

REQUEST FOR PROPOSALS
FOR
PROFESSIONAL
GRAPHIC DESIGN/PRINTING SERVICES



EQUAL HOUSING
OPPORTUNITY

ISSUED: November 5th, 2020

EMAIL QUESTIONS DUE: November 11th by 5:00 PM

PROPOSALS DUE: November 16th, 2020 by 3:00 PM

SELECTION: November 17th, 2020

PROJECT STARTS: Kickoff Meeting: November 18th, 2020

PROJECT DEADLINE: December 31st, 2020

Proposals Solicited by:

SEDA-Council of Governments
On behalf of Anthracite Outdoor Adventure Area (AOAA)
201 Furnace Road
Lewisburg, PA 17837

REQUEST FOR PROPOSALS

SEDA-Council of Governments proposes to use a recently approved USDA Rural Business Development Grant to create a marketing brochure. Proposals are requested for the graphic design and printing of these materials. Complete proposal details, including the required proposal format, may be obtained by contacting:

Betsy Kramer, Revitalization Coordinator
SEDA-COG
201 Furnace Road
Lewisburg, PA 17837

Proposal details are also available at www.seda-cog.org – News, Notices, Publications.

Proposals will be accepted until November 16th, 2020 at 3:00pm when they will be publicly opened at the SEDA-COG Board Room. Cost proposal on the form provided on the last page (6) of this document, WBE/MBE certification (if applicable) and two (2) samples of previous work should be sealed in an envelope and clearly marked on the outside, "Graphic Design/Printing Services Proposal," and submitted to:

Betsy Kramer, Revitalization Coordinator
SEDA-COG
201 Furnace Road
Lewisburg, PA 17837

Proposals that are faxed or e-mailed to SEDA-COG cannot be accepted.

PROJECT DESCRIPTION

SEDA-Council of Governments is working on behalf of the Anthracite Outdoor Adventure Area (AOAA) in partnership with both the Columbia-Montour Visitors Bureau (CMVB) and Susquehanna River Valley Visitors Bureau (SRVVB). This project is a collective effort between the bureaus, AOAA and their corporate sponsors and serves to promote the AOAA as one of the premier outdoor recreation destinations in the United States. The brochure, in describing the visitor experience to potential AOAA users, will serve as a call to action to explore and discover one of the best off-highway parks in the United States. SEDA-COG will serve as the administrator of the Request for Proposal (RFP) process.

Please price out total cost for project design/layout, 2 sets of digital proofs, printing/folding and shipping/freight/delivery for each option in the quantities of 30,000, 40,000 and 50,000 (see specs below):

Tri-fold - flat paper size: 9" x 12" OR 8.5" x 11" printed four-color, two-sides on 100# Gloss Text, White, Scored, Folded to 4" x 9" or 3.6875" x 8.5"

Four-Panel - flat paper size: 9" x 16" OR 8.5" x 14" printed four-color, two-sides on 100# Gloss Text, White, Scored, Folded to 4" x 9" or 3.5" x 8.5"

Paper stock: White 100# gloss text

Ink: full-color (four-color), full bleed (both sides), two-sides

Proofs: PDF

Bindery: Scored, Trim, fold, wrapped in 100s

Packaged: Boxes should not exceed 35 pounds

Delivery Charge: Total cost of delivery to 3 separate destinations (equal brochures going to each location):

AOAA

4100 PA-125
Coal Township, PA 17866

SRVVB

81 Hafer Road
Lewisburg, PA 17837

E-Z Storage (CMVB Storage Center)

558 Millville Road
Unit #100
Bloomsburg, PA 17815

NOTE: *This is a storage facility with no loading dock. Delivery driver must be equipped with a pallet jack and lift gate if delivery merits. Warehouse is not staffed. The CMVB Distribution Coordinator needs to be called in advance to schedule a delivery date and time: contact Linda at 570-316-3299 or alternatively, contact Shane at 570-412-4423.*

All text and photographs will be supplied for this brochure. The deadline for the completed project is December 31st, 2020.

Correspondence regarding this RFP should be submitted in writing via e-mail to Betsy Kramer at bkramer@seda-cog.org no later than November 11th, 2020 at 5pm. A consolidated response to questions will be distributed via email to all prospective agencies on November 11th, 2020 and posted on the SEDA-COG website.

TERMS OF PAYMENT

The Graphic Designer/Printer will be required to enter into a written Professional Services Agreement with SEDA-COG which will incorporate the information contained in this Request for Proposals. The Graphic Designer/Printer will agree to a lump sum fee, which shall include all costs associated with the services outlined herein.

