

***Request for Proposals  
for  
Visual Branding Services  
May 13, 2019***

***Sioux Falls Area Chamber of Commerce***

PUBLISH: May 13 and 20, 2019

## REQUEST FOR PROPOSALS

The Sioux Falls Area Chamber of Commerce, Requests Proposals for Visual Branding Services.

Competitive Sealed Proposals shall be received at the Sioux Falls Area Chamber of Commerce, 200 N. Phillips Ave, Sioux Falls, SD 57104, not later than 2 p.m., June 20, 2019.

The Request for Proposal is available from the Sioux Falls Area Chamber of Commerce at the above address or by emailing Jennie Doyen, Marketing and Communications Director, at [jdoyen@siouxfalls.com](mailto:jdoyen@siouxfalls.com).

The Sioux Falls Area Chamber of Commerce reserves the right to reject any or all proposals, waive technicalities, and make award(s) as deemed to be in the best interest of the Chamber of Commerce.

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# **Request for Proposals For Visual Branding Services**

## **Section 1 Introduction and Instructions**

### **1.01 Purpose of the RFP**

This Request for Proposal (RFP) is issued by the Sioux Falls Area Chamber of Commerce (hereinafter referred to as the “Chamber”). The purpose of this RFP is to establish a contract with a qualified Firm for development of an overarching new logo and brand for Sioux Falls.

### **1.02 Contact Person, Telephone, and Email**

Jennie Doyen is the point of contact for this RFP. Unauthorized contact regarding this RFP with the Sioux Falls Area Chamber of Commerce, the Development Foundation or Forward Sioux Falls may result in the Firm being disqualified.

Jennie Doyen, Marketing and Communications Director

Phone: 605-373-2054

Email: [Jdoyen@siouxfalls.com](mailto:Jdoyen@siouxfalls.com)

### **1.03 RFP Schedule of Events**

This schedule of events represents the Chamber’s best estimate of the schedule that will be followed for this RFP. If a component of this schedule such as the deadline for receipt of proposals is delayed, the rest of the schedule will be shifted by the same number of days.

The approximate RFP schedule is as follows:

- RFP issued: May 13, 2019.
- Deadline for questions: May 24, 2019, 5 p.m.
- Questions answered by: May 31, 2019
- Proposals due: June 20, 2019, 2 p.m.
- Review of Proposals, Interviews as necessary: June 24-July 10, 2019.
- Intent to Award: July 15, 2019
- Execute Contract: July 2019
- Firm shall deliver the final product by October 1, 2019

#### **1.04 Return Mailing Address and Deadline for Receipt of Proposals**

Firms must submit one (1) original hard copy (marked "Original"), one electronic copy on a thumb drive, and five (5) hard copies of the proposal in a sealed envelope or package.

**One Cost Proposal is to be submitted in a separate sealed envelope or package, clearly labeled "Cost Proposal."**

Envelopes or packages containing proposals must be clearly addressed as described below to ensure proper delivery and to avoid being opened by the Chamber before the deadline for receipt. Envelopes or packages must be addressed as follows:

Sioux Falls Area Chamber of Commerce  
Attention: Jennie Doyen, Marketing and Communications Director  
Visual Branding Services  
200 N. Phillips Ave., Suite 200  
Sioux Falls, SD 57104

Proposals must be received by the Sioux Falls Area Chamber of Commerce at the location specified no later than **2 p.m., Central Standard Time, on June 20, 2019**. Proposals will not be publicly read at the opening.

Proposals may not be delivered orally, by facsimile transmission, by other telecommunication, or electronic means.

Firms assume the risk of the method of dispatch chosen. The Sioux Falls Area Chamber of Commerce assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual proposal receipt by the Chamber. A Firm's failure to submit its proposal prior to the deadline will cause the proposal to be rejected. Late proposals or amendments will not be opened or accepted for evaluation.

