

The City of Frederick
Purchasing Department
111 Airport Drive East
Frederick, Maryland 21701
301-600-1194
kbrown@cityoffrederick.com

REQUEST FOR QUALIFICATIONS

TO:

Jean Peterson Design: 301-631-2401; Attn: Emily Dorr emily@jeanpetersondesign.com

LTD Creative: 301.682.4293; Attn: Louanne Welgoss lounne@ltdcreative.com

Octavo Design: 301-695-8885; Attn: Sue Hough sue@8vodesigns.com

Mjach Designs: 240.651.3130 Attn: Melissa Jachelski melissa@mjachdesigns.com

Kalico Designs: 301-360-5417; Attn: Kim Dow kim@kalicodesign.com

Think Baseline: 240-575-6860; Attn: Megan Mullaney megan@thinkbaseline.com

What Works Studio: 410-913-1025; Attn: Brooke Hall brooke@whatworks.io

Illumine8: 301-200-8945; Attn: Christina May clmay@illumine8.com

Publicly available to any firm who would like to submit.

RFQ: 5411-04-20-18, Comprehensive Branding, Logo Development, and Marketing Services

FROM: The City of Frederick IT/GIS, Matt Bowman, Technology Manager

DATE: April 20, 2018

The City of Frederick is soliciting proposals from qualified consultants for the purpose of providing Comprehensive Branding, Logo Development, and Marketing Services. Services will need to begin immediately upon notice to proceed.

GENERAL CONDITIONS

The City of Frederick Purchasing Department will accept proposals until **Friday, May 18, 2018 at 3:00 p.m.** Proposals may be mailed, hand delivered or e-mailed (maximum 20MB) to kbrown@cityoffrederick.com. Quotations received after the due date and time will be considered late and will not be accepted. It is the proposer's responsibility to ensure the City has received their response on time.

The City of Frederick reserves the right to reject any and all Proposals, or to waive any minor irregularities in the process. The City further reserves the right to seek new proposals when such a procedure is reasonably in the best interest of the City to do so. Minority owned and operated businesses are encouraged to participate in the submission process.

CLARIFICATION

Any questions or clarifications concerning this Request for Qualifications shall be submitted in writing to Keisha Brown, Purchasing Manager. The RFQ title and number shall be referenced on all correspondence. All responses to questions will be sent to all prospective proposers in the form of an addendum.

REQUEST FOR QUALIFICATIONS

Graphic Design Services for Department of Economic Development

ASSIGNMENT

Consultant agrees not to enter into subcontracts, or assign, transfer, convey, sublet, or otherwise dispose of this Agreement, or any or all of its rights, title or interest herein, without The City of Frederick's prior written consent.

INSURANCE

The Selected Proposer shall agree to maintain Professional Liability or Errors and Omissions Liability Insurance at a limit of liability not less than \$1,000,000 per incident or per occurrence. When a self-insured retention (SIR) or deductible exceeds \$10,000, the City reserves the right, but not the obligation to review and request a copy of Proposer's most recent annual report or audited financial statement. For policies written on a Claims-Made basis, the Proposer warrants the retroactive date equals or proceeds the effective date of this contract. In the event the policy is cancelled, non-renewed, transferred to an Occurrence Form, retroactive date advanced, or any other event triggering the right to purchase a supplemental Extended Reporting Endorsement during the life of this Contract, the Proposer shall agree to purchase an Extended Reporting Endorsement (or "Tail") with a minimum reporting period of not less than three years and to notify the City. If this policy is maintained without change during the life of this contract and the Extended Reporting Endorsement is not purchased, the Proposer warrants that this Claims Made coverage will be renewed for a minimum of three years after the completion of the project with the same retroactive date as that used at the onset of this project.

