work.
- Provide calculations showing:
    - Overall cost (hard costs);
    - Less advertising offset; and
    - Total cost to Visit California.

9. BILLING & RELATED REQUIREMENTS

- Please identify any discounts you offer for payment within certain timeframes. For example, 'payment within 10 days of invoice' or similar.
- Please identify all acceptable methods of payment.
- Winner of the RFP will be required to abide by Visit California contracting requirements. Information on contracting requirements can be found at http://industry.visitcalifornia.com/About-Visit-California/Requests-for-Proposals/
- Winner of the RFP will also be required to submit Internal Revenue Service (IRS) Form W-9.
- Winner of the RFP may be required to obtain up to $2 million in liability insurance, and as such, should factor the insurance costs into your proposal.
- We limit vendors to two invoices per month.

10. DELIVERY OF PROPOSAL

Each bidder is required to deliver six typed copies of the proposal, in addition to an electronic version of the proposal. Electronic versions of the proposal must be in PDF format and delivered on a digital storage device or emailed to rfps@visitcalifornia.com. The Required Project can be emailed, provided on a digital storage device or set up on a web-based platform, and must be submitted with the proposal. Proposals may not be faxed.

Proposals may be sent by courier such as FedEx or UPS to:

Visit California
Content & Publishing Services Request for Proposal
ATTN: RFP Submissions
555 Capitol Mall, Suite 1100
Sacramento, CA 95814 USA

Proposals must be received by the date and time referenced in the Tentative Schedule. Late submissions will not be accepted.

ATTACHMENT A

INTENT TO BID

Content & Publishing Services
Due: October 15, 2014
5:00 PM Pacific Time

Send to:
Debi Robarts
Operations Coordinator
rfps@visitcalifornia.com

Name of Proposer:
Contact Person:
Mailing Address:
Agency URL:
Telephone:
Fax Number:
Email Address:
Signed:

ATTACHMENT B

PROPOSAL RESOURCES

General Visit California Materials

- 5 Year Strategic Marketing Plan: http://industry.visitcalifornia.com/Market-Strategy/Strategic-Marketing-Plan/
- 2014/15 Work Plan: http://industry.visitcalifornia.com/Market-Strategy/FY14-15-Work-Plans-Draft/

Publications Specific Resources/Information

Publications and Advertising Specifications:
http://industry.visitcalifornia.com/media/uploads/files/editor/PublicationBackgroundDoc.pdf

Sales Sheets

Road Trips:
http://industry.visitcalifornia.com/media/uploads/tourism/MPP/Documents/122/RT14_RateCard.pdf

California Visitor's Guide:
http://industry.visitcalifornia.com/media/uploads/tourism/MPP/Documents/121/2015CVGRC.pdf

International Visitor's Guide:
http://industry.visitcalifornia.com/media/uploads/tourism/MPP/Documents/123/IVG2014.pdf

Online Advertising (2013):
http://industry.visitcalifornia.com/media/uploads/tourism/MPP/Documents/124/VisitCaliforniacom_2013RateSheet[1].pdf

Website Traffic

FY13/14 Total Visits: 3,944,665

FY 13/14 Unique Visits: 3,207,368

Online Publication Links

US	CVG: http://www.nxtbook.com/nxtbooks/sunset/california_vg2014/ Roadtrip Guide: http://www.nxtbook.com/nxtbooks/sunset/california_roadtrips2014/
Australia	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-au/
Brazil	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-br/
Germany	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-de/index.php
France	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ovg-fr/#/0
India	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-in/index.php#/0

Italy	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-it/
Ireland & UK	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-uk/
Mexico	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-mx/ Roadtrip: http://www.nxtbook.com/nxtbooks/sunset/california_roadtrips2013-mx/
Japan	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-jp/
Korea	IVG: http://www.nxtbook.com/nxtbooks/sunset/california-ivg-ko/

Website Comps:

Following are comps of the new Visit California website (Home page and Region section). All copy and images are for placement only and should be not treated as permanent. However, the advertisements placed in these layouts are reflective of the positions and sizes on the final site.

CALIFORNIA: HOME OF LIMITLESS DREAMS AND IMAGINATION

See how Californians live and dream big

SCROLL TO DISCOVER

THE DREAM 365 PROJECT

Northern California
DAVID GARRAULD DREAMS IN COLOR

David travels to San Francisco to discuss how his unique blend of performance painting is inspired by the architecture and design legacy of Northern California.

WATCH

Southern California
THE HAPPIEST JOB ON EARTH

For Kevin Rafferty, Disney Imagineer, making his wildest dreams come true is just another day on the job. Find out what it takes to can dream &, you can do it.

WATCH

Northern California
STELLAR AVIATRIX ADVENTURE

Stella the Boston terrier doesn't always get to choose where her owners take her, but her love for adventure and exploration is cut only her tail keeps wagging.

WATCH

FILTER YOUR EXPERIENCE

Select any number of filter categories to filter page content and results show what interests you

OUTDOOR | FAMILY | CULINARY | ENTERTAINMENT | LUXURY

Northern California
YOSEMITE

Not just a Great Valley but a shrine to human foresight and conservation.

