

REQUEST FOR PROPOSAL
FOR
GRAPHIC/ART DESIGN PROFESSIONAL SERVICES



Town of Brighton

Located at
2300 Elmwood Avenue
Rochester, New York 14618

June 4, 2015

TOWN OF BRIGHTON
REQUEST FOR PROPOSAL

Table of Contents

Overview	1
General Information	1
Scope.....	1
Proposals	1
Notice of Intent to Bid	2
Pre-Bid Inquires and Questions	2
Timetable	2
Proposal Response Format.....	2
Contract Award Criteria.....	2
Other Services	3
Vendor Overview	3
Interview/Presentation	3
Selection Process	3
Final Agreement.....	3
Preservation of Rights of the Town	3
Appendix A – Basic Requirements	4
Attachment A – Non-Collusive Bidding Certificate	5
Attachment B – Exceptions	6

TOWN OF BRIGHTON
REQUEST FOR PROPOSAL

Overview

The Town of Brighton, located in Monroe County, New York, is seeking proposals from qualified vendors for professional services to provide graphic/art design services to be used for imprint on 30 street/light pole banners measuring approx. 2.5 feet x 5 feet.

Such services must meet certain minimum performance requirements contained in this Request for Proposal (RFP) as outlined in Appendix A.

General Information

The Town of Brighton is located on the southeast border of the City of Rochester in Monroe County, New York. Brighton is governed by an elected town board, consisting of a supervisor and four town board members. Brighton is a suburban community with a population of 36,600 within 15.6 square miles.

Scope

This Request for Proposal (RFP) contains the information and requirements necessary for vendors to prepare and submit proposals. The vendor shall outline their intended work plan to meet the objectives and requirements of this request for proposal. The vendor shall provide proposal costs in an itemized form and clearly identify any requirements that they are not able to meet.

The vendor shall provide the Town of Brighton with a list of client references that may be contacted

Proposals

All proposals must be received by the Assistant to the Supervisor no later than 3:00 p.m. EST,

****, 2015

Proposals may be submitted by email or hard copy

to: MaryAnn Hussar

Assistant to the Supervisor
Town of Brighton
2300 Elmwood Avenue
Rochester, NY 14618
Maryann.hussar@townofbrighton.org

TOWN OF BRIGHTON
REQUEST FOR PROPOSAL

Notice of Intent to Bid

Upon receipt of this RFP, all vendors who intend to submit a proposal are asked to notify the Town of Brighton of your intent by Email to maryann.hussar@townofbrighton.org by Friday, February 6, 2015. Please include the company name, contact name, Email address and phone number.

Pre-Bid Inquiries and Questions

Specific questions concerning the RFP may be referred to:

MaryAnn Hussar
Assistant to the Supervisor
585-784-5252 maryann.hussar@townofbrighton.org

Timetable

The projected timetable for this service is as follows:

June 4, 2015	RFP Available
June 17, 2015	Notification to Town of intent to Bid from interested Vendors
July 13, 2015	Vendor proposals due by 3:00 p.m. EST on this date
July 20, 2015	Schedule Interviews if needed
August 4, 2015	Select Vendor and secure Town Board approval to execute agreement
August 17, 2015	Commence Professional Services

Proposal Response Format

The proposal response must include relevant information specific to the proposed services and information specific to the Vendor's organization and sub-contractors. Proposal must be signed where requested by an employee with clear authority to commit the Vendor to the terms and conditions of the RFP. Exceptions taken to any Appendix, Attachment or statement within the RFP must be clearly identified on the appropriate Attachment.

Contract Award Criteria

Award of a contract will be based on the following selection criteria:

- ❖ Reputation of the vendor's services in serving other clients
- ❖ Cost of services.
- ❖ Ability to work within the Town of Brighton's delivery schedules and project budget.
- ❖ Vendors experience, style and skill set
- ❖ Sample of work/s

In that this contract for graphic /art design related services is considered to be a contract for professional services, cost of the services, while a major consideration, will be one of several criteria in selection of the vendor which best meets the needs of the Town of Brighton.

TOWN OF BRIGHTON REQUEST FOR PROPOSAL

Other Services

The vendor will include in the proposal a listing of services not specified in this RFP which may be provided to the Town. The listing must clearly identify if the services are provided as standard at no additional cost, or if they are available at an extra cost.

Vendor Overview

Provide an overview of your company to include the following:

- ❖ Business location and contact information
- ❖ Years in business and work experience
- ❖ Number of total customers current and past (note any municipal customers).

