

REQUEST FOR QUOTE  
ECONOMIC DEVELOPMENT PUBLICATION  
RANDOLPH COUNTY CHAMBER OF COMMERCE  
OCTOBER 24, 2017

## 1. Summary

The Randolph County Chamber of Commerce (Chamber) is accepting quotes to design the Chamber's new economic development publication. This will be a concept to completion production. The purpose of this RFQ is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

Initial content is provided with this RFQ. This information has the right to change prior to the project start. Significant changes will not be made.

## 2. Proposal Guidelines and Requirements

This is an open and competitive process.

**Proposals received after 12:00 p.m./noon CST, Friday, November 3, 2017, will not be considered.**

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Publication must be created in Adobe CC programs and turned over to Chamber in editable formats with the understanding the Chamber has the right to edit these files in future dates.

Provisions of this RFQ and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## 3. Contract Terms

The Chamber will negotiate contract terms upon selection. All contracts are subject to review by the Chamber's committee assigned to the publication and legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

## 4. Proposal Description and Objectives

Our primary objective is to provide printed modern, flexible, informative publication of economic development facts to commercial, industrial, agriculture, or manufacturer prospects to the Randolph County, City of Pocahontas area.

Upon completion of the development of the publication, the Chamber will assume full responsibility for printing costs. All content, fonts, files and graphics will become the sole property of the Chamber.

## 5. Timeline

This RFQ is dated October 24, 2017. Proposers may also request a copy be sent via mail by contacting the Chamber at [chamber@randolphchamber.com](mailto:chamber@randolphchamber.com).

**Proposals are due no later than 12:00 p.m./noon CST, Friday, November 3, 2017.**

Proposals will be evaluated immediately thereafter. During this time we may require interviews and/or formal presentations at our office with our evaluation team on or about November 8, 2017. You will be notified if this is requested.

The name of the candidate who has been selected will be decided on or about November 10, 2017.

All other candidates will be notified on or about November 13, 2017.

Phase I of the project must be completed and delivered by December 15, 2017

Final publication must be delivered by January 17, 2018.

## 6. Stakeholders and Audience Groups

Primary:

Economic Developers, Site Selectors, Current Businesses Considering Expansion

Secondary:

Prospective members, donors, volunteers, and employees

## 7. Scope and Guidelines

The scope of this project is to create a new economic development publication for the City of Pocahontas, Randolph County Chamber of Commerce, and Randolph County. The Chamber will provide all copy and statistics for publication. A firm that can handle all layout, design, infographics, and charts is required. Photographs for the publication will be provided by the Chamber. The publication must be created in an Adobe Creative Cloud program. All files must be presented to the Chamber in editable format, this includes infographics, fonts, charts and files.

Design:

Publication must be well organized with a professional color scheme, font selection, charts, graphics, and infographics.

Publication must:

- Include a front and back cover, table of contents and page numbers.
- Designed for full color processing
- No more than 3 different fonts used throughout the publication.
- Photographs must be approved by the Chamber.

## 8. Qualifications

Include samples of previous work or provide a link to your online portfolio.

Provide current reference information for three former or current clients.

Provide your experience, including, length of time in business and core competencies.

Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

Please state how you intend to communicate with Chamber to gather all of the required information.

## 9. Evaluation Criteria

The following criteria will form the basis upon which the Chamber will evaluate proposals. The mandatory criteria must be met and include:

Your proposal must be received no later than **12:00 p.m./noon CST, Friday, November 3, 2017**. Your proposal must include a cost proposal as described above.

All proposals should be emailed to **bidproposals@randolphchamber.com** and be sized under 2MB. You will receive a read receipt once bid is opened. We will accept PDFs, Word Documents and PowerPoints. If you use a format other than that, please contact us to make sure that we can open the attachment.

The Chamber will also accept mailed proposals, or hand delivered provided they are sealed and received no later than **12:00 p.m./noon CST, Friday, November 3, 2017**.

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.

Aesthetic Capabilities – Prior work demonstrates artistic and innovative.

Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project. Remember, we want to gain attention on a scale that is more than local and regional; we need to appeal to a national and international audience in addition to local, state, and regional.

Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.

Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

## 10. Format for Proposals

Please use the following as a guideline to format your proposal:

### Title Page:

Your name, address, web site address, telephone number, e-mail address.

### Cover Letter:

Signed cover letter stating what you could bring to the publication.

### Proposal:

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted.

### Qualifications:

Provide the information requested in Section 8.

### Budget, Fees, Payment Terms:

List budgets as requested above.

Please direct all questions regarding this RFQ to Wendy French at the Randolph County Chamber of Commerce at (870) 892-3956 or [chamber@randolphchamber.com](mailto:chamber@randolphchamber.com).