INDEMNIFICATION

Consultant shall indemnify, protect, defend, and hold harmless the City, the City's representatives, and their respective officers, directors, elected and appointed officers, officials, partners, employees, and agents ("City Indemnitees") from and against all liability, claims, demands, damages, losses, liens, causes of action, suits, judgments, fines, penalties, costs and expenses (including, without limitation, reasonable attorney fees and costs of defense), of any nature, kind, or description claimed, asserted, or prosecuted by any person or entity whomsoever, to the extent caused by: (i) the negligent, acts, errors, or omissions, by Consultant, its agents, partners, employees and sub-contractors, anyone directly or indirectly employed by them or anyone for whose acts they may be liable, or (ii) the material breach of this Agreement, except to the extent that any claims or damages are caused by the negligence, willful misconduct or material breach of this Agreement by the City Indemnitees. This indemnity obligation shall survive the termination or expiration of this Agreement, but shall not otherwise extend any applicable statute of limitations or statute of repose. This indemnity obligation shall be in addition to, and not in lieu of, any and all other liability which the Consultant has or may have to any party indemnified hereunder or to third parties as a matter of law. Consultant's obligations hereunder shall not be limited by any insurance coverage required by this Agreement.

REQUEST FOR QUALIFICATIONS

Graphic Design Services for Department of Economic Development

LOCAL PREFERENCE POLICY

Definitions - For the purposes of this subsection, the following terms have the meanings ascribed to them:

“City Business” means a business entity that (i) For at least one year immediately preceding the issuance of the relevant request for quotes or formal solicitation, has its headquarters, a manufacturing facility, a locally-owned franchise, or an operating branch physically located within the City; (ii) For the most recent tax year, has paid all business or real property tax due to the City; and (iii) Will use only subcontractors who meet the criteria of (i) and (ii).

“State Business” means a business entity that (i) For at least one year immediately preceding the issuance of the relevant request for quotes or formal solicitation, has its headquarters, a manufacturing facility, a locally-owned franchise, or an operating branch physically located within the State of Maryland; (ii) For the most recent tax year, has paid all business tax or real property tax due to a political subdivision of the State of Maryland; and (iii) Will use only subcontractors who meet the criteria of (i) and (ii).

1. Preferences

- a. In general, subject to the exemptions set forth below, in evaluating any competitive solicitation in accordance with these Purchasing Policies and Procedures, the City will grant a preference in relation to the proposed quoted cost or bid amount as further described herein. The preference is only used for computational purposes to determine the winning bid or proposal, and has no bearing on the actual purchase price or cost to the City.
- b. City Businesses - The preference given to City Businesses is 10 percent of the lowest quote or responsible bid, not to exceed \$3,000.
- c. State Businesses - The preference given to State Businesses is 5 percent of the lowest quote or responsible bid, not to exceed \$1,500.

DISCLAIMER

The City of Frederick may, in its sole and absolute discretion, accept or reject, in whole or in part, for any reason whatsoever any or all Proposals submitted; re-solicit this Request for Qualifications; postpone or cancel at any time this Request for Qualification process; or waive any formalities of or irregularities in the process. Proposals that are not submitted on time and/or do not conform to The City of Frederick’s requirements will not be considered. The selection by The City of Frederick shall be based on the proposal, which is, in the sole opinion of The City of Fredrick to be in the best interest of The City of Frederick. The issuance of this Request for Qualifications constitutes only an invitation to make presentations to The City of Frederick. In all cases, The City of Frederick shall have no liability to any Consultant for any costs or expense, incurred in connection with this Request for Qualifications or otherwise.

REQUEST FOR QUALIFICATIONS

Graphic Design Services for Department of Economic Development

SELECTION CRITERIA

The City of Frederick will select up to the three (3) highest rated firms from those who respond to this Request for Qualifications for interviews. Final selection will be made from these interviewees.

The following criteria will be considered and equally weighed by The City of Frederick during the evaluation of the proposals:

- Specific experience of the individuals listed for each position that constitutes the proposed project team with emphasis on their background in working in a similar role on other branding projects. (25 points)
- Review of the consultant's overall design experience, abilities, project concept and approach. (25 points)
- Price of services; inclusive of any local preference (25 points)

Points to short-list for interviews = 75

- Quality of the team's ideas and suggestions during interview portion. (25 points)

Total Possible Points = 100

Award will be made to the highest rated firm. Award may be made for all items or a portion of them.

