REQUEST FOR PROPOSALS

FOR

GRAPHIC DESIGN SERVICES

Issued by the St. Louis Economic Development Partnership
and its Affiliated Entities

(World Trade Center – St. Louis
Business Finance Corporation
St. Louis County Port Authority
Land Clearance for Redevelopment Authority
Industrial Development Authority
Cornerstone Partnership
Lambert Airport Eastern Perimeter Joint Development Commission
Midwest Cargo Hub Commission
Gateway to the Midwest Investment Center
Heartland Regional Investment Fund, LLC
STLVentureWorks)

Responses Due By:

September 28, 2017, at 3:00 PM
St. Louis Economic Development Partnership
ATTN: Howl Bean II
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St. Louis, Missouri 63105
(314) 615-7663
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Introduction

The St. Louis Economic Development Partnership (the “Partnership”) is a not-for-profit economic development organization responsible for creating high quality business and employment opportunities and enhancing the quality of life to advance long-term diversified growth throughout St. Louis County, the City of St. Louis, and the St. Louis region. As part of its efforts, and on behalf of its various affiliated entities, the Partnership engages in the promotion and marketing of the region’s assets to enhance the economic and social well-being of the region’s residents and businesses.

In furtherance of those efforts, the Partnership seeks a qualified graphic design firm to conceptualize, design, and deliver supporting collateral materials for the Partnership and its affiliated entities for various projects, on an as-needed basis throughout fiscal year 2018, October 1, 2017, through September 30, 2018.

The Partnership issues this Request for Proposals (“RFP”) for a firm to provide graphic design services.

Scope of Services

The “Services” consist of, and the successful graphic design firm shall provide, the following:

1. Art direction and concept design, design and production, project management, copyrighting and editing, and interactive services (website services and email marketing).

2. Conceptualize, design, and deliver graphic-design material that may include brochures, fact sheets, invitations, email templates, infographics, invitations, advertisements, flyers, email newsletter templates, and various other graphic and visual projects, as needed by the Partnership.

3. The graphic designer shall have the capacity to provide approximately 20 hours of Services per month.

4. All design, materials, and concepts provided in the performance of the Services shall be suitable for printing by a separate contractor.

5. Upon acceptance of each design or concept, the Partnership will retain all intellectual property rights.

6. The Partnership anticipates awarding a contract for services that will extend through the end of fiscal year 2018, with the option for a one-year renewal. Billable rates should reflect any changes through September 30, 2018, and option pricing should reflect any changes through September 30, 2019.

Proposal Format
Proposals must include, at a minimum, the following information:

1. **Experience/Qualifications of the Graphic Design Professional**—Provide a resume for each individual who will be assigned to provide the services and designate the individual who would have primary responsibility for overseeing the Services. Provide all relevant contact information for the primary contact person.

2. **Examples of Quality of Work**—For individuals assigned to perform the Services within the firm, provide a description of relevant past projects and examples of prior work and materials pertinent to providing the Services.

3. **Proposed Fees/Expenses**—Proposals shall clearly state all fees and expenses to be charged in the performance of all Services (set through September 30, 2018):

   a. If based on an hourly rate, provide the hourly rates to be charged for each individual who would be assigned to this engagement and a general description of how billable hours will be allocated among key personnel. In the alternative, provide a blended rate for the delivery of all Services.

   b. Provide an explanation if fees will be calculated on any other basis. Itemize the type of expenses (other than fees) for which your firm would seek reimbursement.

   c. It is anticipated that a maximum not to exceed amount will be established for these Services.

**Selection Criteria and Process**

Staff for the Partnership will review submitted proposals for completeness and qualifications. Selection for a contract award will be made on the basis of the following criteria:

1. Expertise and experience of firm in providing similar Services;

2. Quality of work of individuals assigned from firm;

3. Range of Services offered;

4. Cost; and

5. Responsiveness of firm to the RFP categories.

The St. Louis Economic Development Partnership encourages submission of proposals from disadvantaged business enterprises and companies owned by minorities, women, immigrants, and veterans. The Partnership does not discriminate on the basis of race, color, religion, creed, sex, sexual orientation, gender identity, age, ancestry, national origin, disability, or veteran status in consideration of this award. Equal Opportunity Employer.
Terms and Conditions

The following terms and conditions apply to all proposals:

1. The Partnership reserves the right to reject any and all proposals submitted; to select one or more responding parties; to void this RFP and the review process and/or terminate negotiations at any time; to select separate responding parties for various components of the scope of services; to select a final party/parties from among the proposals received in response to this RFP. Additionally, any and all RFP project elements, requirements, and schedules are subject to change and modification. The Partnership also reserves the unqualified right to modify, suspend, or terminate at its sole discretion any and all aspects of this RFP process, to obtain further information from any and all responding parties, and to waive any defects as to form or content of the RFP or any responses by any party.

2. This RFP does not commit the Partnership to award a contract, to defray any costs incurred in the preparation of a response to this RFP, or contract for any services. All submitted responses to this RFP become the property of the Partnership as public records. All proposals may be subject to public review, on request, unless exempted as discussed elsewhere in this RFP.

3. By accepting this RFP and/or submitting a proposal in response thereto, each responding party agrees for itself, its successors and assigns, to hold the Partnership and its affiliated entities, St. Louis County and the City of St. Louis, and all of their various agents, commissioners, directors, consultants, attorneys, officers and employees harmless from and against any and all claims and demands of whatever nature or type, which any such responding company, its representatives, agents, contractors, successors or assigns may have against any of them as a result of issuing this RFP, revising this RFP, conducting the selection process and subsequent negotiations, making a final recommendation, selecting a responding party/parties or negotiating or executing an agreement incorporating the commitments of the selected responding party.

4. By submitting responses, each responding party acknowledges having read this RFP in its entirety and agrees to all terms and conditions set out in this RFP.

5. Responses shall be open and valid for a period of forty-five (45) days from the due date of this RFP.

Submission of Proposals

To be considered, proposals must be received no later than 3 PM on Thursday, September 28, 2017. Proposals received after this date and time will not be considered.

Electronic proposals should be submitted by email to hbean@stlpartnership.com.