#### **1.05 Questions and Addenda**

Questions regarding this RFP shall be submitted in writing to Jennie Doyen, Marketing and Communications Director, at [Jdoyen@siouxfalls.com](mailto:Jdoyen@siouxfalls.com). Answers to questions will be posted to the Chamber's website, the link to access will be located under Media Releases on [www.ChamberNews.com](http://www.ChamberNews.com). The deadline for questions is 2 p.m. Central Standard Time, Friday, **May 24, 2019**.

If deemed necessary, addenda to the RFP will be issued and will be emailed to the proposers. No addenda will be issued after 5 p.m., Friday, **May 31, 2019**.

Responding Firms are prohibited from communicating in any other manner about this project with any other Chamber of Commerce, Sioux Falls Convention and Visitors Bureau, Sioux Falls Development Foundation, Downtown Sioux Falls, or City of Sioux Falls employee from the date of issuance of this proposal until the final selection, unless

otherwise directed by the Marketing and Communications Director. Other means of communications or contact may disqualify the submitting Firm.

## **Section 2 Scope of Work**

### **2.01 Project Overview**

The Sioux Falls Area Chamber of Commerce are requesting proposals for a project that will culminate in the development of an overarching new logo and brand for Sioux Falls. The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified Proposers.

The logo will initially be used by the Chamber, the Development Foundation, Forward Sioux Falls and the City of Sioux Falls and it must have the adaptability to be utilized by other Sioux Falls organizations and businesses in the future.

### **2.02 Project Background**

Sioux Falls benefits from the efforts of many government and private not-for-profit associations and organizations. Examples include: The Sioux Falls Area Chamber of Commerce, Sioux Falls Convention and Visitors Bureau, Sioux Falls Development Foundation, Downtown Sioux Falls, and the City of Sioux Falls. In different ways, all provide important programming to help ensure a high quality of life and a vibrant economy in Sioux Falls.

Despite the varied stakeholders, target markets, and program objectives of each organization, all engage in place making. The Sioux Falls Convention and Visitors Bureau markets Sioux Falls as a destination for conventions, meetings, events, and tourism in order to bring new people to the community for work or leisure. The Sioux Falls Development Foundation works to recruit new workforce and business to Sioux Falls. The City of Sioux Falls invests in quality of life amenities including a 19-mile trail system, over 80 public parks and the river greenway. For each of these missions, and many others, establishing Sioux Falls as a place with a high quality of life, career opportunities, options for entertainment, and strong economic growth is mission critical.

Over the years, each organization has developed a specific brand identity and logo consistent with its own marketing efforts and messaging. This has served each organization well over time; however, it has also led to many varying brand images that represent Sioux Falls in specific ways.

A collaborative group of community leaders recently reviewed the various marks and logos used to represent Sioux Falls. This group has determined that brand identity for the entire city can be somewhat confusing. The group also determined that cities that have incorporated a more unified, visual brand mark or logo into communication platforms and marketing campaigns have been more effective in garnering engagement from internal stakeholders and have had more success in messaging to external markets.

In short, we believe a unified logo for Sioux Falls will support the goals and objectives of each of our organizations. More importantly, we believe a shared logo will be foundational to creating a more unified experience for visitors and businesses when researching Sioux Falls and when they arrive in our city.

Sioux Falls is seeking a visual logo mark that represents the entire city of Sioux Falls, and can adapt to represent each of the partnering organizations that support this effort. Such a mark would become foundational to place making in Sioux Falls. The initial implementation of the logo will be on [www.sioxfalls.com](http://www.sioxfalls.com)—a website intended to act as the gateway to Sioux Falls. Other opportunities include signage throughout the city for place making, as well as specific neighborhoods or developments. The logo must be adaptable so that it can be easily adopted by additional organizations and events throughout the city (for example, organizers of a sport tournament may choose to use it in promoting their event), and act as an overarching symbol for the entire community.

