

**Request for Proposals for Pacific Inter-Club Association (Hereafter referred to as PICYA) Yachting Yearbook (Hereafter referred to as YYB)**

**Request for Proposals for Pacific Inter-Club Yachting Yearbook  
Date of Issuance: October 28, 2013**

The Pacific Inter-Club Yacht Association was formed in San Francisco, California May 12, 1896, with Charles G. Yale (San Francisco Yacht Club) as its first President. For some time prior to this, the major San Francisco Bay yacht clubs were considering an organization for inter-communication, uniform racing rules and to encourage yachting.

**PICYA Publications**

The first major PICYA publication in 1898, after the original 1898 Bylaws were called “Yacht Signal Code for Use on San Francisco Bay and Adjacent Waters.” It was compiled by George G. Edgar. It contained a code flag designation table with PICYA Member Clubs and Officer’s burgees in a color plate. Past PICYA Commodore Ward Cleaveland had the original and also had the flag plate enlarged.

An original copy of the 1898 PICYA Constitution and Bylaws had been located in 1990. This is still to be confirmed as of April 2013. A 1912 revised copy printed by Larry Knight was located and Larry then started the present Yearbook series with the eleven pages “Official Program and Race Instructions for Season 1922.” The 1923 issue, published simultaneously with the formation of a Pacific Coast Yacht Association sponsored regatta on San Francisco Bay was a masterpiece for its day. Larry Knight continued to publish the Yearbook until his death in 1966. It was taken over in succession by Hal Biggar (1967-1971), Ed Wilder (1972-1983), Burnett Tregoning (1984-1998), John Chalfant (1999-2006) and Johnnie Owen (2007-2012). The Yearbook has improved over the years in format, information and quality of print and color. As of 2013, it contains a listing of many types of PICYA trophies, awards, races, boating organizations and listing of over 105 member clubs.

***1. Purpose and Eligibility***

***1.1 Purpose***

The purpose of this RFP is to invite prospective offerors to submit a proposal to complete work as described in Annex C.

***1.2 Coverage & Participation***

The services included in this RFP shall be for used for production and sale of the PICYA Yachting Yearbook.

***2. General Information***

***2.1 Original RFP Document***

PICYA shall retain the RFP, and all related terms and conditions, exhibits and other attachments, in original form in an archival copy. Any modification of these, in the offeror’s submission or subsequent contract, is grounds for immediate disqualification.

***2.2 RFP Provisions***

1. All information provided by PICYA in this RFP is offered in good faith. PICYA makes no certification that any item is without error. PICYA is not responsible or liable for any use of the information or for any claims asserted there from.
2. This PICYA does not under any circumstances commit PICYA to pay any costs incurred by the offeror in the submission of a proposal. This is the offeror's responsibility.
3. All materials submitted in response to this RFP shall become the property of PICYA upon delivery to PICYA.
4. Additional documentation may be required prior to selection.

**2.3 Schedule of Events**

The following schedule applies to this RFP but may change in accordance with PICYA's needs or unforeseen circumstances. Changes in this timeline will be announced as formal modifications to the RFP. TIME	DATE	Time Table
5:00pm	11/20/13	Deadline for submission of proposals
5:00pm	11/25/13	Estimated Date for Notification to Offerors on Proposal Status
12/2/13 @ 6PM		Possible Presentations by Final Two Candidates
6:00pm	12/5/13	Notification of Award

**3. Proposal Submission and Selection**

**3.1 Offeror's Understanding of the RFP**

In responding to this RFP, the Offeror fully understands the RFP in its entirety and in details. PICYA reserves the right to disqualify at its sole discretion any offeror who submits a proposal that is not responsive or that demonstrates less than such understanding. That right extends to cancellation of the contract if a contract has been made. Such disqualification and/or cancellation shall be at no fault, cost, or liability whatsoever to PICYA.

**3.2 Communication**

Verbal communication shall not be effective unless formally confirmed in writing by the PICYA Contact Person in charge of managing this RFP process. In no case shall verbal communication govern over written communications.

### **3.3 Proposal Submission**

All responses to this RFP must include the following:

1. A detailed technical proposal of what exactly will be provided to PICYA, including a narrative to justify the choices proposed will meet PICYA's needs outlined in Section 4 and all technical information.
2. A detailed price proposal in accordance with Section 5.
3. A description of similar work performed by the offeror.
4. A list of qualified professional and technical personnel, proposed under the offeror's proposal, including details of their relevant experience and relevant assignments in the past three years.