MBE/WBE GOALS

It is the public policy of SEDA-COG to promote the opportunity for full participation by minority and women's business enterprises ("MBE's" and "WBE's") and Section 3 business concerns in all projects receiving federal funds from the United States Department of Agriculture, Rural Development Office.

NONDISCRIMINATION

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident. Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English. To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at http://www.ascr.usda.gov/complaint_filing_cust.html and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights

1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

fax: (202) 690-7442

or **email:** program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

PROPOSAL SUBMISSION AND EVALUATION

Two (2) copies of the proposal must be submitted to:

Betsy L Kramer, Revitalization Coordinator
SEDA-COG
201 Furnace Road
Lewisburg, PA 17837

Proposals must be received no later than November 16th, 2020 at 3:00pm. **Proposals that are faxed or e-mailed to SEDA-COG cannot be accepted.**

Proposals will be reviewed and evaluated by SEDA-COG. The evaluation will include the following areas in order of relative importance:

- Adequacy of proposal in the terms of addressing the needs that are set forth in the Request for Proposals.
- Relevant experience and past performance.
- Quality of previous work.
- Cost.
- MBE/WBE certification.

Note: Cost is only one of several criteria to be considered in evaluating proposals. Accordingly, SEDA-COG will not publish proposal cost summaries. Proposers are, however, invited to attend the opening.

REQUIRED INFORMATION

Each proposer shall provide all information herein requested. Further, no proposal will be considered unless the attached Standard Estimate Form is completed in its entirety.

Each proposer shall provide a minimum of two printed reference samples where similar Graphic Design/Printing services have been performed during the past three years. These projects should be similar in design and scope. If the proposer is an MBE/WBE, a certification form shall be submitted with the bid attesting to the firms' status as such.

If any part of the project is subcontracted, requires purchases for services, or requires hiring of additional employees, the proposers must submit documentary evidence of MBE/WBE and business concerns who have been contacted and/or to whom commitments have been made. If no solicitation was made to MBE/WBE's, please indicate the reason(s). If there is no need for additional employees or trainees, or no need to contract for work, then the MBE/WBE requirements are not triggered.

SEDA-COG reserves the right to accept or reject any and all proposals or to waive any irregularities.

STANDARD ESTIMATE

FIRM NAME: _____

ADDRESS: _____

TELEPHONE: _____

REPRESENTATIVE: _____

Tri-fold - flat paper size: 9" x 12" OR 8.5" x 11" on 100# Gloss Text, White, Scored, Folded to 4" x 9" or 3.6875" x 8.5": Total cost for project design/layout, 2 sets of digital proofs, printing/folding and shipping/freight/delivery ***(Please circle what size paper is quoted)***

Quantity: 30,000 Brochures \$ _____ + Shipping \$ _____ = \$ _____

Quantity: 40,000 Brochures \$ _____ + Shipping \$ _____ = \$ _____

Quantity: 50,000 Brochures \$ _____ + Shipping \$ _____ = \$ _____

Four-Panel - flat paper size: 9" x 16" OR 8.5" x 14" on 100# Gloss Text, White, Scored, Folded to 4"x9" or 3.5" x 8.5": Total cost for project design/layout, 2 sets of digital proofs and printing/folding and shipping/freight/delivery ***(Please circle what size paper is quoted)***

Quantity: 30,000 Brochures \$ _____ + Shipping \$ _____ = \$ _____

Quantity: 40,000 Brochures \$ _____ + Shipping \$ _____ = \$ _____

Quantity: 50,000 Brochures \$ _____ + Shipping \$ _____ = \$ _____

Paper stock: White 100# gloss text

Ink: full-color (four-color), full bleed (both sides), two-sides

Proofs: PDF

Bindery: Scored, Trim, fold, wrapped in 100s

Packaged: Boxes should not exceed 35 pounds

Shipping Charge: Total cost of deliver to multiple destinations (see page #2).

All text and photographs will be supplied for this brochure. The deadline for the completed project is December 31st, 2020.

I, _____, a Graphic Designer/Printer in the Commonwealth of Pennsylvania and an authorized representative of the above-indicated firm, have reviewed and understand the Request for Proposals, and I/we am/are prepared to provide the required services for the above costs by the deadline of December 31st, 2020.

(Signature): _____

Please include MBE/WBE Certification (if applicable) and A MINIMUM OF TWO (2) PRINTED PROJECT REFERENCES, SIMILAR IN DESIGN AND SCOPE.