



Development Department
Parkersburg, West Virginia

CITY OF PARKERSBURG
ONE GOVERNMENT SQUARE
P.O. BOX 1627
PARKERSBURG, WV 26102

The City of Parkersburg is soliciting proposals from qualified firms that are licensed in the State of West Virginia. The firm(s) shall have experience in graphic design, direct mailings, and or marketing services as it pertains to Company promotional materials. Written proposals will be accepted by the Development Department of the City of Parkersburg at One Government Square, P.O. Box 1627, Parkersburg WV 26102 until **4:00p.m. Friday, March 22, 2019.**

SCOPE OF WORK:

The scope of work includes the design of five (5) Development Department promotional tri-fold brochures. Additionally, two (2) 8.5"x11" informational handouts. The selected firm will be responsible for providing all design elements associated with the Departments programs. This will include;

Tri-Fold Brochures

1. Minor Home Repair Program (MHRP)
2. Emergency Home Repair Program (EHRP)
3. Single Family Home-Ownership Program (SHOP)
4. Owner-Occupied Rehabilitation Program
5. Down-Payment Assistance Program (DPAP)

8.5"x11' Handouts

6. Downtown Façade Rehabilitation Loan Program
7. General Departmental Brochure

The selected firm will be provided with the current program guidelines, application process, eligibility requirements and all other pertinent information to be included in the promotional material. The City of Parkersburg encourages firms to provide consistent promotional material/ imaging throughout all programs' brochures. All proposals should be in keeping with the intent of the scope of work.

All firms should produce original design elements for the specified programs content and material. Because programs are adjusted annually, the Development department requests the full use of the digital copies upon completion of the scope of work. This shall include any potential licenses necessary to print the materials. The programmatic tri-fold brochures must be in a format currently available to the Department to make periodic updates to. Firms must ensure the format is compatible before producing a proposal.

The following items are requested for a proposal:

1. A letter of interest;
2. A technical proposal;
3. Experience and references;
4. Sample design elements
5. Sample promotional material matching the material requested

All firms should submit 2 copies of their proposals.

Image 1: Tri-Fold Brochure Example



(Source: Brother Creative Center)

Image 2: 8.5"x11" Handout



(Source: creativemarket.com)

PROJECT TIMELINE

In the event the Selection Committee should decide to interview potential firms, one should be prepared to give a brief presentation to the committee. Once selected, the firm should be prepared to begin work within 14 days of the Notice to Proceed. Design work should be completed within 60 days of the Notice to Proceed.

EVALUATION CRITERIA

The following criteria will be used to evaluate each submitted proposal and select the planning and/or development consultant:

1. *Project Approach*: Describes how the firm will create the requested promotional materials. Ensure the City shall have access/license to update the material periodically as well as the ability to make copies of the various design elements, etc. This is meant to demonstrate that the firm understands the scope of work.
2. *Staff Qualifications*: Experience and qualifications of key personnel assigned to the project.
3. *Prior Experience*: Quality of similar work completed for other customers.

TERMS AND CONDITIONS

The selected firm shall comply with all State and Federal regulations. The City of Parkersburg has the right to accept or reject any bid or proposal.

CONTACTS

Questions concerning this RFP should be directed to the following:

Ryan Barber
Development Project Administrator
P: (304) 424-8452
E: ryan.barber@parkersburgwv.gov