



REQUEST FOR QUALIFICATION

REQUEST FOR QUALIFICATION FOR **FREELANCE GRAPHIC DESIGN SERVICES**

ISSUED BY:
WISCONSIN ECONOMIC DEVELOPMENT CORPORATION
ON:
April 25, 2024

All questions regarding this RFQ must be submitted in writing at scott.champion@wedc.org by Friday May 17, 2024 at 4:00 pm CT.

**PROPOSALS MUST BE SUBMITTED BY:
May 24, 2024, 4:00 PM CT**

To:
Scott Champion
Wisconsin Economic Development Corporation
2352 South Park Street, Suite 303
Madison, WI 53713

LOOK FORWARD 

I. Scope

This Request for Qualification (RFQ) aims to identify skilled individuals or firms to provide graphic design services to the Marketing and Brand Strategy Division for the Wisconsin Economic Development Corporation (WEDC), to support our efforts in creating visually compelling and impactful marketing materials that promote economic development across the state of Wisconsin.

WEDC requests that interested proposers submit their intent to propose, along with all questions regarding this RFQ, to scott.champion@wedc.org no later than Friday, May 17, 2024, at 4:00 p.m. CT.

Proposals in response to this RFQ must be submitted electronically to scott.champion@wedc.org no later than Friday, May 24, 2024 at 4:00 p.m. CT.

Selected freelance graphic designer or design firm will be responsible for the following tasks on an ongoing basis:

- Designing marketing collateral, including brochures, flyers, posters, infographics, presentations, and digital assets, that align with WEDC's brand guidelines and messaging.
- Creating visually engaging social media graphics, website banners, email templates, and other digital content to support marketing campaigns and initiatives.
- Collaborating with internal stakeholders, including project managers, writers, and editors, to understand project requirements and deliver creative solutions that meet objectives.
- Incorporating feedback and revisions to refine design concepts and ensure client satisfaction.
- Delivering final design files in various formats suitable for print and digital use, while adhering to established timelines and project deadlines.

II. Project Timeline

The work needed to be completed under this RFQ is subject to stringent time constraints. Proposers responding to this RFQ must be prepared to conform to the following timeline. If this timeline is prohibitively restrictive, please indicate such and propose an alternate timeline.

Date	Event
April 25, 2024	RFQ Issued
May 17, 2024	Deadline to Submit Questions
May 24, 2024, 4:00 pm	Proposals Due
May 27 – June 7, 2024	Possible interviews with Proposers
June 14, 2024	Approval of Award

III. **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 is governed by a Board of Directors and WEDC's chief executive officer, who is appointed by the Wisconsin governor.

WEDC provides financial and technical assistance and services, including grants, loans, and tax credits, to businesses and organizations in Wisconsin for the purpose of strengthening economic and creating and retaining jobs. As of June 30, 2023, WEDC had approximately 124 employees, and operating expenditures for Fiscal Year 2023 totaled \$85 million, including \$33.5 million of federal funds. To finance its operating budget, revenues are derived primarily from state appropriations, loan repayments and other income.

WEDC operates three economic and community development divisions and eight finance and administrative departments primarily in the Madison, Wisconsin location. WEDC provides grants, loans, tax credits and other financial and technical assistance to its customers. Additional information about WEDC can be found on our website wedc.org or in the Wisconsin Statutes Ch. 238.

IV. **Proposal Requirements:**

Proposers responding to this RFQ must provide sufficient responses to all the below requests for information. Failure to respond to any of the requests may result in disqualification of the proposal.

- Company profile, including relevant experience in graphic design and marketing design services.
- Portfolio showcasing examples of previous marketing design projects.
- Cost proposal, including pricing structure (e.g., hourly rate, project-based fee) and any additional expenses.
- References from current or previous clients.
- Documents:
 - I. Provide a copy of the proposer's W-9.
 - II. Vendor Demographic Attestation Form

V. **Pricing Format**

WEDC would consider alternative fee structures (Fixed, time & expense, contingent, hybrid), if applicable. The proposed fee structure should, at minimum, include current information on the hourly billing rates of each individual or workshop who are expected to work on this representation and charges for expenses, if any. WEDC reserves the right to negotiate with the Proposer on the structure of the billing and/or retainer fee at the time of Contracting.

VI. **Terms and Conditions**

The following terms and conditions affect responses to this RFQ and any resulting contract. Any interested proposer must adhere to these non-negotiable terms.

A. Contract Term

WEDC will contract with qualified individual or firm 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 the proposer, or which come to the 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, the 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 the 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. This language may change with the new procurement policy.

D. Nondiscrimination

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

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, or 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 Senior Vice President of Marketing and Brand Strategy Division, Scott Champion, at scott.champion@wedc.org. Information regarding this RFQ obtained from other sources is unofficial and nonbinding. Communication with other sources may result in the rejection of a proposal. All questions regarding this RFQ must be submitted in writing to WEDC's Senior Vice President of Marketing and Brand Strategy Division, Scott Champion, at scott.champion@wedc.org by Friday May 17, 2024 at 4:00 pm 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 Senior Vice President of Marketing and Brand Strategy Division, Scott Champion, at scott.champion@wedc.org no later than Friday May 24, 2024 at 4:00 pm CT. The electronic copies must be received for the proposal to be submitted on time. Proposal responses should follow the sequence and outline presented in this RFQ. Proposals shall be delivered to scott.champion@wedc.org

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. WEDC may reject proposals that do not comply with instructions contained in the RFQ. 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 the 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:

- Creativity and originality demonstrated in the portfolio of previous design work.
- Demonstrated understanding of the WEDC's mission and target audience.
- Alignment with WEDC's brand guidelines and ability to effectively communicate the organization's message and values through visual design.
- Experience in designing marketing materials across various formats and platforms.
- Ability to collaborate with internal stakeholders and incorporate feedback to deliver high-quality designs.
- Proposed approach to providing ongoing design services and ability to meet project deadlines.
- Cost-effectiveness of the proposal.
- 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 their respective responses to the RFQ before determining the approved slate of qualified firms. As matters arise, WEDC may enter into negotiations with multiple vendors on the approved slate of qualified firms prior to selecting a firm for a specific matter.

D. Award Decision

WEDC will award the proposer deemed to provide the services described in this RFQ at the best value to WEDC, considering 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.