



City of Burien
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burienwa.gov

Request for Proposal: Graphic Design Services

Issued: December 14, 2018

Proposals due: 5 p.m., January 3, 2018

Introduction and Background

The City of Burien is a vibrant and creative community, where the residents embrace diversity, celebrate arts and culture, promote vitality, and treasure the environment.

The City is seeking a professional graphic artist, design studio, or design/print firm to provide ongoing graphic design services for the following:

- Quarterly Burien Recreation Guide
- Posters, flyers, and postcards for special events and campaigns
- Social media and web graphics for special events and campaigns
- Other graphic design services as requested

The Burien Recreation Guide is 40 page magazine that is currently published, posted online, and mailed four times a year to residents of the City of Burien. The current Recreation Guide can be viewed online at: https://burienwa.gov/residents/parks_recreation_cultural_services/recreation_guide.

Statement of Work

Burien Recreation Guide

1. Provide continued layout services for four issues of the Burien Recreation Guide.
2. City staff will provide to the graphic designer copy, in-house photographs, and other materials. The designer will work directly with the City staff for the publication.
3. The designer may need to create graphics and/or advertisements, use stock photography, copyrighted photos from artists or other sources, supplied advertisements, and edit copy in order to fill the layout and create a visually pleasing read.
4. The designer will provide proofs to the City for final review within the established deadlines. The designer will be responsible for coordinating the project timeline, ensuring that the project stays on track, and meeting required print and mailing dates.
5. The City will retain ownership of all work produced including graphic design output. The designer will provide the City of Burien with a packaged InDesign PC compatible document as well as an electronic version for publication on the City of Burien website.
6. The City is working with another firm to print the guide.

On-Call Graphic Design Services

The designer will create a suite of marketing materials for events, programs, and campaigns. These materials could include: posters, flyers, social media, and web graphics.

It is anticipated that additional design services may be required by the City over the contract year. There is a possibility of extending this contract into future years.

RFP Timeline

Please include a proposed project timeline in the proposal.

- RFP Issued: December 14, 2018
- Proposals due: January 3, 2018
- Firm selected: January 18, 2018
- Contract finalized: January 31, 2018

Application instructions

Send proposals to Emily Inlow-Hood, Communications Officer at emilyi@burienwa.gov. For larger files, please contact Ms. Inlow-Hood and arrangements will be made to set up a filesharing folder.

The following items should be included in your proposal:

- Cover letter introducing you and/or your company and providing a summary of your qualifications as experience.
- Company information and/or resume including: company name address, phone number, name of principals if applicable, company size, main project contact, and website, number of years that the company has been providing graphic design services, and description of previous graphic design experience.
- Provide the names and contact information for three client references. We reserve the right to contact the references provided as well as other references without prior notification to you.
- Provide three examples of previous graphic design work that includes at least one multi-page newsletter/magazine.
- Briefly describe any project approaches or ideas that you feel will separate you from other consultants.
- Provide itemized cost for all applicable invoiced items, such as project management, computer layout, edits to proofs, making sure to include the following: design services per issue of the Burien Recreation Guide, hourly rate, and other rates based on deliverables.

All proposals will be evaluated on presentation of all qualifications. Cost is just one consideration of the requirements and is not the deciding element.

The City reserves the right to negotiate for the services with the consultant submitting the proposal in lieu of accepting the proposal as is. The selected consultant will be required to sign a contract with the City upon acceptance of the project.

Requests for information & questions

All questions regarding the submittal process or technical aspects of the project shall be directed to the RFP Project Manager listed below. Only email correspondence will be accepted.

All responses will be provided via email. Unauthorized contact regarding this RFP with any other City employees will affect the proposal score and may result in disqualification.

Name: Emily Inlow-Hood

Email: emilyi@burienwa.gov

Public records

Materials submitted shall become the property of the City and will not be returned. All submittals received will remain confidential until the City and the successful consultant sign the agreements resulting from this advertisement. All submittals are deemed public records as defined in RCW 42.17.250 to 42.250.340.