Interview/Presentation

Prospective vendors may be invited to interview with the Town of Brighton Supervisor, Assistant to the Supervisor, and/or any or all members of the selection committee.

The Town will not be obligated to offer any vendor submitting a written proposal the opportunity to make a presentation and or meet with the selection committee. Offers to interview and/or make a presentation will be based on the Town's interest generated by consideration of the written proposals received.

Selection Process

A selection committee including the Town Supervisor, Assistant to the Supervisor, a representative from the Town of Brighton Chamber of Commerce will review all proposals and make a final recommendation regarding a vendor to the Brighton Town Board.

Final Agreement

The selected vendor may be required to participate in negotiations leading to a final agreement (as referenced above). Such negotiations would likely include the fee structure, timing of payments to be made, technical services to be provided, and protections to be afforded to the Town. Authorization to enter into any final agreement is subject to approval by the Attorney to the Town.

Preservation of Rights of the Town

The Town of Brighton is not committed by virtue of this RFP to award a contract or to pay the costs incurred in the preparation of any proposal. Proposals submitted become the property of the Town and if requested by the Vendor in writing, kept confidential, subject to the provisions of the NY Freedom of Information Law. The Town reserves the right to:

- ❖ Reject any or all proposals submitted in response to this RFP
- ❖ Cancel this RFP either in part or entirely, without notice
- ❖ Engage consultants to assist the Town in evaluating proposals submitted

TOWN OF BRIGHTON
REQUEST FOR PROPOSAL

APPENDIX A – Basic Requirements

The Town is desirous to enter into an agreement with a graphic designer/artist to create the art that will be used/printed on approximately thirty (30) premium cast vinyl and/or aluminum 2-3 feet x 5-6 feet street pole/light pole banners.

Banners will be purchased from a commercial printing organization who will imprint with camera ready art, designed by the selected graphic design/art vendor. The Town of Brighton will retain ownership of all work produced including graphic design output. Vendor will provide the town with electronic versions of final art/graphics in the following formats: Hi resolution camera ready/digital Vector art file, jpeg and pdf files.

GRAPHIC/ART DESIGN SERVICES/Scope of Work

Provide:

1. Professional Design and layout concepts to be created and presented to the Town for consideration
Design **may** include:
 - Stock licensed photography
 - Town (in-house) provided photography/art
 - Artist designed graphics
2. Professional Design and layout concepts **must** include:
 - Town Name: Town of Brighton
 - Brighton Chamber of Commerce Logo (reference www.brightonchamber.org)
 - Town provided copy
3. Three (3) design concept ideas/samples
4. All revision services
5. Proof for final sign off
6. Final Hi resolution camera ready/digital Vector art file
7. 1 jpeg (from final)
8. 1 pdf file (from final)

Possible Concept IDEAS:

1. Series of 4 – 6 designs each representing images that could reflect the Word/s
 - LIVING
 - LEARNING
 - SHOP/DINE
 - PARKS/TRAILS
2. Common Banner with all 4 key living/visiting Brighton elements referenced in idea #1
3. One Image/Graphic that reflects the overall living/visiting Brighton experience

TOWN OF BRIGHTON
REQUEST FOR PROPOSAL

ATTACHMENT A

NON-COLLUSIVE BIDDING CERTIFICATE

In Compliance with Section 103 of the General Municipal Law

By submission of this proposal, the vendor and each person signing on behalf of the vendor certifies, and in the case of a joint proposal each party hereto certifies as to its own organization, under the penalty of perjury, that to the best of knowledge and belief:

- A) The prices in this proposal have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor;
- B) Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the vendor and will not knowingly be disclosed by the vendor prior to opening, directly or indirectly, to any other vendor or to any competitor; and
- C) No attempt has been made or will be made by the vendor to induce any other person, partnership or corporation to submit or not to submit a proposal for the purpose of restricting competition.
- D) The person signing this proposal certifies the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the vendor as well as to the person signing in its behalf; and
- E) That attached hereto (if a corporate vendor) is a certified copy of the resolution authorizing the execution of this certificate by the signatory of this proposal or proposal in behalf of the corporate vendor.

A proposal shall not be considered for award nor shall any award be made where (A), (B), (C), (D) and (E) above have not been complied with; provided, however, that if in any case the vendor cannot make the foregoing certification, the vendor shall so state and shall furnish with the proposal a signed statement which sets forth in detail the reasons therefore. Where (A), (B), (C), (D) and (E) above have not been complied with, the proposal shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the proposal is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

(SEAL OF CORPORATION)

Signature_____

Title_____

(Name of Corporation)

Address_____