Proposal must be delivered via email to:

Pacific Yacht Inter-Club Association

Attention: Linda Blue

E-mail: linda.a.blue@gmail.com

All proposals must be received by PICYA, before the deadline date and time, 5:00pm PST, 11/20/13.

### **3.4 Evaluation Criteria and Method of Award**

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization. The purpose of this RFP is to identify those organizations that have the interest, capability, and financial strength to supply the services identified in Section 4.

Evaluation Criteria:

- a. Technical/Design Approach; 35%
- b. Project Management; 20%
- c. Capacity; 20%
- d. Prior Experience and expertise; 25%

The top two scoring offerors may be invited to make presentations to PICYA Publications Committee according to the schedule found in section 2.3.

Cost proposals will be evaluated, but will not be assigned a rating. The evaluation of cost will include a determination and exercise of cost realism, completeness, and reasonableness. Cost realism is defined as the offerors' ability to project costs which are realistic for the work to be performed; reflect a clear understanding of the requirements; and are consistent with the offeror's technical capacity.

#### **3.4.1 Selection**

PICYA may award one or more contracts resulting from this RFP to the offeror(s) whose quotation(s) conforming to this RFP offer(s) the greatest value. PICYA may also (a) reject any or all quotations, (b) accept other than the lowest cost quotation, (c) accept more than one quotation, (d) accept alternate quotations, and (e) waive informalities and minor irregularities in quotations received.

### **4. Technical Specifications & Requirements**

**4.1 Statement of Work**

Attached as Annex C.

**4.2 Deliverables and Milestones**

See Annex C for details.

**5. Price Proposal Requirements**

All organizations must submit a cost breakdown for completing the work described in this RFP. In response to this RFP, PICYA anticipates sharing 50% percent of money collected by the selected vendor for Advertising, Yearbook sales and charges to clubs for editing after the cost of printing YYB is recouped by awarded vendor, with payments on a time schedule contract with payments made upon submission of agreed-upon dates. The selected organization must agree to abide by the 50% percentage of money collected after cost of printing for the duration of the contract. Offeror will be reimbursed from proceeds for actual cost of shipping and for packaging used to deliver yearbooks.

PICYA will not pay for any costs incurred by the offeror in preparation of a proposal in response to this RFP. All offerors must provide a price guarantee that the proposal terms remains valid for a one year period

**5.1 Total Price Summary**

Please provide a price summary for each phase as displayed below, as well as a narrative describing how the price was calculated. The price summary must be submitted in Microsoft Excel format and show all formulas.

The price summary, detailed budget, and all discussion of costs, including the budget notes, shall be organized consistent with the cost categories specified below. If there is no proposed cost in a particular category, include 0 for that category.	<b>Amount</b>
<b>Price Summary</b>	
<b>Direct Labor</b>	
Salary and Wages	
Fringe Benefits	
Consultants	
<b>Other Direct Costs</b>	
Travel, Transportation, Per Diem	

and Miscellaneous Travel Costs (Visas, inoculations, etc.)
Allowances
Book Printing Costs
Subcontracts
Training Costs
Any Other Direct Cost
<b>Indirect Costs</b>
<b>Total Cost (Direct Labor Plus Other Direct Costs Plus Indirect Costs)</b>
<b>Income</b>
Cost to advertisers (see YYB or suggest new pricing)
Editing Fees charged to Clubs
Number of books sold to clubs
<b><i>Total Budget and Projections of profit for PICYA and Accepted Vendor</i></b>

## **5.1 Total Income Summary**

Please provide a total income summary after cost of printing 2000 Yachting Yearbooks as this is the only expense when calculating Vendor and PICYA's 50% split of incoming money.

## **5.2 Detailed Budget & Budget Narrative**

The detailed budget must be submitted in Microsoft Excel format and show:

- Each cost within a budget category (e.g., within the direct labor category, there must be a separate line in the budget for each staff position; within the equipment category, there must be a line for each type of equipment, etc.); and show all formulas.

The budget narrative must include information about how the amounts for each estimated cost were determined.

The following definitions of types of costs should be utilized in preparing the cost proposal.

