

**WEDC Request for Bids
Graphic Design Services**

May 21, 2020

To Whom it May Concern:

The Wisconsin Economic Development Corporation (WEDC) is seeking bids for the services of a freelance graphic designer or graphic design firm to produce a legislative report including the content areas outlined below. This report is due in digital form to the Wisconsin State Legislature by June 30, 2020. Editorial content for the report will be provided by a writer hired specifically for this project and creative direction will be provided by WEDC's secretary and chief executive officer.

WEDC envisions a report that is visually engaging with appropriate use of imagery, including infographics, to reinforce key messages, strategies, timelines and deliverables. The projected length of the completed report is approximately 100 pages.

Guidance on WEDC's brand standards will be provided by the organization's senior designer, including a sample cover page and interior document page reflecting text and infographic styles.

Brand standards and some visual data content will be provided to designer upon signing of contract. Editorial content will be provided as available as completed chapters, with the entirety of copy provided no later than Monday, June 22nd, 2020.

Report Table of Contents:

- State of Wisconsin Economy pre-COVID
- Impact of COVID on Wisconsin Economy and subsectors (People, Communities, Critical Services, Businesses)
- Recovery Activity to Date
- Key Industry Impact, Support Needs and Outlook
 - Key industries include: Agriculture, Construction, Retail, Tourism, Services, Manufacturing, Forest Products
- Building Future Resiliency – unique demographic or business subsets requiring unique support, regional geographic disparities, actions/roles of individuals, communities, industry, academia and state to support rebuilding.

Special Terms and Conditions:

- 1) Vendors must maintain confidentiality regarding WEDC and employee information.
- 2) WEDC will own the final print-ready file as well as the source files associated with the document for future uses, according to a copyright buy-out agreement to be signed between parties.
- 3) Purchase of stock photography will be coordinated with WEDC's senior designer to allow for future use of imagery by WEDC.



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Interested vendors are invited to respond to this proposal with specific responses to bid requirements as stated. Interested parties should submit a bid by the end of business on **Friday, May 29th, 2020** to Errin Welty at errin.welty@wedc.org. Bids should include the following information:

1. Vendor's ability to provide the above outlined services, including representative work;
2. Vendor's experience providing related services;
3. References from clients to whom the vendor has provided similar services; and
4. The cost of services, which should be provided on an hourly basis for staff involved, where applicable, along with a total cost estimate for project as presented.
5. Provide either (1) a copy of proposed agreement or (2) a statement indicating that individual/firm does not have a standard agreement and requests that WEDC provide draft agreement language.

Selection will be granted to the vendor that provides the best value to WEDC and will be evaluated based on the vendor's ability to accommodate the above stated requirements, the vendor's experience providing related services, and the vendor's cost proposal. WEDC may review the vendor's website as a tool for evaluating bids.

Questions concerning this request for bids should be directed to Errin Welty at errin.welty@wedc.org. Thank you for your interest in working with WEDC.