

Town of Carbondale  
511 Colorado Avenue  
Carbondale, CO 81623

REQUEST FOR PROPOSAL  
COVER SHEET

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Date: January 14, 2022

Proposal Title: Town of Carbondale Graphic Design Services

Proposals will be received until: February 14, 2022  
12:00 p.m., MDST  
Town Hall  
511 Colorado Avenue  
Town Managers Office  
Carbondale, Colorado 81623

Goods or services to be delivered to or performed at: Town of Carbondale

For more information please contact Kevin Schorzman: 970-510-1217 (office)  
Email Address: [kschorzman@carbondaeco.net](mailto:kschorzman@carbondaeco.net)

Documents included in this package: Request for Proposal Cover Sheet  
Request for Proposal Document  
Town's Communication Tools

The undersigned hereby affirms that (1) he/she is a duly authorized agent of the Contractor, (2) he/she has read all terms and conditions and technical specifications which were made available in conjunction with this solicitation and fully understands and accepts them unless specific variations have been expressly listed in his/her offer, (3) that the offer is being submitted on behalf of the Contractor in accordance with any terms and conditions set forth in this document, and (4) that the Contractor will accept any awards made to it as a result of the offer submitted herein until March 8, 2022. Please return this with your proposal.

PRINT OR TYPE YOUR INFORMATION

Name of Company: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Representative's Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

# **REQUEST FOR PROPOSALS**

For

## **Graphic Design Services**

**Issued By:**

**Town of Carbondale, Colorado**

**Proposal Requests Due:**

**February 14, 12:00PM MDST**

**Mail or E-mail To:**

**Town of Carbondale**

**Attn: Kevin Schorzman**

**511 Colorado Avenue**

**Carbondale, CO 81623**

**(970) 510-1217**

**kschorzman@carbondaleco.net**

**NOTICE OF REQUEST FOR PROPOSALS**

**Carbondale, Graphic Design Services**

## **I. PROJECT OVERVIEW & OBJECTIVES**

### **Background:**

The Town of Carbondale is soliciting proposals for a consultant to provide graphic design services for Town communications. The chosen firm/agent shall act in the best interests of the Town of Carbondale and provide a wide variety of graphic design services to the Town.

The selected individual/firm shall provide the Town (including staff and elected and appointed officials) graphic design services for communication items that will ultimately be distributed to the general public in both English and Spanish. Messaging for the communication items will be provided by either staff or the Town's communication consultant.

The successful selected Contractor will work with the Town of Carbondale Staff to develop a consistent theme for town messaging and will employ this theme to develop:

- Press releases
- Flyers for Town events and other Town messaging
- Newspaper ads
- Social media messages
- Postcards and other mailings
- Posters and other materials for public meetings
- Seasonal and event banners

## **II. CARBONDALE GRAPHIC DESIGN SERVICES SCOPE OF WORK**

Responsibilities of the selected entity will include providing professional graphic design services, advice and technical assistance to the Town of Carbondale for:

- Assisting the Town in preparing information that will be shared in multiple media sources in both English and Spanish (content of the information will be provided by staff or the Town's Communications Consultant.)
- Providing work products that are formatted appropriately for the given purpose (i.e., newspaper ads, every door direct mailers, etc.
- Developing print publications, including posters, brochures, newsletters, etc.
- Developing content for the Town's website with the assistance of staff and the Town's Communications Consultant.

## **III. CONDITIONS OF PROPOSAL SUBMITTAL**

All proposal responses submitted must address each of the following with all information as requested herein and any additional information necessary to summarize the overall benefit of the proposal to the Town of Carbondale. Please be advised that the greater the degree of

specificity, the more likely it will be for the Town to review your responses favorably. Proposal submittal responses should include, but are not limited to, the following information:

**PROPOSAL REQUIREMENTS:**

The following information shall be required in the RFP submittal:

Letter of Transmittal – The letter is not intended to be a summary of the proposal itself and must contain the following statements and information:

- a. Company name, address, and telephone number(s) of the firm submitting the proposal.
- b. Name, title, address, e-mail address, and telephone number of the person or persons to contact who are authorized to represent the firm and to whom correspondence should be directed.
- c. Federal and state taxpayer identification numbers of the firm.
- d. Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified.
- e. The letter must be signed by a corporate officer or other individual who is legally authorized to bind the applicant to both its proposal and cost schedule.
- f. Statement which indicated “proposal and cost schedule shall be valid and binding for ninety (90) days following proposal due date and will become part of the contract that is negotiated with the Town.”
- g. General Vendor Information – Please provide the following information:
  - i. Length of time in business
  - ii. Length of time in business of providing proposed services
  - iii. Total number of clients
  - iv. Total number of public sector clients (Municipal experience desired).
  - v. Number of full-time personnel
  - vi. Location of headquarters and any field offices
  - vii. Location of office which would service this account
  - viii. Briefly describe what you see as the key components to effective public information campaigns from a visual perspective.
  - ix. Briefly describe your firm’s experience creating Spanish language information.
  - x. Briefly describe how your firm keeps current on industry best practices.

Describe how you would manage your customer relationship with the Town.

- Staff Resources – Identify names of principals and key personnel who will be supporting the Town. Full resumes of these individuals should be appended to the proposal. The local availability of staff that will be providing these services shall be an important consideration.
- Describe the hours of availability for staff support.
- Describe how after-hours support would be available

Service Levels

- Describe service levels you will provide to Town. Describe availability of key staff during normal business hours.
- Describe how and what staff is available 24/7 for emergencies.

#### Fees

Please provide all fees associated with the proposed contract for services. The following should be included:

- Standard Rates during normal business hours
- Response and emergency fees

### **INVOICING PROCEDURES:**

The Town requests that invoicing occur upon actual receipt of services. Although the Town utilizes an expedient process, vendors are advised that it could take up to thirty (30 days) to process invoices for payment.

### **IV. EVALUATION OF PROPOSALS & SELECTION CRITERIA**

It is the intent of the Town of Carbondale to conduct a comprehensive, fair and impartial evaluation of proposals received. Award shall be made to the provider that is believed by staff to be the best fit for the Town. The Town reserves the right to reject any and all proposals for any reason or no reason. Final selection will be based on a combination of relevant experience, available qualified staff, schedule of rates and ability to meet the Town's needs.

The Town reserves the right to waive any informalities and/or minor irregularities in submittals received, as determined at the sole discretion of the Town of Carbondale. Finally, the Town of Carbondale reserves the right to communicate with any bidders in order to clarify any aspect(s) of their submittals.

**Please provide (1) digital PDF copy of your proposal sent to Kevin Schorzman**  
[kschorzman@carbondalecto.net](mailto:kschorzman@carbondalecto.net)

### **V. INSURANCE**

If selected, the Contractor agrees to procure and maintain in force during the term of the contract the following coverage:

1. Worker's Compensation Insurance, as required by the Labor Code of the State of Colorado and Employer's Liability Insurance.
2. Commercially reasonable General or Business Liability Insurance with the Town of Carbondale listed as additional insured.

3. A Certificate of Insurance shall be completed by the Contractor's insurance agent(s) as evidence that policies providing the required coverage, conditions, and minimum limits are in full force and effect, and shall be subject to review and approval by the Town of Carbondale prior to the commencement of any services. The completed Certificate of Insurance will be filed with the Town Clerk.

## **VI. OTHER REQUIREMENTS**

The Town of Carbondale will enter into contract negotiations with the selected contractor. However, the Town of Carbondale reserves the right to terminate negotiations with that contractor at any time. The Town additionally reserves the right to negotiate or suspend with one or more contractors at any given time and to reject any or all of the contractors, should such action be deemed to be in the Town's best interest. The Town of Carbondale will negotiate a contract with the selected Contractor and the Contractor shall perform the Project Scope of Work. The work shall be performed in accordance with the Town of Carbondale's contract documents.

## **VII. INQUIRIES**

All inquiries relating to this RFP should be made to: Kevin Schorzman at (970) 510-1217 or at: [kschorzman@carbondaleco.net](mailto:kschorzman@carbondaleco.net)

## **VII. PROJECTED TIMELINE FOR PROJECT**

- Town of Carbondale release and post of the RFP January 14<sup>th</sup> \*
- RFP Submittal Deadline: February 14<sup>th</sup> at 12:00 p.m.\*
- Evaluation of Proposals: February 15-22, 2022
- Interviews of firms (optional) if needed: February 21-22, 2022
  
- Contract with Town reviewed by BOT: March 8, 2022

Note: All dates without asterisk above are preliminary and are subject to change.  
All dates with asterisk are fixed.