

**REQUEST FOR PROPOSALS
LOGO DESIGN**

ISSUED BY:

City of Newburgh Industrial Development Agency("Agency")

Dated: October 12, 2022

**PROPOSALS MUST BE RECEIVED BY MAIL
AND A COPY VIA EMAIL IS REQUESTED
BY 4:00PM on December 1, 2022 AS DESCRIBED IN THIS RFP**

TO:

**CHERRISSE VICKERS, EXECUTIVE DIRECTOR
CITY OF NEWBURGH INDUSTRIAL DEVELOPMENT AGENCY
CITY HALL, 83 BROADWAY, THIRD FLOOR
NEWBURGH, NY 12550
EMAIL: IDADirector@cityofnewburgh-ny.gov**

REQUEST FOR PROPOSAL

For

Logo Design and Graphic Art Services

I. Introduction

The City of Newburgh Industrial Development Agency (Agency) seeks creative graphic art services of a person or firm to design a logo for the Agency which can be used in its advertising material and website.

II. Background

The Agency is a public benefit corporation of the State of New York created in 1982 pursuant to Article 18A of the General Municipal Law. Industrial Development Agencies are authorized to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining, equipping and furnishing industrial, manufacturing, warehousing, commercial, research, recreational and other facilities and thereby advance the job opportunities, health, general prosperity and economic welfare of the people of the State of New York and improve their recreation opportunities, prosperity and standard of living.

The Agency has appointed the Executive Director, Cherisse Vickers, as Procurement Officer for this project. The Procurement Officer will act as the point of contact. If there are any questions concerning this RFP, please e-mail idadirector@cityofnewburgh-ny.gov.

III. Process

Action	Date
RFP Issued	October 12, 2022
Proposal Due Date	December 1, 2022
Review of Proposals	December 2, 2022 – January 31, 2023
Interviews with Proposals (if any)	February 1-15, 2023
Selection of Vendor	February 20, 2023
Completion of Work	March 15, 2023

Scope of Services

The scope of the project will extend from concept to creation and include:

- 2-3 concepts for a new logo for consideration by the Agency
- Minimum of two revisions of selected logo included
- Provide a final digital file in vector format (.EPS) of the approved logo in full-color, single color and grayscale formats
- A secondary set of colors to complement the logo colors for use in marketing materials
- Appropriate font files for the logo

IV. Qualification(s)

Professional History & Contact Information

Please provide a brief professional history along with the following information:

- Contact person
- Title
- Company name and address
- Company website
- Direct telephone / mobile phone
- Proposal must contain the signature of a duly authorized agent of the company submitting the proposal

Project Staffing

Include relevant experience of key staff, designers, and management personnel. Describe the qualifications and relevant experience of the individuals that would be assigned to this project by providing biographies of those staff members.

Project Summary & Approach

Vendors should provide a brief overview of their engagement strategy and approach to the scope of work and management of project, including a timeline for completion and an estimate of the time required of staff and stakeholders in the process.

V. Contents of the Proposal

To be responsive to this RFP, one original response to this proposal must be submitted in electronic form to the Procurement Officer at: idadirector@cityofnewburgh-ny.gov. Please use the section headings described in the next paragraph to facilitate a fair and consistent review of submitted proposals.

Section headings: 1. Contact Information; 2. Description of Firm and Qualifications; 3. Description of Subcontractor; 4. Project Budget/Cost Summary; 5. Project Schedule; 6. References; 7. Additional Requirements / Additional Terms and Conditions. For any item that may not apply to the proposal, please use N/A as the answer.

Please include portfolio samples that demonstrate technical and creative execution for similar projects.

Provide two current references for which you have performed work similar in size and scope. For each reference, include the following:

- Organization name and address
- Type of organization
- User contact(s)
- Title(s) of user contact(s)
- Direct telephone number(s) and email address(es) of user contact(s)
- Description and approach to project
- Sample of work completed for project, including previous logo and final log

VI. Payment schedule

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the scope of work. A total estimate for deliverables is required. Proposals should clearly outline how time and cost overruns would be handled, including how the designer or agency alerts the client and negotiates unanticipated changes or delays.

All payments will be made by the City of Newburgh Industrial Development Agency. The payment schedule will be that upon selection of and notification to the finalist, a Form W-9 will be completed. A deposit of 35% of the total bid will be issued to begin work. The balance will be paid after completion and satisfaction by the Agency's Board of Directors.

VII. Ownership of logo

Once the Agency has accepted the logo and final payment has been made, the logo and all files associated with it, shall become the property of the Agency.

VIII. Cancellation

Any violation of the terms, conditions, requirements and/or non-performance of the agreement resulting from this RFP may result in immediate cancellation and nonpayment of any remaining amounts due. The agreement may be cancelled by the Agency for any reason(s) upon five-day' written notice. The Agency reserves the right to not accept any bid submitted. The Agency also reserves the right to not select any bid for this project.

IX. Additional Requirements / Additional Terms and Conditions

The finalist must comply with all Federal, State, Orange County and City of Newburgh statues and codes as may be applicable to the scope of work detailed herein, including all labor laws.

Proposal and price must remain valid for three (3) months.

Respondents not incorporated in the State of New York shall produce a Certificate to do Business in the State of New York from the New York Secretary of State.