Find protected in 1864, Yosemite National Park is best known for its waterfalls, but the park's 1,200 square miles also are home to giant sequoias, mountains, and wildlife.

DISCOVER

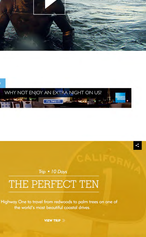
AGE 8-10

Northern California
SAN FRANCISCO

Claim to fame: The 7th busiest Jacks rock tout the Giants returning to the City

Outside Lands is an outdoor music festival held annually every August in San Francisco's Golden Gate Park, this festival show-cases over 60 musical artists and over 40,000 to 60,000 attendees a day. This year's lineup includes the likes of The Niz, Jack White, Kendrick Lamar, Tame Impala and the Weeknd, Between, Sam Cook Bro-and music.

VIEW



Northern California
SAN FRANCISCO

The leading financial and cultural center of Northern California.

It is considered one of the greatest cities in the world for many things including culinary, cultural, entertainment, theatre scene and gay and lesbian culture.

DISCOVER

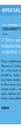
SPONSORED AD
WHY NOT ENJOY AN EXTRA NIGHT ON US?
VISIT YOUR WORLD WITH WYNDHAM REWARDS
Wyndham Rewards

Trip • 12 Days

THE PERFECT TEN

Follow Highway One to travel from redwoods to palm trees on one of the world's most beautiful coastal drives.

VIEW TRIP >



STATE

Northern California
MUIR WOODS

Start your travels in the majestic redwoods at Muir Woods National Monument. This home place of adorable Ewoks in Star Wars: Return of the Jedi.

DISCOVER

FAMOUS

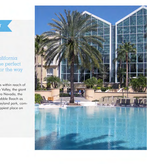
Southern California
VENICE BEACH

Venice first is a long time as the hardy Mecca of the Beat Generation, Bohemian Venice attracted nonconformists, radical pamphleteers and body builders.

DISCOVER

> California is the place to be. It's called the **Golden State** for a reason!
>
> — Joel Tudor

SPONSORED AD
22 SURFING
FLORIDA | CALIFORNIA | HAWAII



Northern California
CARMEL

A charming European-style village nestled in white sand.

From performing arts and cultural activities to the finest dining, shopping, golf, tennis, wine tasting, art galleries, and more. Carmel-by-the-Sea has inspired artists, photographers and attracted celebrities for decades.

DISCOVER

SPECIAL FEATURE

Southern California
CELEBRITY ENTERTAINER

7 Best sunny places to look for celebrities in the entertainment capital of the world

Our advocate guide to finding L.A.'s famous faces, past and present. Attract the celebrity sighting you've been dreaming about, it, but it's also not only work in L.A., but fun and easy in the same too. Now one thing, celebrity sightings are not for the real-time. Keep your eyes peeled and you have bonus wins might stay out of your way. Nonetheless time or and that wise.

VIEW

San Francisco Bay Area
GOLDEN GATE BRIDGE

One of the premier travel destinations with breathtaking views around every turn.

Whether you are wine tasting, dining at renowned restaurants, pampering yourself with a road bath in Calistoga, or just enjoying a day in the City, Napa Valley is your slice of heaven on Earth. These Valley is your slice of heaven on earth.

DISCOVER

California has 278 state parks and beaches (1.5 million acres)

SPONSORED STORY

Sponsored Story
ACCOMMODATIONS

Sea Mariner's Coliseum home and find the perfect accomodations for the way you travel

Marriott hotels put guests within reach of the wine cellars of Napa Valley, the great outdoors of Sonoma County, the sun-kissed white sand beaches of Malibu Beach as well as the gates of Disneyland park, iconic Sea Mariner's Coliseum. The Napa Valley is your slice of heaven on earth.

BOOK YOUR STAY

San Francisco Bay Area
NAPA

One of the premier travel destinations with breathtaking views around every turn

Whether you are wine tasting, dining at renowned restaurants, pampering yourself with a road bath in Calistoga, or just enjoying a day in the City, Napa Valley is your slice of heaven. ... Napa Valley is your slice of heaven on earth.

DISCOVER

MORE FOR WINE LOVERS

Northern California
MENDOCINO

Tipsy! Winery are hands-on grows and winemakers. For more than 20 years, they have...

READ MORE

Northern California
NAPA VALLEY

Celebrate Summers in the Napa Valley with Cliff Family Winery. Committed to refining...

READ MORE

Central Coast
PASO ROBLES

Amid the stunning scenery and the casual, laidback lifestyle of San Luis Obispo, a significant wine culture...

READ MORE

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CENTRAL COAST

SCROLL TO DISCOVER

The Central Coast is the perfect balance between urban and rural. From Monterey and Carmel through Big Sur and Santa Barbara, you'll find inspiration in wildlife refuges, vineyards and gorgeous beaches. It is considered one of the greatest cities in the world for many things including five-star dining.