PAYMENT

Invoices for payment will be submitted on a per task basis for the duration of the contract. Invoices will be subject to verification and approval by Matt Bowman, Technology Manager.

AGREEMENT

The selected Proposer will be expected to sign a standard City services agreement. The City of Frederick will enter into an agreement with the Consultant to perform activities as outlined in this RFQ. Under this agreement, the actual scope of work may be more fully developed under a cooperative effort between the selected Consultant and the City Project Manager.

All designs, reports, drawings, etc. developed by the Consultant shall become the property of The City of Frederick upon completion of the work program, or termination of the contract.

REQUEST FOR QUALIFICATIONS

Graphic Design Services for Department of Economic Development

TERM OF CONTRACT

This contract shall be for a period of one year and shall commence upon issuance of the Notice to Proceed by Mr. Bowman. Completion time for each item will be agreed upon as work is assigned. Pricing shall be fixed and firm for the duration of the contract.

TERMINATION FOR DEFAULT

If Consultant defaults in its performance under this Contract and does not cure the default within 30 days after written notice of default, The City of Frederick may terminate this Contract, in whole or in part, upon written notice without penalty to The City of Frederick. In such event the Consultant may be liable for damages including the excess cost of procuring similar supplies or services: provided that if, (1) it is determined for any reason that the Consultant was not in default or (2) the Consultant's failure to perform is without his or his subcontractor's control, fault or negligence, the termination will be deemed to be a termination for the convenience of The City of Frederick.

TERMINATION FOR CONVENIENCE

The City of Frederick may terminate this Contract, in whole or in part, upon 30 days prior written notice when it is in the best interest of The City of Frederick. If this Contract is for supplies, products, equipment, or software, and is so terminated for convenience by The City of Frederick, the Consultant will be compensated in accordance with an agreed upon adjustment of cost. To the extent that this Contract is for services and so terminated, The City of Frederick shall be liable only for payment in accordance with the payment provisions of the Contract for those services rendered prior to termination.

SCOPE OF WORK

The City of Frederick will retain a consultant to provide guidance and assistance in the creation of a brand for the City, consistent across its various departments and functions. Several departments have been identified as potentially requiring additional, complimentary branding efforts. The City will determine if both projects listed below move forward simultaneously. The City desires a cost proposal on each of the following services:

Comprehensive City Branding:

1. One-day Branding workshop with City staff
2. Two-day Branding workshop with City staff and external stakeholders
3. Research Competitive and Current State
4. Positioning statement
5. Internal Brand statement
6. Logo Development w/ three (3) rounds of revisions
7. Tagline
8. Formalized Brand Guidelines

REQUEST FOR QUALIFICATIONS

Graphic Design Services for Department of Economic Development

9. Key Marketing Messages
10. Expanded Brand Style Guidelines
11. Rollout Plan

Specialized Departmental Branding:

1. One-day Branding workshop with City staff
2. Two-day Branding workshop with City staff and external stakeholders
3. Research Competitive and Current State
4. Positioning statement
5. Internal Brand statement
6. Logo Development w/ three (3) rounds of revisions
7. Tagline
8. Formalized Brand Guidelines
9. Key Marketing Messages
10. Expanded Brand Style Guidelines
11. Rollout Plan

SUBMISSION

Include a maximum of 10 pages that address the following:

- Why is your company interested in and/or passionate about this project?
- Statement of Work (your understanding of the project)
- Overall design experience and abilities
- References from three similar projects within the past three years
- General project concept and approach
- Individuals that will make up the project team their background in working in a similar role on other branding projects

PROPRIETARY INFORMATION

It is the responsibility of each Proposer to clearly mark any part of his proposal considered to be of PROPRIETARY OR CONFIDENTIAL nature. Proposers shall not mark sections of their proposal as proprietary or confidential if they are to be part of the award of the Contract/Agreement and are of a "material" nature (i.e. prices).

