



FAQ: WEDC Requests for Qualifications for

- **Editorial services**
- **Art direction and design services**
- **Video services**
- **Audio production services**
- **Photography services**

Q1: My company satisfies many of the different RFQ needs (video, art direction, photography). Would WEDC prefer that we consolidate all of these services into one RFQ or would it be preferable to split these services into separate proposals?

A1: Although we recognize that many of the responses will be redundant, please respond to each RFQ separately as they'll be judged that way. However, strength in multiple RFQs may help tip the scales towards a particular partner.

Q2: Could you also define what would be construed as a "conflict of interest"?

A2: Conflict of interest would include ongoing business relationships with other economic development authorities, with work on projects that are competitive with the business goals of WEDC.

Q3: Do you have a location preference or are you open to a Canadian agency to do this work for you as we have other clients across North America?

A3: We are considering resources from within the State of Wisconsin.

Q4: Keeping in mind the threat of the ongoing coronavirus pandemic, will you be open to receiving proposals only via email or online?

A4: We are only accepting proposals electronically.

Q5: What is the total budget for this project?

A5: This is not a discrete project; we're looking to build relationships with a handful of qualified and talented resources with whom we can build ongoing relationships for outsourcing projects. Our goal is staff augmentation to supplement the time and availability of our in-house team.

Q6: Will face to face meetings be required or other forms of virtual meetings are acceptable?

A6: Virtual is preferred.

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Q7: Who is the incumbent?

A7: Not applicable.

Q8: Are there any points assigned to small and minority businesses with certifications? If so will other state certificates or federal ones work?

A8: All government certifications are acceptable and we're happy to consider diverse status as we review potential resources.

Q9: Is there a local area preference?

A9: Within the state of Wisconsin.

Q10: Your RFQ requests, "Provide a copy of the proposer's standard engagement documents?" Would this be a contract/agreement between said photographer and client?

A10: Whatever documents you normally use when accepting an assignment from a client.

Q11: Your RFQ states, "the proposer shall maintain Worker's Compensation." My understanding is in the State of Wisconsin you are not required to carry Worker's Compensation as a sole proprietor or LLC. The health insurance I carry is effectively my worker's comp.

I carry General Liability and Automotive Liability insurance but not Contractual Liability insurance. Typically I make an agreement with a client and then receive payment once I deliver the product. I have no need for Contractual Liability insurance.

A11: If the State of Wisconsin or federal laws and regulations do not require a person/business to have workers compensation insurance, WEDC will also not require it. We can evaluate the need for contractual liability on an engagement basis.

Q12: In i. Organization, you request a list of our areas of practice. By this, do you mean the industries we typically work in? Or the services our firm provides?

A12: The services your firm provides.

Q13: Under ii. Technical Requirements for the Art Direction and Design Services RFQ, you request that we have the ability to complete and return editing/proofreading projects, once accepted within one business day. Can you please confirm this is just a carryover from the Editorial Services RFQ, and you do not expect us to return design projects within one business day?

A13: You are correct; that was included in error. The RFQ document has been updated to eliminate that requirement.



Q14: You refer to an Attachment 2 in the References section. Can you please provide Attachment 2 and any other attachments not included in the original Art Direction and Design Services RFQ and Editorial Services RFQ posted to the WEDC site?

A14: We are no longer requiring this Attachment 2 for references. Please provide reference information in your customary format.

Q15: Is there a specific style photography that will be utilized more often? Landscape? Lifestyle? Portrait? Product? Architecture?

A15: Our needs vary situationally, but typically fall into the categories of event/journalistic, portrait and architecture.

Q16: Do you have, or use a stock license, or would you look to us to obtain one / use ours?

A16: Depends on the project and could be both, depending on the need.

Q17: For your brand standards, are you able to provide a PDF document as well as some final samples of work?

A17: Yes, we will provide this information to the proposers who are selected.

Q18: Do you employ anyone who tracks and or manages digital campaigns? If not, are you open to us assisting with this?

A18: This is outside the scope of the current RFQ.

Q19: Printing partners- do you have a select list, or would you look to us?

A19: We maintain printer relationships.

Q20: Original photography - do you have a select list, or would you look to us?

A20: Depends on the project and could be both, depending on the need.

Q21: Regarding COVID-19: Will you want to review work via zoom / digital platform or in person?

A21: We will work digitally through the summer and then recalibrate.

Q22: Initial concepts- expectation of at least 2-3 design directions?

A22: Yes.



Q23: Revision time- expectation of 1-2 days or would this be per project?

A23: Per project.

Q24: For individuals or entities submitting responses, is it permissible to submit unpublished or unproduced white papers?

A24: Yes

Q25: Is it sufficient to submit the abstracts, or other excerpts of white papers, opposed to the entire document?

A25: Yes

Q26: Is it permissible to submit an individual response in addition to responding as an entity working jointly with subcontractors (collaboratively)?

A:26: Yes

Q27: For jointly submitted RFQs with Something Media submitting as the prime vendor; should the sub-contractor W9's be supplied in the appendices of the joint portfolio?

A:27: Only primary vendor W9 is required.

Q28: Is it permissible to assemble attachments in the reference end of the package with the answers to each question in plain text format at the front end of the package?

A28: Please use your judgement regarding what will be easiest for us to interpret.

Q29: Is it acceptable to submit an interactive PDF with all the references viewable (including video), or is it preferable to provide links to video sources for viewership or downloadable access online?

A29: An interactive PDF is acceptable.

Q30: Does this RFQ require a DUNs, CAGE Code, or any other identifiable information for local, State or Federal procurement?

A30: No.

Q31: If there is a unique pricing structure for government procured work, should the vendor submitting the RFQ also provide the pricing structure set for other organization types (i.e., commercial, non-for-profit, small B2B, [commissioned] single work-for-hire)?

A31: No.



Q32: Apart from providing any conflicts of interest disclosure(s) for prime vendors and subcontractors; what do the expectations for the three references entail?

A32: Past or current clients who can speak to the quality of your work and services.

Q33: As a follow-up to the previous question, does this RFQ assume all references have never held State office positions, County positions, Municipal positions, both in past or present?

A33: No.

Q34: If so, should all previous or current clients of Something Media LLC avoid providing reference if they are currently in those public positions? Or have held those public positions in the past?

A34: See question 33 and response.