88 AVG. AVERAGE °F

APRIL - JUNE

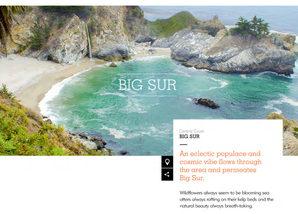
76° HIGH | 40° LOW

VIEW FULL FORECAST >

FILTER YOUR EXPERIENCE

Select any number of below categories to filter page content and results view what interests you.

OUTDOOR | FAMILY | CULINARY | ENTERTAINMENT | LUXURY



Central Coast
MONTEREY

Monterey offers a variety of iconic California experiences

Sip handcrafted wines at tucked-away tasting rooms where the winemaker might just be the person pouring. Take a surfing lesson and catch a glimpse of a barefoot beach wedding as you ride your board to shore...

DISCOVER

MONTEREY

SPONSORED AD

Central Coast
BIG SUR

An eclectic populace and cosmic vibe flows through the area and permeates Big Sur.

Wildflowers always seem to be blooming sea otters always sifting on their kelp beds and the natural beauty always breath-taking.

DISCOVER

BIG SUR

AUG 8-10

Central Coast
MONTEREY

Monterey Jazz Festival: The World's number one jazz festival as voted by JazzTimes readers

The Monterey Jazz Festival offers 20 acres of magnificent oak-studded grounds for fans to enjoy, featuring films, conversations with the Festival's stars, exhibitions, food and beverages, an international shopping bazaar, and 8 stages of live jazz spread throughout the grounds.

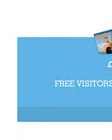
VIEW

Trip • 10 Days

THE PERFECT TEN

Follow Highway One to travel from redwoods to palm trees on one of the world's most beautiful coastal drives.

VIEW TRIP >



START

San Francisco Bay Area
MUIR WOODS

Start your travels in the majestic tree-lovers monument that is also known as "Endor", the home place of adorable Ewoks in Star Wars: Return of the Jedi.

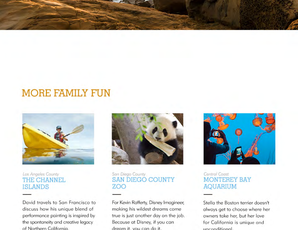
VIEW

FINISH

Los Angeles County
VENICE BEACH

Known for a long time as the kooky Mecca of California this is a fantastic destination to people watch/skateboarders, radical pompitleeters and body builders.

VIEW



Central Coast
SAN LUIS OBISPO

Find a charming destination in the heart of California.

Here, a relaxed pace, pristine open spaces and unique cultural attractions provide San Luis Obispo travelers with the true, bona fide California experience hot earns the city its "Sincerely, California" moniker.

DISCOVER

SAN LUIS OBISPO

FREE VISITORS GUIDE & NEWSLETTER

Central Coast
MENDOCINO

Coast villages, hand-crafted wines and giant redwoods.

Mendocino County, where rugged coastline, breathtaking beaches, picturesque villages, majestic redwood forests and America's Greatest Wine Region beckon you to escape to a slower pace.

DISCOVER

MENDOCINO

MORE FAMILY FUN

Los Angeles County
THE CHANNEL ISLANDS

David travels to San Francisco to discuss how his unique blend of performance poetry is inspired by his spontaneity and creative legacy of Northern California.

READ MORE

San Diego County
SAN DIEGO COUNTY ZOO

For Kevin Rafferty, Disney Imagineer, making his vacation dreams come true is just another day on the job. Because at Disney, if you can dream it, you can do it.

READ MORE

Central Coast
MONTEREY BAY AQUARIUM

Stella the Boston terrier doesn't always get to choose where her owners take her, but her love for California is unique and unconditional.

READ MORE

ATTACHMENT C

PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the following criteria for each component. Each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

	Max. Points	Score
1. **OVERALL EXPERIENCE OF COMPANY & DEMONSTRATED RESULTS**	20	
Our evaluation will include an assessment of the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, quality and relevance of past work, references, and related items.		
2. **CREATIVITY**	20	
Our evaluation will include an assessment of the quality of proposed strategies, and creativity as demonstrated by the required project.		
3. **FAMILIARITY WITH VISIT CALIFORNIA & TOURISM INDUSTRY**	15	
Our evaluation will include our assessment of your understanding of our organization and the tourism industry and how you integrated this knowledge into your proposal.		
4. **QUALIFICATIONS OF PERSONNEL**	15	
Our evaluation will include an assessment of the qualifications and experience of your managerial team, staff, subcontractors, and related items.		
5. **PLANNING & INNOVATION** Ability of firm to think beyond the now and set California up to be at the forefront of the changing content landscape.	20	
6. **BUDGET APPROACH / COST EFFECTIVENESS**	10	
Effective and efficient delivery of quality content and services is demonstrated in relation to the fee and value of overall project. The budget is reasonable and appropriate. Approach to fee structure is balanced and structured to maximize investment.		
TOTAL POINTS	**100**	