REQUEST FOR QUALIFICATIONS
Graphic Design Services for Department of Economic Development

PRICE PROPOSAL FORM
Page 1 of 2

THE CITY OF FREDERICK
Purchasing Department
111 Airport Drive East
Frederick, Maryland 21701

**Graphic Design Services for Department of
Economic Development**

REQUEST FOR QUALIFICATIONS SHALL BE DUE MAY 18, 2018 BY 3:00 P.M.

Name and Signature Requirements for Bids ,Contracts and Proposals

The correct legal business name of the proposer must be used. A trade name (i.e. a shortened or different name under which the firm does business) should not be used when the legal name is different. Corporations must have names that comply with State Law. The proposers signature must conform to the following:

1. Where the proposer is a corporation, a corporate seal is required or a separate corporate officer must attest that the person signing is authorized to bind the corporation.
2. Where the proposer is a partnership, at least one general partner must sign.
3. Where the proposer is a sole proprietor, the owner of the company must sign.

CONTACT PERSON (PLEASE PRINT CLEARLY)

F.E.I.D. NUMBER

E-Mail

Terms: Net 30

PROPOSERS CORRECT LEGAL BUSINESS NAME

TELEPHONE NUMBER

ADDRESS

REMITTANCE ADDRESS

FAX

REQUEST FOR QUALIFICATIONS

Graphic Design Services for Department of Economic Development

PAGE 2 of 2

All Quotations are to be in accordance with all Minimum Specifications and Proposed Scope of Work. Any exception to the specifications shall be listed on the Quote Form. The specifications provided describe the various classes of work required, enumerating or defining the extent of same necessary, but failure to list any item or classes under scope shall not relieve the Consultant from performing such work where required by any part of the specifications, or necessary to the satisfactory completion of the project.

ITEM	ITEM DESCRIPTION	PRICE
1	Comprehensive City: One-day Branding workshop with City staff	@ _____ Dollars _____ Cents
2	Comprehensive City: Two-day Branding workshop with City staff and external stakeholders	@ _____ Dollars _____ Cents
3	Comprehensive City: Research Competitive and Current State	@ _____ Dollars _____ Cents
4	Comprehensive City: Positioning statement	@ _____ Dollars _____ Cents
5	Comprehensive City: Internal Brand statement	@ _____ Dollars _____ Cents
6	Comprehensive City: Logo Development w/ three (3) rounds of revisions	@ _____ Dollars _____ Cents
7	Comprehensive City: Tagline	@ _____ Dollars _____ Cents
8	Comprehensive City: Formalized Brand Guidelines	@ _____ Dollars _____ Cents
9	Comprehensive City: Key Marketing Messages	@ _____ Dollars _____ Cents

REQUEST FOR QUALIFICATIONS
Graphic Design Services for Department of Economic Development

10	Comprehensive City: Expanded Brand Style Guidelines	@ _____ Dollars _____ Cents
11	Comprehensive City: Rollout Plan	@ _____ Dollars _____ Cents
12	Departmental: One-day Branding workshop with City staff	@ _____ Dollars _____ Cents
13	Departmental: Two-day Branding workshop with City staff and external stakeholders	@ _____ Dollars _____ Cents
14	Departmental: Research Competitive and Current State	@ _____ Dollars _____ Cents
15	Departmental: Positioning statement	@ _____ Dollars _____ Cents
16	Departmental: Internal Brand statement	@ _____ Dollars _____ Cents
17	Departmental: Logo Development w/ three (3) rounds of revisions	@ _____ Dollars _____ Cents
18	Departmental: Tagline	@ _____ Dollars _____ Cents
19	Departmental: Formalized Brand Guidelines	@ _____ Dollars _____ Cents
20	Departmental: Key Marketing Messages	@ _____ Dollars _____ Cents
21	Departmental: Expanded Brand Style Guidelines	@ _____ Dollars _____ Cents

REQUEST FOR QUALIFICATIONS
Graphic Design Services for Department of Economic Development

22	Department: Rollout Plan	@ _____ Dollars _____ Cents
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Total Costs for items 1-11 (Comprehensive Branding City) Not to Exceed

\$ _____

Written in words: _____

Total Costs for items 12-22 (Specialized Departmental Branding) Not to Exceed

\$ _____

Written in words: _____

Overall Total Costs for items 1-22 Not to Exceed \$ _____

Written in words: _____

NOTE: Addendum Received: # _____ # _____ # _____

The undersigned swears that the foregoing statements are true and correct. Any material misrepresentation will be grounds for terminating any contract which may be awarded and for initiating action under Federal or State laws concerning false statements.

