



3702 Loop 322 - Abilene, TX 79602

November 2015

RFP for Publication Art Director

Texas Heritage Trails, LLC, (THT LLC) a for-profit partnership among seven of the ten Texas Heritage Trail Regions, seeks an Art Director for a quarterly statewide publication. We particularly seek an Art Director that understands the publication and travel industries, is familiar with the Texas Heritage Trails Program and understands the Texas mindset.

Project Overview/Objectives

The Texas Heritage Trails, LLC seeks an Art Director to design the look, format and layout of a quarterly statewide magazine highlighting “the real history, people, places and heritage of Texas.” The individual selected for this position is also responsible for a digital conversation of the publication to an online format. The Art Director will report to the Publication Manager and work with the Content Director / Editor.

The majority of the content shall consist of articles and relevant photographic images provided by the THT, LLC, which also retains overall responsibility for editorial supervision of the publication. The magazine will be a premium quality publication of 112 pages with 50% editorial content and 50% advertising. The first edition will drop March 1, 2016.

Organization Overview

Since their establishment, each of the ten heritage trail regions that comprise the Texas Heritage Trails Program (THTP) has been directed to seek ways in which to become self-sustaining. Each trail region is a non-profit organization governed by a regional board of directors. Each trail organization determines its own annual scope of work with long-term objectives that complement the heritage tourism objectives of the Texas Historical Commission (THC).

In 2012, eight of the ten regions (Brazos, Forest, Forts, Independence, Lakes, Mountain, Plains, and Tropical) agreed to form the Texas Heritage Trails Limited Liability Corporation (LLC). The purpose of the LLC is to identify, evaluate, implement and conduct heritage tourism business concepts that will produce revenue for its member organizations. Each participating region is an equity partner and has a designated LLC manager. A chief executive officer who reports to the LLC managers handles the day-to-day operation of the LLC. Activities and projects of the THT LLC are guided by the concept “*Where all Texans can connect with their roots and visitors can experience the Texas story.*”

As a result of the 2015 state legislative session, state funding for the Texas Heritage Trails Program ended August 31, 2015; additionally the Texas Brazos Trail Region ceased to operate, which reduced the number of equity partners to seven. These events have accelerated the need of the remaining trail regions to implement strategies for generating revenue beyond traditional non-profit fundraising methodologies and forge a path to sustainability.

Service / Work Requirements

The Art Director is a contracted position for one quarter and/or annually renewable

The Art Director will report directly to the General Manager

The Art Director will work with a Content Director / Editor

The Art Director will design the look, format and layout of the publication

The Art Director will perform a digital conversion of the publication to online format

Objectives for Publication

The publication will fill the niche of a statewide heritage/cultural magazine. The magazine will be family-friendly, educational, informative and entertaining; it will not engage in political or investigative journalism. The magazine shall have a distinct look and feel from other lifestyle or travel publications. The publication shall produce income for the THT LLC.

Publication Audience(s)

The publication will appeal to history buffs, preservationists, photographers, road trippers, outdoor enthusiasts and those who want a taste of authentic Texas. Each edition of the publication will highlight Texas history, travel and culture. Potential editorial departments include: Texas icons, eats & drinks, history, deep in the art, personalities, small towns, city folks, happenings and trail drives.

Proposal Deadline

All proposals must be submitted to Texas Heritage Trails LLC by 5 p.m. on Friday, December 4, 2015.

Proposal Requirements and Guidelines

Interested parties are to prepare a proposal that provides the following:

1. A signed introductory letter indicating intention to contract for the work in the RFP.
2. A one-page resumé.
3. A document that elaborates on experience and qualifications that are relevant or unique to this project. Describe experience and qualifications that demonstrate the capacity to carry out the proposed service.
4. Samples: Provide at least three (3) samples of previous work similar to this project.
5. References: Provide a minimum of three (3) references from clients for whom similar services were performed. Include project description, company name, contact name(s), position, telephone number, and email address for each reference listed.
6. Budget: A flat fee of \$8,120 shall be paid to the Art Director for the first edition; however, the proposal of an alternative fee amount is acceptable. All proposals should include a proposed compensation schedule; no payments shall be made upon the awarding of the contract. Should it become necessary to void all contracts on December 22, 2015, no more than 5% shall be paid to the Art Director.
7. The completed and signed compensation document (attached at end of this RFP).

The proposal should be submitted electronically to the Texas Heritage Trails LLC interim CEO in PDF and/or Word formats. Please use fonts no smaller than 10 point.

Texas Heritage Trails reserves the right to award more than one contract, accept the lowest price offer, award contracts before the proposal deadline listed in the timeline, award contracts before all proposals are received, and refuse any contract without obligation to Texas Heritage Trails LLC or to the company offering the proposal.

Contact: Texas Heritage Trails, LLC
Margaret Hoogstra, Interim CEO 325.660.6774
3702 Loop 322, Abilene, TX 79602 Info@TexasFortsTrail.com

Schedule – Note, *the schedule provided is for the first edition only, and are subject to revision.*

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| November 9, 2015 | Advertising sales begin |
| November 9, 2015 | Content planning; story and image collection inventory |
| December 4, 2015 | Deadline for submission to RFP |
| December 8, 2015 | Contracts awarded; Notification of Award |
| December 8, 2015 | First Editorial Content Review |
| December 18, 2015 | Advertising Sales Close |
| December 18, 2015 | Second Editorial Content Review |
| December 22, 2015 | Evaluation of project progress; determination made to move forward or to cease operations |
| January 8, 2016 | Third and final Editorial Content Review |
| January 18, 2016 | Deadline for All Advertisements |
| February 8, 2016 | Proofing of Final Magazine Layout |
| February 15, 2016 | Materials to Printer (to be confirmed by General Manager and Art Director) |
| March 1, 2016 | Spring Edition Drops |

Selection Criteria

Only those proposals received by the deadline will be considered.

The following criteria will be the primary considerations for selecting a proposal:

1. Submission of all proposals in the correct format by the stated deadline.
2. Suitability of the Proposal – whether the proposed solution meets the needs and requirements set forth in the RFP.
3. Experience: The service provider has successfully completed similar projects and has the qualifications necessary to undertake this project.
4. Expertise in recommending and communicating appropriate graphic and aesthetic solutions as evidenced by the proposal and references.
5. Value/Pricing Structure – the price is commensurate with the value offered by the proposer.

Compensation

The contracted services provider shall request payment by submitting an itemized invoice to the Texas Heritage Trails LLC. Invoices shall be submitted immediately upon completion of deliverables and no later than ninety days after completion of deliverables.

Any expenses that the contracted services provider anticipates incurring in the fulfillment of deliverables must be included in the proposal.

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Compensation Document

Please provide your Payee Identification Number (PIN) (the taxpayer number assigned and used by the Texas Comptroller of Public Accounts of Texas), *or* your federal employer's identification number, *or* if sole owner, enter your Social Security Number.

Business Name: _____

PIN: _____

OR Federal Employer's Identification Number: _____

OR Social Security Number: _____

Address: _____

City – State – Zip: _____

Phone: _____

Email Address: _____

Signature: _____

Print Name: _____

Date: _____