**Salary and Wages:** Direct salary and wages should be proposed in accordance with the offeror's personnel policies. For example, costs of long-term and short-term personnel should be broken down by person years, months, days or hours.

**Fringe Benefits:** If fringe benefits are provided for as part of an organization's indirect cost rate structure, a copy of the organization's Negotiated Indirect Cost Rate Agreement must be included in the cost proposal. If fringe benefits rates are not included in the organization's Negotiated Indirect Cost Rate Agreement, a detailed cost breakdown by benefits types must be provided.

**Consultants:** This category is for services rendered by persons who are members of a particular profession or possess a special skill and who are not officers or employees of the offeror. Costs of consultants should be broken down by person years, months, days or hours.

**Travel, Transportation, and Per Diem:** This category is for costs for transportation, lodging, meals and incidental expenses. Costs must be broken down by the number of trips, domestic and international, cost per trip, per diem and other related travel costs.

**Equipment and Supplies:** This category is for supplies and equipment. Costs must be broken down by types and units.

**Subcontracts:** For any proposed subcontract, a budget for the proposed subcontract must be included and the budget must include the budget categories noted above.

**Allowances:** Allowances should be broken down by specific type and by person, and should be in accordance with offeror's policies and US Government regulations.

**Training:** For all types of training, costs should be broken down by types of training, participants and types of costs (e.g. transportation, materials, facilities, etc.).

**Other Direct Costs:** Costs must be broken down by types and units.

**Indirect Costs:** If the offeror has a Negotiated Indirect Cost Rate Agreement, indirect costs must be proposed in accordance with the offeror's Negotiated Indirect Cost Rate Agreement and a copy of the Negotiated Indirect Cost Rate Agreement must be included in the cost proposal. If indirect costs rates have not been previously established with the US Government, a breakdown of bases, pools, method of determining the rates and description of costs, and two years of financial statement, preferably audited by an independent auditor must be submitted.

**Fee/Profit:** The proposed fee/profit must be supported with rationale based on associated risk factors.

## **6. Organization Overview and Offeror Certification**

### **6.1 Organization Overview**

In order for their proposal to be considered, the offeror must submit an overview of the organization which must include the following:

A) Full legal name of the company.

B) Year the organization was established.

C) Contact information regarding the proposal to include the following:

(a) The individual(s) full name and title,

(b) Full office address,

(c) Telephone and fax number,

(d) Email address

- A list of the offerors's key individuals including:

(a) The principal officers of the organization's governing body (e.g., chairman, vice chairman, treasurer and secretary of the board of directors or board of trustees);

(b) The principal officer and deputy principal officer of the organization (e.g., executive director, deputy director, president, vice president);

(c) The program manager(s) for the proposed contract;

(d) Any other person who will have significant responsibilities for administration of the US Government-financed activities or resources under the proposed delivery of the commodities.

- Names, email addresses, phone numbers and contact people at three organizations who have been clients of the offeror during the last 18 months, whom PICYA can call on as references.

Offerors should provide references from projects similar in size, application, and scope and include a brief description of the implementation of the project.

- Information regarding any current litigation in which the offeror, or any of the entities in the collaboration, are involved, regardless of jurisdiction where the litigation resides.

#### **Annex A—Organizational Certification**

This certification attests to the Offeror's awareness and agreement to the content of this RFP and all accompanying calendar schedules and terms and provisions contained herein.

The Offeror must ensure that this certification is duly completed and correctly executed by an authorized officer of the Offeror's company.

1. This proposal is submitted in response to an RFP issued by PICYA. The undersigned is a duly authorized officer, hereby certifies that:

(Offeror Name)

Agrees to be bound by the content of this Proposal and agrees to comply with the terms, conditions and provisions of the referenced RFP. The proposal shall remain in effect for a period of 90 calendar days as of the Due Date of the RFP.

2. The undersigned further certify that their firm (check one):

IS

IS NOT

Currently debarred, suspended, or proposed for debarment by any United States federal entity. The undersigned agree to notify PICYA of any change in this status, should one occur, until such time as an award has been made under this procurement action.