I have read and understand the requirements of this Request for Qualifications and agree to provide the required services in accordance with this request and all attachments, exhibits, etc.

Firm/Company: _____ Signature: _____

Title: _____

Date: _____

REQUEST FOR QUALIFICATIONS
Graphic Design Services for Department of Economic Development

LOCAL VENDOR PREFERENCE
AFFIDAVIT OF ELIGIBILITY

Page 1 of 2

This form is to be completed in its entirety by the prime vendor and submitted along with your Bid, Quote or Proposal. Incomplete forms will be rejected for preference evaluation.

In addition each vendor shall submit on the form provided below the name(s) of major subcontractors the vendor proposes to employ. A major subcontractor is defined as a subcontractor whose subcontract constitutes approximately five (5) percent or more of the total contract price. In order for a vendor to be considered for local preference points all major subcontractors must also qualify. Please fill out a form for each major subcontractor the vendor proposes to employ. Copy this form if additional forms are required and attach as submittals to Proposal. Incomplete forms will be rejected for preference evaluation.

1. LEGAL NAME OF FIRM:

Mailing Address:

Physical Address (if different):

2. Year your business was established in the City of Frederick:

Year your business was established in the State of Maryland:

3. Does your business have more than one office in the State of Maryland?

Yes _____ No _____

If yes, specify the office locations

4. Was the local business required to pay business and or real property tax for the most recent tax year?

Yes _____ No _____

If, yes did the local business pay any of this tax to The City of Frederick?

Yes _____ No _____

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REQUEST FOR QUALIFICATIONS
Graphic Design Services for Department of Economic Development

LOCAL VENDOR PREFERENCE
AFFIDAVIT OF ELIGIBILITY
Page 2 of 2

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Under penalty of perjury, the undersigned states that the forgoing statements are true and correct. The undersigned also acknowledges that any person, firm, corporation or entity intentionally submitting false information to the City of Frederick in an attempt to qualify for a local preference shall be prohibited from bidding on City of Frederick products and services for a period of one (1) year.

Authorized Signature: _____

Date: _____

Printed Name & Title: _____

Phone _____

STATE OF _____

COUNTY OF _____

I HEREBY CERTIFY that on this _____ day of _____, 20____,
before me, a Notary Public in and for the State and County aforesaid, personally appeared
_____(name) personally known or properly identified, as
_____(position) of _____(company)
and did acknowledge the foregoing instrument to be the act and deed of
_____(company), and that he is duly authorized to make this
acknowledgement on its behalf.

Notary Public _____

My Commission Expires: _____

REQUEST FOR QUALIFICATIONS
Graphic Design Services for Department of Economic Development

PROPOSER'S CERTIFICATION

I have carefully examined the Request for Qualifications and Minimum Specifications and any other documents accompanying or made a part of this Request for Qualifications.

I hereby propose to furnish the goods or services specified in the Request for Qualifications. I agree that my proposal will remain firm for a period of up to 120 days in order to allow the City adequate time to evaluate the submissions.

