

# CITRUS RESEARCH BOARD

## REQUEST FOR PROPOSALS (RFP)

### Notice to Prospective Bidders

August 31, 2016

To Whom It May Concern,

You are invited to review and respond to this Request for Proposals (RFP), entitled:

### **RFP – *Citrograph* Production Company**

**Deadline for Submission of Proposals is Close of Business, September 16, 2016**

In submitting your proposal, please comply with these instructions.

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions and Contractor Certification Clauses that may be viewed and downloaded at internet site [www.ols.dgs.ca.gov/Standard+Language](http://www.ols.dgs.ca.gov/Standard+Language).

In the opinion of the Citrus Research Board and the California Department of Food and Agriculture, this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contacts for this RFP are as follows:

**Gary Schulz**

**President**

**217 N. Encina**

**PO Box 230**

**Visalia, CA 93279**

**E-Mail: [gary@citrusresearch.org](mailto:gary@citrusresearch.org)**

**Phone: (559)738-0246**

**Joshua Crowell**

**Contracts and Grants Coordinator**

**217 N. Encina**

**PO Box 230**

**Visalia, CA 93279**

**E-Mail: [josh@citrusresearch.org](mailto:josh@citrusresearch.org)**

**Phone: (559)738-0246**

Please copy both contacts on all communications. Also, note that no information given will be binding upon the State unless such information is issued in writing as an official addendum.

Gary Schulz

President



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CITRUS RESEARCH BOARD  
REQUEST FOR PROPOSALS  
*Citrograph* Production Company

**Basis for Request for Proposals**

The California Citrus Research Board, hereinafter referred to as “CRB”, is organized under the authorities of the California Marketing Act, referred to here as the “Act” (Chapter 1 of Part 2, Division 21 of the California Food and Agricultural Code). The CRB has been in existence since 1968, and the specific authorities governing its activities are contained in the grower-approved California Citrus Research Program (the “Order”). During the existence of the CRB, it has utilized assessments provided by California citrus growers to fund production research, variety development, quality assurance, clonal protection, public education and interaction. The CRB also receives federal grant monies to fund research projects.

As a service to the Growers and the industry, the CRB produces a quarterly publication known as *Citrograph*, which serves as an industry-wide demonstration of the research that the grower assessments fund. In order to produce a quality product, the CRB needs a qualified Managing Editor to assist with the production process.

**Scope of Work to be Performed**

The *Citrograph* Production will perform the following services:

1. Represent the CRB as the Official Publisher of the *Citrograph* Magazine;
2. Attend all planning, publication, committee and necessary meetings for the publication;
3. Work with the CRB allocated staff members and Editorial Board to develop editorial content and direction for the Magazine;
4. Organize, coordinate and implement the design, layout and production of all ads and editorial pages of the Magazine;
5. Coordinate and execute printing of the magazine;
6. Coordinate and execute mailing of the magazine;
7. Ensure overrun copies of the publication are delivered to the CRB Visalia Office;
8. Develop, coordinate and implement a marketing plan for magazine ad sales;
9. Sell all advertising;

10. Handle all publication accounting; which includes billing, invoicing and collection from advertisers. As well as, payment to all vendors for printing and production of the publication;
11. Provide open lines of communication with CRB on all aspects of the magazine project, which would include, a pre-magazine planning meeting, editorial and magazine pre-press proofing meeting and post publication review meeting;

### **Minimum Qualifications**

*Citrograph* Production Company shall have the following qualifications:

- At least 5 years of professional production services for industry-related publications and periodicals;
- Experience working in the agriculture industry, preferably citrus;
- Desirable experience includes working directly with growers, Boards, Commissions, and other government agencies;
- Experience converting scientific data to understandable and aesthetically pleasing formats for a non-scientific audience;
- Proven track record of actively pursuing advertisers and generating ad-based revenue;
- At least one year of contract based experience, including task management and tracking billable hours;

### Proposed Fees for Service

Bidders submitting responses to this Request for Proposal should provide a breakdown of fees for providing the services described above.

The breakdown must include:

- 1) Fee for Service:
- 2) Reimbursable Expenses:
- 3) Other costs / fees;

Also include a list of at least **three references** from past production clients that the CRB may contact as part of our evaluation process, as well as a Resume and Cover Letter.

All responses are due by close of business on **Friday, September 16, 2016**. The successful candidate will be selected at the September Annual Board Meeting. Successful award of this RFP is contingent on the execution of an acceptable agreement, in the form of a contract or engagement letter, as mutually agreed upon by both parties. Said agreement shall be for single year's engagement, with the option of additional yearly engagements, awarded at the discretion of the Board of Directors on an annual basis. The total number of yearly engagements shall not exceed a period of five years.

All communications for this RFP should be submitted to both **Gary Schulz, President**, and **Joshua Crowell, Contracts and Grants Coordinator**, at the contacts listed below:

Gary Schulz  
President  
217 N. Encina  
PO Box 230  
Visalia, CA 93279  
E-Mail: [gary@citrusresearch.org](mailto:gary@citrusresearch.org)  
Phone: (559)738-0246

Joshua Crowell  
Contracts and Grants Coordinator  
217 N. Encina  
PO Box 230  
Visalia, CA 93279  
E-Mail: [josh@citrusresearch.org](mailto:josh@citrusresearch.org)  
Phone: (559)738-0246

## **Background Information**

### **Citrus Research Board Budget and Activities**

The CRB conducts scientific research on general production and variety improvement, a quality assurance program on agricultural chemical residues, pest and disease control functions, and other activities pertinent to the California citrus industry.

The CRB is funded through assessments paid by California citrus growers at a rate of four cents per 40-pound box of citrus. This assessment generates just over \$7 million per year in addition to outside grants received of \$3 million.

### **Board of Directors**

The CRB operates under the oversight of the Secretary of Food and Agriculture. All actions taken by the CRB are subject to approval by the Secretary.

The CRB has a board of directors composed of 20 members that are citrus growers from three different districts throughout the state and one (public) member who is neither a producer nor marketer of citrus. The Board of Directors includes a Chair, Vice Chair, and Secretary/Treasurer. There is a five-member Executive Committee composed of the three officers, and two additional Board members.

### **Staff**

The CRB has a staff of 16 including the President, five senior managers and 12 staff.

Date:

Name of Candidate:

<b>Scoring Criteria:</b>	<b>Score</b>	<b>Weight (%)</b>	<b>Weighted Score:</b>
<b>Cost of the services</b> <i>Firms will be rated by total proposed fees.</i>		25%	
<b>Technical Experience of the Firm</b> <i>Firm will be rated based on the number of years' experience performing the duties described above.</i>		25%	
<b>Qualifications of Firm</b> <i>Firm will be rated on their qualifications, including education, continuing education courses taken during the past two years, years' experience in similar positions, and types of experience will be considered.</i>		25%	
<b>References</b> <i>Candidates will be rated based on the reviews of references provided with the RFP.</i>		25%	
<b>Total Score</b>		100%	