

Request for Proposals

City of Canton, Ohio
Purchasing Department
218 Cleveland Ave. SW, 4th floor
Canton, Ohio 44702

Graphic Design Services for the Development Department

Item/Project

Development Department

Responsible Department

June 1, 2020 at 4:00 PM local time

Proposal Due Date and Time

Proposal Submitted By:

Company Name

Street Address

City

State

Zip

Contact Person

Phone No.

Email Address

**Graphic Design Services
The City of Canton Development Department**

Table of Contents
Graphic Design Services and Street Paving for the Development
Department
City of Canton, Ohio

Contents

Section I: Instructions to Proposers 3
Section II: Technical Specifications 9
Section III: Proposal Page..... 11

**Graphic Design Services
The City of Canton Development Department**

Section I: Instructions to Proposers

A. Submitting Proposals

1. Proposals are to be returned to:
The City of Canton Purchasing Department
218 Cleveland Avenue SW, 4th floor
Canton, OH 44702
2. Proposals should be enclosed in an opaque sealed envelope, box, or other suitable container, marked with the following:
 - a. Project title.
 - b. Office where proposal is to be submitted.
 - c. The name and address of the proposer.
 - d. The date and time proposals are due.

B. Proposal Process and Requirements

1. Proposals will not be accepted after 4:00 PM on **June 1, 2020**. The party submitting a proposal is solely responsible for the delivery of the proposal to the specified location prior to the deadline for the receipt of proposals.
2. Proposers may withdraw their proposals between the time they are submitted and deadline for submittals if so desired. This must be done via written request submitted to the City of Canton Purchasing Department.

C. Term

1. Proposers agree that all pricing will be good for a term of one (1) year beginning on June 19, 2020 and ending on June 18, 2021. The City reserves the right to extend the term for an additional year if mutually agreed upon.

D. Questions and Addenda

1. All questions should be submitted in writing at least five (5) business days prior to the proposal due date and time. This is **Monday, January 21, 2019 at 4:00 PM local time**. Answers to questions will be issued in writing as official addenda no later than seventy two (72) business hours prior to the submittal deadline. This is **Wednesday, January 23, 2019 at 4:00 PM local time**. Said addenda will become a component of the Request for Proposals and should be acknowledged as received on the signature page. **Failure to acknowledge all official addenda in this manner may result in your proposal being disqualified.**
2. Proposers are expected to and are responsible for monitoring the City's website for all official addenda.

**Graphic Design Services
The City of Canton Development Department**

3. Oral instructions or decisions, unless confirmed by addenda, will not be considered valid, legal or binding.
4. All questions pertaining to the request for proposals should be directed to:
Andrew Roth, Director of Purchasing
Email: Andrew.roth@cantonohio.gov

E. Proposal Page

1. The proposal page is the only form upon which the proposed price can be offered. Proposer's quote sheets, letters, or other materials cannot be used in lieu of the proposal page. When descriptive literature is included with the submittal, they shall be considered only for informational purposes. Payment, warranty and other terms that may appear on such forms that vary from the terms of the contract documents shall be considered null and void.

F. Contracting Process

1. The Development Department will contact the selected graphic artist on an as needed basis, based on the pricing provided on the proposal page, to complete assignments/projects.
2. The City of Canton does not guarantee that any work will be awarded as a result of this proposal process.

G. Non-Exclusivity

1. The City of Canton reserves the right to contract for the same or similar items covered in this proposal from additional graphic artists if it is determined to be in the best interest of the City.

H. Project References

1. Each proposer should provide a list of comparable projects performed over the last three (3) years (maximum of 10) indicating the following:
 - Owner (with name, address and telephone number of Owner's project manager).
 - General description of work, and size and type of project. Also indicate whether participation was as a prime or subGraphic Artist. If the proposer's participation on the project was as a subGraphic Artist.

**Graphic Design Services
The City of Canton Development Department**

Insurance Affidavit and Requirements

Insurance Requirements

- A. The following standard indemnity agreement and minimum insurance requirements are incorporated in the Specifications for all work performed by the Graphic Artist for the City of Canton, Ohio and its affiliated and associated organizations or subsidiaries hereinafter referred to as Owner.
1. The Graphic Artist agrees to indemnify and save the Owner harmless from and against any and all costs, loss and expense, liability damages, or claims for damages, including cost for defending any action, on account of any injury to persons (including death) or damage to or destruction of property of the Owner, arising or resulting from the work provided for or performed, or from any act, omission, or negligence of the Graphic Artist, SubGraphic Artist and his or their agents or employees. The foregoing provisions shall in no way be deemed released, waived or modified in any respect by reason of any insurance or surety provided by the Graphic Artist.
 2. The Graphic Artist shall maintain insurance of the kinds and in amounts specified in the attached schedule and furnish the Director of Public Service with Certificates of Insurance as evidence thereof in the prescribed form. If any work provided for or to be performed under any Specifications is sublet (as otherwise permitted by the terms of such Specifications), the Graphic Artist shall require the sub-Graphic Artists to maintain and furnish him with satisfactory evidence of Workmen's Compensation, Employers' Liability and such other forms and amounts of insurance which Graphic Artist deems reasonably adequate.
 3. In accordance with Item 2, the Graphic Artist shall maintain the following insurance:.. Worker's Compensation and Employer's Liability Insurance affording,
 - (a) Protection under the Workmen's Compensation Law in the State of Ohio.
 - (b) Employer's Liability protection subject to a minimum limit of \$100,000.00.

