

REQUEST FOR PROPOSAL

Original Date Issued: July 16, 2019

Deadline for Questions: July 23, 2019

Closing Date: July 30, 2019

Subject: **Request for Proposal No. ICMAHO/ICMA DESIGN/2019**

ICMA/ The International County Management Association (ICMA) is seeking proposals from eligible Respondents for professional services for ICMA in Washington, D.C. ICMA anticipates awarding one (1) single award a result of this solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical questions concerning this solicitation should be directed to the ICMA Creative Lead, Design Strategy and Branding, at ewhite@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at workwithus@icma.org.

All communications must include the solicitation title, ICMAHO/ICMA DESIGN/2019, in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

ICMA appreciates your responsiveness and look forward to a mutually beneficial business relationship.

Sincerely,

Erika White
Creative Lead, Design Strategy and Branding,
ICMA

PURPOSE

ICMA seeks qualified service providers (entities or individuals) to create engaging print, digital, and video graphics for ICMA programs and initiatives. Offerors must be skilled in a variety of media, equally as comfortable producing a multi-page report as developing a wireframe. Ideally, offerors must be creative, capable of working independently and offering creative ideas and input.

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to create excellence in local governance by developing and fostering professional management to build sustainable communities that improve people's lives worldwide. ICMA provides member support; publications; data and information; peer and results-oriented assistance; and training and professional development to more than 11,000 ICMA, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of [services to its members](#) and the local government community. The organization is an internationally recognized [publisher](#) of information resources ranging from textbooks and survey data to topical newsletters and [e-publications](#). ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both [in the U.S.](#) and [internationally](#), which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA's programs and services, please go to www.icma.org.

ICMA's Dun and Bradstreet number is 072631831.

SCOPE OF WORK

I. BACKGROUND

Designer assignments may include:

- Abilities Needed: Design clear, engaging graphic communications for a variety of media. Projects may include the design and integration of digital e-Blasts, web graphics, artwork for social media, print media, conference collateral, video editing, and any other marketing projects as assigned.
- Minimum Availability - Multiple projects may be given in a week.

Minimum Requirements:

- Have at least 5 years experience in Adobe InDesign, Illustrator, Photoshop, and other common design and layout applications, demonstrated by online portfolio;
- Designer must have a Macintosh computer and Adobe Creative Suite software
- Work delivered must follow established brand guidelines of ICMA
- Designer needs to be available on short-notice, occasionally up to 20 hours/week.

Work may be completed remotely.

I. DELIVERABLES

Statements of Work may include the following task:

- First proof based on job assignment, delivered within the required deadlines
- Subsequent proofs with changes from Creative Services team and/or ICMA project managers
- Final product with correct dimensions, file type and size, and resolution

SUBMISSION REQUIREMENTS

Section 1: Company profile:	1. Please limit to no more than two pages. CV's or resumes will not count toward the page limit. <ol style="list-style-type: none">1. Provide a description of your business2. Provide the year established in the current business for the services requested in this request for proposal.3. Link to website or online portfolio that showcases at least ten different projects encompassing both print and web projects (candidates who do not have a portfolio website will not be considered)
Section 2: References:	2. A description of the types and sizes of client organizations served, as well as a sample client list indicating the type of services rendered. Respondents should provide references as follows: <ol style="list-style-type: none">4. At least three (3) references from clients the respondent has worked with in the past 5 (five) years;5. The contact information should include the contact name, phone number, e-mail address, website address, and description of completed projects with links to the final jobs, if appropriate. References will be contacted as part of the evaluation process.
Section 3: Approach:	3. <ol style="list-style-type: none">1. Provide three samples of graphic design on different media formats.2. Provide past performance of multiple task projects that have been managed.
Section 4: Pricing:	4. Please provide an hourly rate for any and all types of design work.

TYPE OF CONTRACT TO BE AWARDED

ICMA will award the chosen contractor with a Service Agreement at the negotiated hourly rate. On an “as-needed” basis, the contractor will be issued a statement of work including a description of the work to be performed

CONTRACT TERM AND DELIVERY DATES

ICMA expects to award a contract for a period of 1 (one) calendar year, with the possibility of contract renewal at the end of term.

EVALUATION AND AWARD PROCESS

Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation (75%)
 - a. section 1 (35%)
 - b. section 2 (20%)
 - c. section 3 (20%)
2. price (25%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

INSTRUCTIONS TO THE RESPONDENTS

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP. Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than **5 pages** excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org. Place “**ICMAHO/ICMA DESIGN/2019**” in the subject line. No phone calls please.

APPENDICES (REQUIRED FORMS)

W-9
New Vendor Form

GENERAL CONDITIONS

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent.

Proprietary Information - Careful consideration should be given before confidential information is submitted to ICMA as part of your proposal. Review should include whether it is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes. Information submitted to ICMA that the Respondent wishes to have treated as proprietary and confidential trade secret information should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be excepted. However, ICMA cannot guarantee the confidentiality of any information submitted.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the Respondent from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation,

sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SBD's. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.