3. The offeror, by checking the applicable box, certifies that –

(a) If the offeror is a **U.S. entity**,

1. It operates as  a corporation incorporated under the laws of the State of \_\_\_\_\_ (state),  an individual,  a partnership,  a nongovernmental nonprofit organization,  a

state or local governmental organization,  a private college or university,  a public college or university,  an international organization, or  a joint venture;

2. Its status\* is (check all that apply; see Annex B for standard definitions):

Small Business (SB) (self certification)

Small Disadvantaged Business (SDB) (self certification)

HUBZone Small Business (self-certification not available), certification issued by

\_\_\_\_\_  Woman Owned Small Business (WOSB) (self certification)

Veteran Owned Small Business (VOSB) (self-certification)

Service Disabled Veteran Owned Small Business Concern (SDVOSP) (self-certification)

Large Business (LB)

Other Certification, certification: \_\_\_\_\_

3.  In addition to the above, the offeror complies with the Small Business Administration's Table of Size Standards. (See [www.sba.gov](http://www.sba.gov) for additional information.)

**OR**

(b) If the offeror is a **non-U.S. entity**, it operates as  a corporation organized under the laws of \_\_\_\_\_ (country),  an individual,  a partnership,  a nongovernmental nonprofit organization,  a nongovernmental educational institution,  a governmental organization,  an international organization, or  a joint venture. Page 9 of 17

4. Person[s] authorized to negotiate on behalf of this firm for purposes of this RFP are:

Name:	Title:
Signature:	Date:
Name:	Title:
Signature:	Date:

## **Annex B—Definitions (U.S. Entities Only)**

### ***Small Business (SB)***

A small business, means a concern, including its affiliates, that is independently owned and operated, not dominant in its field of operation, and meets the SBA's criteria for the NAICS (<http://www.census.gov/eos/www/naics/>) industry to which it belong. Currently, a small business certification process is not required for Federal contracts. When submitting a proposal, simply self-certify by checking the appropriate box.

### ***Small Disadvantaged Business (SDB)***

A Small Disadvantaged Business (SDB) is a small business that is at least 51 percent owned by one or more individuals who are both socially and economically disadvantaged.

The SBA defines socially disadvantaged groups as those who have been, historically, subjected to "racial or ethnic prejudice or cultural bias" within the larger American culture. Identified groups include: African Americans, Asian Pacific Americans, Hispanic Americans, Native Americans and Subcontinent Asian Americans. Members of other groups may qualify if they can satisfactorily demonstrate that they meet established criteria.

Economically disadvantaged individuals are defined as those for whom impaired access to financial opportunities has hampered the ability to compete in the free enterprise system, in contrast to people in similar businesses who are not identified as socially disadvantaged.

### ***HUBZone Small Business - Historically Underutilized Business Zone***

A small business concern that appears on the list of Qualified HUBZones Small Businesses maintained by the US Small Business Administration. To determine if your business is located in a HUBZone, or to apply online, go to The Small Business Administration's HUBZone website <https://eweb1sp.sba.gov/hubzone/internet/index.cfm>.

### ***Woman-owned Small Business (WOSB)***

A small business that is at least 51 percent owned and actively managed by one or more women with either U.S. citizenship or U.S. resident alien status. Learn more at SBA's Office of Women's Business Ownership at <http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>.

### ***Veteran-Owned Small Business (VOSB)***

A small business concern that is:

- i. At least 51% unconditionally owned by one or more veterans as defined at 38 U.S.C. 101(2) or, in the case of any publicly owned business, at least 51% of the stock of which is unconditionally owned by one or more veterans; and
- ii. The management and daily business operations of which are controlled by one or more veterans.

Learn more at SBA's Office of Veterans Business Development  
<http://www.sba.gov/aboutsba/sbaprograms/ovbd/index.html>.

### ***Service Disabled Veteran-Owned Small Business Concern (SDVOSB)***

A small business concern that is:

- i. At least 51% unconditionally owned by one or more service-disabled veterans or, in the case of any publicly owned business, at least 51% of the stock of which is unconditionally owned by one or more service-disabled veterans, and;

- ii. The management and daily business operations of which are controlled by one or more service disabled veterans, or in the case of a service disabled veteran with permanent and severe disability, the spouse or permanent caregiver of such veteran.

“Service Disabled Veteran” means a veteran, as defined in 38 U.S.C. 101(2), with a disability that is service connected as defined in 38 U.S.C. 101(16). Learn more at the US Dept. of Veteran Affairs <http://vabenefits.vba.va.gov/vonapp/main.asp>.

### **NAICS**

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. For more information go to NAICS at <http://www.census.gov/eos/www/naics/>.

