

REQUEST FOR QUALIFICATION  
FOR  
Design Services

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: March 24, 2021

All questions regarding this RFQ must be submitted in writing to Scott Champion at  
[scott.champion@wedc.org](mailto:scott.champion@wedc.org) by April 7, 2021 at 4:00 pm CT.

**PROPOSALS MUST BE SUBMITTED BY:  
April 12, 2021, AT 4:00 PM CT**

To:  
Scott Champion  
Wisconsin Economic Development Corporation  
201 West Washington Avenue, 6<sup>th</sup> Floor  
Madison, WI 53703

## **I. Scope**

The purpose of this Request for Qualification (RFQ) is to designate authorized art direction and design service providers to ensure adequate support for creative design requirements that arise. WEDC seeks to identify at least three art directors/designers to provide support as needs arise.

Authorized art direction and design service providers will be reviewed on a three-year cycle, unless otherwise required. In general, WEDC intends to engage only art direction and design resources who have been designated as authorized art direction and design service providers through this process, but reserves the right to engage other resources if it believes that the authorized firms are unavailable, lack necessary expertise, have conflicts of interest or are otherwise determined by the WEDC, in its sole discretion, to be unqualified for a particular engagement.

When matters arise with respect to which WEDC wishes to engage art direction and design services, WEDC will review the resources designated as authorized service providers to identify those who may be qualified to handle the matter. WEDC will describe the matter to one or more resources and obtain a cost estimate to provide the required services within the parameters set by the WEDC. WEDC, in its sole discretion, will then choose a firm and execute a Statement of Work with such firm to perform the requested services.

## **II. Project Timeline**

Proposers responding to this RFQ must be prepared to conform to the following timeline.

<b>Date</b>	<b>Event</b>
<b>March 24, 2021</b>	RFQ Issued
<b>April 7, 2021</b>	Deadline to Submit Questions
<b>April 12, 2021</b>	<b>Proposals Due</b>
<b>April 19, 2021</b>	Possible Interviews with Proposers

## **III. Wisconsin Economic Development Corporation**

The Wisconsin Economic Development Corporation (WEDC) is a public body corporate and politic governed by Chapter 238 of the Wisconsin Statutes. WEDC was created under 2011 Wisconsin Act 7 and 2011 Wisconsin Act 32 to replace the economic and community development operations of the former Wisconsin Department of Commerce and to serve as the State of Wisconsin's lead economic development organization.

WEDC provides grants, loans, loan guarantees, tax credits and other financial and technical assistance to its customers. Additional information about WEDC can be found on our website [wedc.org](http://wedc.org) or in the Wisconsin Statutes Ch. 238.

## **IV. Proposal Requirements**

Proposers responding to this RFQ must provide sufficient responses to all of the below requests for information, as well as a portfolio or work examples sufficient to demonstrate their ability to meet WEDC requirements. Failure to respond to any of the requests may result in disqualification of the proposal.

a. Mandatory Requirements

- i. Art direction and design service providers must be experienced designers who are able to demonstrate successful professional experience in any of the following formats:
  1. Newsletters (printed)
  2. Newsletters (electronic)
  3. Thought leadership (reports, white papers, etc.)
  4. Art elements for websites (graphics, banner ads, etc.)
  5. Marketing collateral (brochures, etc.)
  6. Advertising
  7. Invitations, certificates and awards, and/or other miscellaneous design projects

b. Qualifications

- i. **Organization.** Provide a brief description of the proposer's history and organization. The proposer should describe its experience related to the areas outlined in the scope of services above. Additionally, if applicable, provide a description of any experience providing art direction and design services to organizations comparable to WEDC that offer similar programs and government-funded services. If applicable, please also include a brief description of how the firm is working to promote diversity and inclusion within the firm. The Proposer should, at minimum, describe its organization in terms of the following:
  1. Size
  2. Structure
  3. Office location(s) (if applicable; proposals from virtual or home-based businesses are welcome)
  4. Whether the proposer is a minority-owned, women-owned, disabled-owned, or veteran-owned business
- ii. **Technical Requirements.**
  1. Proposer must understand and able to provide work product using tools from the Adobe Creative Cloud, including Adobe InDesign, Adobe Photoshop and Adobe Illustrator, as well as Microsoft Office suite tools, Microsoft Word, Microsoft Excel and Microsoft PowerPoint.
  2. Ability to learn and adhere to custom style requirements of the Wisconsin Economic Development Corporation as documented in the WEDC brand style guide, as well as WEDC's sub-brands as required. The brand style guide will include typography and font usage, color palette, logo usage, photography and illustration style, among other requirements.
- iii. **References.** At least three references (include, name, title, organization, email and telephone number).
- iv. Please include a copy of the Equal Opportunity/Affirmative Action Policy, if available.

c. Documents

- i. Provide a copy of the proposer's W-9.
- ii. Provide a copy of the proposer's standard engagement documents.