2. Commercial General Liability Insurance in amounts not less than:
- | | |
|---------------------------------------|----------------|
| General Aggregate Limit | \$2,000,000.00 |
| Products - Completed Operations | |
| Aggregate Limit | \$2,000,000.00 |
| Personal and Advertising Injury Limit | \$1,000,000.00 |
| Each Occurrence Limit | \$1,000,000.00 |
| Fire Damage Limit | \$100,000.00 |

This insurance shall:

- a. include coverage for the liability assumed by Graphic Artist under Item I (Indemnity);

**Graphic Design Services
The City of Canton Development Department**

- b. not to be subject to any of the special property damage liability exclusions commonly referred to as the XCU exclusions pertaining to blasting or explosion, collapse or structural damage and underground property;
- c. not be subject to any exclusion of property used by the insured or property in the care, custody or control of the insured or property as to which the insured for any purpose is exercising physical control unless the required Builders Risk or Installation Floater coverage is indicated on the required Certificate of Insurance (Item III.4);
- d. and the Certificates of Insurance furnished by the Graphic Artist shall show by specific reference that each of the foregoing items have been provided for.
- e. Include the City of Canton, Ohio and its agents, as having additional insured status for purposes of coverage under the subject policy.

3. Comprehensive Automobile Liability Insurance in the following minimum amounts:

Bodily Injury and Property Damage any one accident or loss: \$1,000,000.00

- 4. The Graphic Artist will provide and maintain Installation/Builders Risk Insurance to protect the interests of both the Graphic Artist and the owner for materials transported to the job, stored or installed on the premises, or stored at any temporary location off premises. Such insurance shall be written on an "All Risk" form to include the perils of Fire, Extended Coverage, Vandalism, Malicious Mischief, Theft, Collapse and Development Damage. The amount of Insurance shall be 100% of the insurable value of the work to be performed including all items of labor and materials incorporated therein, materials in storage on or off the job site to be used in completing the work, and such other supplies and equipment incidental to the work as are not owned or rented by the Graphic Artist, the cost of which is included in the direct cost of the work. This Insurance shall not cover any tools, derricks, machinery, tar buckets, ladders, engines, workmen's quarters, boilers, pumps, wagons, scaffolds, forms, compressors, shanties or other items owned or rented by the Graphic Artist, the cost of which is not included in the direct cost of the work.
- B. The Certificates of Insurance furnished by the Graphic Artist as evidence of the Insurance maintained by him shall include a clause obligating the Insurer to give the City of Canton thirty (30) days prior written notice for cancellation or any material change in the insurance.

Insurance Affidavit

Each bidder should obtain from its insurance representative and include in the bid submittal an insurance affidavit that contains the representations noted below. Make the

**Graphic Design Services
The City of Canton Development Department**

affidavit on the insurance agency's letterhead, reference this project by name, and state at least the following:

1. The representative has reviewed and understands the insurance requirements (including the cancellation/non-renewal provisions) set forth in Bid Form 9.
2. The representative certifies that the company will provide the specified insurance should the contract be awarded to the Graphic Artist on whose behalf the certificate is being provided.
3. The names and A.M. Best Company ratings of companies required to provide the required insurance.

You must have the insurance affidavit notarized.

The successful bidder will be required to provide evidence of the required insurance as outlined in this bid form.

**Graphic Design Services
The City of Canton Development Department**

W9 - Tax Form

Please provide an up to date copy of your Company's W9.

**Graphic Design Services
The City of Canton Development Department**

Section II: Technical Specifications

1.0 GENERAL SUMMARY

The City of Canton is rich with history thanks to the men and women that helped to put our great city on the map. From athletes to inventors, to scientists, these influential individuals helped mold Canton into a city known both nationally and globally.

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

- Logo design
- Marketing material
- Formatting e-blasts
- Other graphic design services as requested

The successful candidate may be asked to create branded templates in various programs to be used and adapted for various communications by City staff. Graphics must be produced in an electronic format that can be easily modified by the City as necessary. The design must be adaptable for use in the production of print and online ads, web and social media content, posters, flyers and merchandise (i.e. t-shirts). Designs must also be capable of reproduction in different sizes (i.e. handbills, 8½ x 11, and 11 x 17) and in both color and black and white. The successful candidate will also assist with layout for the additional written materials (written content to be provided by the City), including but not limited to logos, reports, program guides, brochures, fact sheets, drawings, and graphic items for use on the Web and in social media. The successful candidate may be asked to make up to two edits or corrections per piece once the primary image is selected. Design scope to include:

- Word template
- Google suite templates
- PowerPoint template
- School portfolio one pager
- Website GIFS

City staff will provide to the graphic designer copy, in-house photographs, and other materials. The designer will work directly with the City staff on logo design, marketing materials and e-blasts.

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 e-blast read.

The designer will provide proofs to the City for final review within any reasonable established deadlines. The designer will be responsible for coordinating the project timeline, ensuring that the project stays on track, and meeting required print dates.

Graphic Design Services
The City of Canton Development Department

The City will retain ownership of all work produced including graphic design output. The designer will provide the City of Canton with a packaged InDesign PC compatible document as well as an electronic version for publication on the City of Canton website.

The City may also need 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.

The following items should be included in your proposal:

Cover letter introducing you and/or your company and providing a summary of your qualifications and 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.

Provide three examples of previous graphic design work.

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 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.

Please note that the design/ownership/copyright and original source (Illustrator, Photoshop) files must remain with the City of Canton and that all work product created as part of this project will be the sole property of the City of Canton.