### **Annex C—Scope of Work**

The Pacific Interclub Yacht Association is in need of a Yachting Yearbook for 2013. This book is a soft cover 6X 9 approximately 450 page book listing officers of each club, members, and boat names for 108 clubs. There are approximately 66 pages of additional information including PICYA Events, Officers, Committees, Regattas, Awards, and California Boaters Information. A template from last year’s book will be provided. 2000 copies are to be initially printed and distributed. (This number can be changed based on pre-orders)

### **Requirements**

1. Excellent graphic design capabilities.
2. Excellent Customer Service Skills when communicating with PICYA Member Clubs.
3. Sending current club listings to each of the 108 clubs contacts and update information in current page formats
4. Receiving Changes from 108 sources
5. Producing Book
  - a. Design of front cover
  - b. Updating Trophy Information
  - c. Updating PICYA Officers
  - d. Updating PICYA Events
  - e. Updating 10 pages on California Boaters Information
6. Selling ads to advertisers (new advertisers need approval of PICYA Publications Contact) and reporting profits to PICYA
7. Invoice clubs for Editing costs and Advertising
8. Collect money for advertising, editing and sales of book
9. Selling books to member clubs
10. Selling books at events (Opening Day and delegates meetings)
11. Accurately reporting sales and profits to PICYA
12. Providing PICYA Secretary an Excel Spreadsheet of all Member Clubs data collected
13. Providing Raw Graphics files and PDF of all work associated with YYB

### **Pay**

Pay is based off of paid receivables. Cost is typically \$15 per book or 22 books for \$200. Gross proceeds will be split 50% with PICYA. It will be the burden of the accepted organization to select a printer and pay for the cost of printing the YYB in advance of sales. The offeror and PICYA must obtain three quotes for printing the YYB and mutually agree on the selected vendor. The offeror will collect money for Advertising, Charging Clubs for Editing their listings, and Yearbook sales. As money comes in for Advertising, Edits and

Yearbook Sales the offeror will reimburse themselves the cost of only the Yearbook Printing directly from the proceeds, as well as the actual cost of shipping and shipping materials to the clubs, after which point the offeror will then pay 50% of all incoming money to PICYA on a monthly basis. The offeror shall account for all invoices and unsold books to PICYA. The offeror can expect to make at a minimum of between \$5,000 to \$15,000 for the total job. It is possible to make more profit by selling ads, properly billing and collecting on invoices for editing, keeping printing costs low and selling yearbooks.

**Acceptance criteria**

Approval of plan by Publications Committee.

**Phase I Deliverables**

<b>(Assumes a project start date of Dec 6) Required Deliverables and/or Milestones</b>	<b>Due Dates</b>	<b>PICYA Approval Contact</b>
Letter sent to clubs asking for updated information – CC <a href="mailto:Linda.a.blue@gmail.com">Linda.a.blue@gmail.com</a>	Before 1/05/2014	Linda Blue
Second Reminder for updated information CC <a href="mailto:Linda.a.blue@gmail.com">Linda.a.blue@gmail.com</a>	Before 2/05/2014	Linda Blue
Deadline for submissions	03/15/2014	Linda Blue
Letter sent to clubs asking for YYB Orders <a href="mailto:Linda.a.blue@gmail.com">Linda.a.blue@gmail.com</a>	Before 2/01/2014	Linda Blue

**Phase II Deliverables**

<b>(Assumes a project start date of Dec 6) Required Deliverables and/or Milestones</b>	<b>Due Dates</b>	<b>PICYA Approval Contact</b>
Copies of invoices for Advertisers, edit invoices, and YYB Orders	Before 4/01/2014	Linda Blue
YYB to Printer with proof before printing to Publications Committee	Before 4/01/2014	Linda Blue
YYB produced and available at Opening Day on the Bay	04/27/2014	Linda Blue
YYB Ship to Clubs	Before 6/1/14	Linda Blue
Payment of 50% income after printing costs on collected money	Before 5/1/14, 6/1/14, 7/1/14, 8/1/14, 9/1/14 - \$50 extra owed PICYA for late reporting	Linda Blue
Copies of outstanding invoices	Before 7/1/14	Linda Blue
Meeting to go over profit/losses	Before 8/1/14	Linda Blue

All files due to Secretary and Publications Committee	Before 8/15/14	Linda Blue
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