**V. Pricing Format**

WEDC is seeking to compensate art direction and design service providers on a time and expense basis for actual time spent working on engagements rounded to the quarter hour. The proposed fee structure should, at minimum, include information on the hourly billing rates of each resource who is expected to work on WEDC projects and charges for anticipated or customary expenses. WEDC will also accept proposals from services providers on a fixed-fee basis, to be negotiated on a project-by-project basis and documented in the project SOW. WEDC reserves the right to negotiate with the Proposer on the structure of the billing at the time of Contracting.

**VI. Terms and Conditions**

The following terms and conditions affect responses to this RFQ and any resulting contract. These terms shall be adhered to by any interested proposer and are non-negotiable.

a. Contract term

WEDC will contract with qualified firms as needed. The contract will be in effect for a period necessary to complete the engagement.

b. Confidentiality

Proposer acknowledges that all information, data, records and documents disclosed by WEDC to proposer, or which come to proposer's attention during the course of its response to this RFQ or performance under any resulting contract constitute valuable and proprietary assets of WEDC (Confidential Information). Proposer agrees not to disclose the Confidential Information, either directly or indirectly, to any person, entity or affiliate unless required to do so by legal process of law without prior authorization by WEDC. If required to disclose Confidential Information by legal process, Proposer shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this RFQ or during the course of its performance under the terms of any resulting Agreement, proposer shall not use any Confidential Information for its own purposes.

c. Conflict of Interests

Proposers' response to this RFQ must include, in writing, disclosure of any potential conflict of interests that may arise from proposer's performing services for WEDC. Any resulting contract will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest.

d. Nondiscrimination

Pursuant to Wisconsin law, any contract resulting from this RFQ will include the following language regarding nondiscrimination:

In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

e. Public Records

Responses to this RFQ, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Proposers shall mark documents “confidential” where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the proposer if it receives a public records request for materials marked confidential.

f. Insurance

If awarded the contract, the proposer shall maintain Worker’s Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

**VII. RFQ Process**

a. Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

b. Communication with WEDC & Submitting Questions

All communication regarding this RFQ shall be directed to WEDC’s Vice President of Marketing and Brand Strategy, Scott Champion, at scott.champion@wedc.org. Information regarding this RFQ obtained from other sources is unofficial and nonbinding. Communication with other sources may be cause for rejection of a proposal. All questions regarding this RFQ must be submitted in writing to WEDC’s Vice President of Marketing and Brand Strategy, Scott Champion, at scott.champion@wedc.org by April 7, 2021 at 4:00 p.m. CT.

- c. Incurring Costs  
WEDC is not liable for any cost incurred by a vendor for responding to this RFQ.
- d. News Releases  
News releases pertaining to the RFQ or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.
- e. Submitting the Proposal  
Proposers shall submit an electronic, PDF, version of their Proposal to WEDC's Vice President of Marketing and Brand Strategy, Scott Champion, at [scott.champion@wedc.org](mailto:scott.champion@wedc.org) by **April 12, 2021 at 4:00 p.m. CT**. Proposals not received at this email address by this time will be automatically rejected. Proposal responses should follow the sequence and outline presented in this RFQ. Proposals must be submitted electronically; hard copy proposals will not be accepted.

## **VIII. Evaluation of RFQ**

- a. Proposal Review, Verification and Acceptance  
WEDC shall review each proposal to verify that it meets all specified requirements in the RFQ. Proposals that do not comply with instructions contained in the RFQ may be rejected by WEDC. WEDC reserves the right to waive a particular specification if no proposer meets that specification. WEDC may request reports on the proposer's financial stability. WEDC may reject a proposal if the proposer is determined to have inadequate financial means to provide the required service. WEDC retains the right to accept or reject any or all proposals, or accept or reject any part of a proposal, determined to be in the best interest of WEDC. WEDC shall be the sole judge as to compliance with the instructions contained in this RFQ. Proposals shall be firm for acceptance for sixty (60) days from date of proposal opening unless otherwise noted. A proposer may not modify its proposal after submission except to correct minor omissions or miscalculations as directed in writing by WEDC.
- b. Evaluation Criteria  
Mandatory requirements must be met in order for a proposal to be considered for award under this RFQ. WEDC will review proposals and make recommendations to the WEDC Budget and Finance Committee for final approval. WEDC may request a meeting with some qualified proposers prior to final selection. Proposals will be reviewed in accordance with the following criteria:
  1. The proposer's experience with similar clients and projects.
  2. Level of experience of the individual(s) identified to work on this matter.
  3. Response from references.
  4. Cost.
  5. Interviews, if conducted.

c. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may enter into negotiations with multiple vendors regarding the terms of the contract and the cost proposal before determining the highest scoring proposer. WEDC shall not, under any circumstances, reveal a proposer's cost proposal to any other proposer prior to contracting for services.

d. Award Decision

WEDC will make the award to the proposer deemed to provide the services described in this RFQ at the best value to WEDC, taking into consideration the proposers' experience, expertise, and cost proposals.

e. Notice of Intent to Award

All proposers who respond to this RFQ will be notified in writing of WEDC's intent to award the contract as a result of this RFQ.