



Introduction

About Mendocino County

Mendocino County welcomes nearly 1.8 million visitors annually who explore its 90 miles of prime Pacific coastline, 90+ wineries and 12 diverse AVAs (earning the highest percentage of organic and biodynamic vineyards in the United States), 24 state/national parklands and 450+ unique accommodations. Straddling scenic Highways 1 and 101, “The Redwood Corridor,” the County delivers, and ideal mix of waves, wines and redwood forests laced with historic villages and outback adventures.

Located 114 miles north of San Francisco, the region’s gateways airports are San Francisco International (SFO), Oakland International (OAK), Sacramento International (SMF), and Charles M. Schulz-Sonoma County Airport (STS).

Visit Mendocino County (Mendocino County Tourism Commission) is a non-profit destination management organization designed to enhance the economic vitality of the community by increasing tourism revenue.

More destination information can be found at:

- www.VisitMendocino.com
- www.MendocinoTourism.org
- www.instagram.com/visitmendocino
- www.facebook.com/VisitMendocinoCounty
- www.youtube.com/user/visitmendocino

The Mendocino County Tourism Commission (MCTC), a non-profit 501(C)(6) is the destination marketing organization contracted by the County of Mendocino to execute the sales and marketing activities on behalf of the payers into the assessment and industry stakeholders.

PURPOSE

The Mendocino County Tourism Commission (MCTC) seeks to establish a contract(s) for new Gateway signage design, fabrication, and installation at entry locations into Mendocino County: CA-101 Northbound from Sonoma County, CA-101/CA-1 Southbound from Humboldt, CA-20 Westbound from Lake County, CA-128 Westbound from Sonoma County, and CA-1 Northbound from Sonoma County.

This RFP describes the project and MCTC's requirements. Through this RFP, MCTC seeks to identify vendor(s) that have an extensive and successful history of providing the above-referenced signage services. If selected through this RFP process, MCTC will enter into an agreement with a contractor that will potentially serve to prequalify sub-contractor(s), *if necessary*, for completion of the project.

PROPOSED BUDGET

The following budget is based upon the current 2022-2023 fiscal year. While MCTC has allotted a specific dollar amount, cost-efficiency and effectiveness will be a factor in determining contractor selection.

- 2022-23 Gateway Signage budget of \$100,000, including planning, meetings, design, fabrication, and installation

SUBMISSION CRITERIA

Please provide the following information in your proposal. Please do not feel limited with or by the information below:

- Short company background
- Who will service as the Mendocino County Tourism Commission's main point of contact
- A list of current sub-contractors and their main role with the creation and execution of design, fabrication and installation of Gateway Signage
- Rate your company's experience and effectiveness in the following areas (1-5, with 1 being no experience and 5 being expert). You may include a few lines in each for explanation
 - Design services
 - Fabrication of outdoor signage
 - Installation
 - Project timeliness
 - Ability to stay within budget
 - Experience working with CalTrans; private property owners
- Outline of your company's planning, execution and reporting process
- Present 3 – 5 examples of similar successful projects, including references
- Although this is a formal process, have fun with it! Travel & tourism is fun, exciting and full of energy

Design, Fabrication, and Installation of New Signage:

If selected by the MCTC for this design, fabrication, or installation project:

- a. The signs may include the following materials, but are not limited to:
 - i. aluminum
 - ii. stainless steel
 - iii. fluorescent lighting

b. Signage size may vary based on location of signage along highways, taking into account curves, speed, grade, et al.

c. Include ability to add seasonal signage and messaging to main Gateway signs

EVALUATION PROCESS & CRITERIA

The Mendocino County Tourism Commission, along with its Visitor Services Committee will review and evaluate each proposal. If the organization requires additional criteria, this will be supplied if a second round is necessary.

PROPOSALS

Written proposals can be submitted on or before 3:00 PM (PST), May 31, 2023 to:

Mendocino County Tourism Commission
Attn: Jamie Peters-Connolly
105 W. Clay Street
P.O. Box 89
Ukiah, CA 95482

OR

jamie@visitmendocino.com

QUESTIONS/CLARIFICATION?

If you have any questions, please feel free to contact Jamie Peters-Connolly, Partner Relations & Communications Manager at 707-472-7500 or via email at jamie@visitmendocino.com