I verify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the City of Frederick or any other proposer is interested in said proposal; and that the undersigned executed this Proposer's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

NAME OF BUSINESS

BY:

Sworn to and subscribed before me
this _____ day of
_____, 2018

SIGNATURE

NAME & TITLE, TYPED OR PRINTED

Notary Public

MAILING ADDRESS

State of _____

CITY, STATE, ZIP CODE

My Commission Expires: _____

() _____
TELEPHONE NUMBER

EMAIL ADDRESS

REQUEST FOR QUALIFICATIONS
Graphic Design Services for Department of Economic Development

NOTICE TO PROPOSERS

AUTHORITY TO DISTRIBUTE RFP PACKAGES:

The City of Frederick Purchasing Office (website and e-Maryland Marketplace, if applicable) is the only entity which can provide an authorized RFQ package to interested companies or individuals. Firms who are working from an RFQ package obtained from any other source may have an incomplete set of documents. The City assumes no responsibility for any error, omission, or misinterpretation resulting from a company's use of an incomplete RFQ package.

Firms who have received the RFQ package from a source other than the City Purchasing Office (website and e-Maryland Marketplace, if applicable) are advised to contact the office to receive instructions for obtaining an official RFQ.

There may be one or more amendments or addendums to this solicitation. If your company desires to receive copies or notices of any such amendments, you must provide the information requested below to Purchasing. Please send this information via fax to (301) 600-3871 or by e-mail to klbrown@cityoffrederick.com. Purchasing will attempt to send amendments only to those firms that timely complete and return this form via fax or provide the requested information by timely e-mail.

RFQ number	5411-04-20-18
Company name	_____
Mailing address	_____

Phone number	_____
Fax number	_____
Contact person	_____
E-mail address	_____

Amendments will be posted on The City Frederick Purchasing web site. <http://www.cityoffrederick.com/index.aspx?nid=251> Check the Expanded Information page for the particular proposal solicitation for any posted amendments.

“The City of Frederick Government does not discriminate on the basis of race, color, religion, sex, national origin, age, marital status, veteran status, disability, sexual orientation, gender identity, genetic information, or any other legally protected group in employment or in the provisions of services.”

REQUEST FOR QUALIFICATIONS
Graphic Design Services for Department of Economic Development

ANTI-BRIBERY AFFIDAVIT

I HEREBY CERTIFY that:

- (1) I am the _____ and duly authorized
(Title)
representative of the firm of _____ whose address is _____
_____ and that I possess the legal
authority to make this affidavit on behalf of myself and the firm for which I am acting.
- (2) Except as described in Paragraph (3) below, neither I, nor to the best of my knowledge, the above firm, nor any of its officers, directors, partners, employees, or agents directly involved in obtaining contracts with the City of any county, bi-county agency, or subdivision of the state have been convicted of, or have pleaded nolo contendere to a charge of, or have during the course of an official investigation or other proceeding admitted in writing or under oath acts or omissions committed after July 1, 1977 which constitute bribery, attempted bribery, or conspiracy to bribe under the laws of any state or federal government.
- (3) Except as described in Paragraph (4) below, neither I, nor to the best of my knowledge, the above firm, nor any of its officers, directors, partners, employees, or agents has made payment to or provided loans, services, gifts, food or entertainment to any City official or employee with the intent to influence that person in the performance of his official duties. I further acknowledge and understand that it is unlawful to make payment or to provide loans, services, gifts, food or entertainment to any City official or employee with the intent to influence that person in the performance of his official duties and that violation of this provision is a misdemeanor punishable by a fine of not more than four hundred dollars (\$400.00), or imprisonment for not more than ninety (90) days, or both.
- (4) State "none" or, as appropriate, list any conviction, plea, or admission described in Paragraphs (2) and (3) above, with the date, court, official, or administrative body; and the sentence or disposition (if any):

I acknowledge that this affidavit is to be furnished to the requesting agency.

I acknowledge that, if the representations set forth in this affidavit are not true and correct, the City may terminate any contract awarded and take any other appropriate action. I further acknowledge that I am executing this affidavit in compliance with Section 160 of Article 78A of the Annotated Code of Maryland, which provides that certain persons who have been convicted of, or have admitted to, bribery, attempted bribery, or conspiracy to bribe may be disqualified, either by operation of law or after a hearing, from entering into contracts with the state or any of its agencies or subdivisions.

I do solemnly declare and affirm under the penalties of perjury that the contents of this affidavit are true and correct.

Signature

Date

Printed or Typed Name