

## **Request for Proposals: Graphic Design Services for Town of Taos Marketing and Tourism Efforts**

The Town of Taos' (TOT) Department of Marketing and Tourism is seeking the services of a graphic designer to produce a variety of marketing materials needed to successfully accomplish its mission of growing brand awareness for Taos tourism.

### **Project Description: Graphic Designer**

TOT is seeking proposals to establish a contract through competitive negotiations for the purchase of graphic design work. The overall goal of this funding is to engage one or more contractors to design graphic design products including but not limited to print and digital advertisements, posters, postcards, social media headers, website graphics, logos, presentations, etc... These products will need to be developed or saved in various formats for use in online and/or print media. The designer is required to work with the Advertising/Marketing contractor, the Web Design/Development contractor and the Town of Taos on design and content specifications for various projects.

### **Scope of Work:**

Digital and print advertising to fulfill the year-round media placement for Taos travel and tourism; Concert series posters, ads, social media, and digital marketing efforts, as well as other branding elements for print, digital, social media and the TAOS.org website.

- Bi-weekly status meetings with Town of Taos Director of Marketing and Tourism
- Coordination, design and development of print and digital ads to the proper design specs
- Obtain approval of design projects and ads from TOT Marketing and Tourism Director
- Coordinate with publications and/or advertising agency to submit artwork
- Responsible for submitting projects in a timely manner
- Prepare and proof final ads for submission to advertisers by stated deadline
- Provide final ads to TOT including tear-sheets
- Require a detailed hourly report of work done and back up documentation with all invoices

The functional requirements of the contract may vary in length from month to month dependent upon the scope of the project.

*Please note that the design/ownership/copyright and original source (Illustrator, Photoshop) files must remain with the Town of Taos and that all work product created as part of these services will be the sole property of the Town of Taos.*

### **Estimated Project Duration:**

The Town of Taos requires contract services of a graphic designer through June, 2020.

## **Submission Information**

### **Background Information:**

Updated resumé, description of experience and at least three client references.

### **Portfolio:**

3-5 samples indicating relevant design work (web links or URLs are sufficient)

### **Cost Estimate:**

All candidates must submit an hourly rate for design services.

**Submission Information:**

Submissions of interest, including a cover letter, portfolio samples, and hourly rate must be submitted by 5pm, Monday, September 30, 2019.

**For Additional Information or Clarification**

**Please contact or submit via email to:**

Karina Armijo, Director of Marketing and Tourism

Town of Taos

[aarmijo@taosgov.com](mailto:aarmijo@taosgov.com)

(575) 737-5849

## CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to NMSA 1978, § 13-1-191.1 (2006), any person seeking to enter into a contract with any state agency or local public body for professional services, a design and build project delivery system, or the design and installation of measures the primary purpose of which is to conserve natural resources must file this form with that state agency or local public body. This form must be filed even if the contract qualifies as a small purchase or a sole source contract.

The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

Furthermore, the state agency or local public body shall void an executed contract or cancel a solicitation or proposed award for a proposed contract if: 1) a prospective contractor, a family member of the prospective contractor, or a representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process or 2) a prospective contractor fails to submit a fully completed disclosure statement pursuant to the law.

**THIS FORM MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.**

The following definitions apply:

“Applicable public official” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

“Campaign Contribution” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official's behalf for the purpose of electing the official to either statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or Page 2 of 3 DFA Disclosure form/April, 2006 unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“Family member” means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law.

“Pendency of the procurement process” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“Person” means any corporation, partnership, individual, joint venture, association or any other private legal entity.

“Prospective contractor” means a person who is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person qualifies for a sole source or a small purchase contract.

“Representative of a prospective contractor” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

**DISCLOSURE OF CONTRIBUTIONS**

**MAYOR:**

***DANIEL R. BARRONE***

**COUNCIL MEMBERS:**

***PASCUALITO M. MAESTAS***

***DARIEN D. FERNANDEZ***

***NATHANIEL EVANS***

***GEORGE "FRITZ" HAHN***

Contribution made by: \_\_\_\_\_

Relation to Prospective Contractor: \_\_\_\_\_

Name of Applicable Public Official: \_\_\_\_\_

Date Contribution(s) made: \_\_\_\_\_

Amount(s) of Contributions(s) \_\_\_\_\_

Nature of Contributions (s) \_\_\_\_\_

Purpose of Contributions(s) \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title (position)

OR

**NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE to an applicable official by me, a family member or representative.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title (position)