### **2.03 Scope of Services to be Provided**

- Final, approved 'parent' logo for Sioux Falls.
- A final, approved 'child' logo for each of the four (4) partner organizations listed in the Overview.
- A brand standards guide for use of the primary logo. Must include elements of a typical brand standards guide, plus clear definition of how to adapt the 'parent' logo for new organizations.
- Final design for stationery for each of the four (4) partner organizations, including letterhead, envelope, and business card template.
- Design direction on how to apply the 'parent' logo and brand to [www.sioxfalls.com](http://www.sioxfalls.com).
- Examples of how the parent logo could be used in various collateral applications including website, digital and traditional advertising, outdoor signage, and other forms of place making.

## 2.04 Cost Proposal

Firm shall submit a detailed itemized cost proposal to include all items listed in the scope of work.

Firms will be required to hold pricing firm for ninety (90) days.

## 2.05 Contract Award

It is the Chamber's intent to enter into a contract with a Firm who best demonstrates the ability to provide **Visual Branding Services for Sioux Falls**. After review of the proposals, if the Chamber decides to not enter into a contract, the Chamber will notify all Firms.

## Section 3 Proposal Format and Content

### 3.01 Submittal Requirements

In addition to the scope of work as outlined in Section 2.03, the submittal must contain the following information:

1. **Cover Letter.** Provide name and address of the Firm and project contact person with address, telephone number, and email address. Acknowledge receipt of any addenda if applicable. Summarize your understanding of the project. Provide a statement indicating your ability to provide timely services and meet the requirements of the proposed schedule. Indicate your acceptance of the requirements of this RFP. Provide a one-page summary of the benefits you believe the Chamber would receive from selecting your Firm.

The cover letter **must be signed** by a duly authorized official of the Firm. Consortiums, joint ventures, or teams submitting proposals must establish contractual responsibility rests solely with one company or one legal entity. Each submittal should indicate the entity responsible for execution on behalf of the proposal team. The Firm's offer must be good for 90 days.

2. **Firm Description, Project Team Qualifications** Description of the firm or agency that includes a general overview with names and credentials of person(s) who will be executing the work, and who will be the account representative.
3. **Portfolio.** Portfolio of relevant work samples.
4. **Scope of Services.** Please describe the scope of services that will be delivered and your team's capacity and ability to meet the timeline.
5. **Cost Proposal.** Detailed itemized cost proposal to include all items listed in the scope of work.

## **Section 4**

### **Review of Proposals and Selection of Finalists for Interviews**

#### **4.01 Selection Criteria**

Upon receipt of the proposals, an evaluation team will determine the best proposal deemed most qualified based on the following criteria:

The evaluation team will rely on the qualitative information contained and presented in the proposals, and the ability to work well with other project team members in making the decision to select the most qualified Firm to provide services for the Chamber.

Selection criteria will be based on:

#### **Evaluation Criteria (100 Point Potential Score)**

- Understanding of the project—**25 points**.
- Firm Description and Overview of Services offered—**15 points**.
- Experience and qualifications of proposed personnel—**15 points**.
- Portfolio—**20 points**.
- Ability to provide services and meet the proposed timeline—**10 points**.
- Cost proposal—**15 points**.

Upon review of the proposals, the Chamber will score the proposals and may shortlist and interview the highest-ranking Firms. Upon completion of the interviews, the highest-ranking Firm may be asked to enter into contract negotiations with the Chamber. If an agreement cannot be reached with the highest-ranked Firm, the Chamber may move to the next highest-ranked Firm. The same process will be repeated with the other ranked Firms if no such agreement can be reached. The Chamber reserves the right to not select a Firm as part of this process if an agreement cannot be reached or for any other reason.

#### **4.02 Special Conditions**

Excluding proprietary information, the successful Firm's proposal and contract are deemed public records and shall be available to the public upon request. In addition, the Chamber shall maintain a "Register of Proposals for this Contract," which shall contain the names of companies who submitted a proposal and the name of the company who was awarded the contract; however, the proposals of the submitting Firms not awarded the contract are nonpublic records and will remain confidential.

Chamber will own all intellectual property rights in any work created by the awarded Proposer and the awarded Proposer agrees to transfer and assign to the Chamber all

rights in the work at the end of the process. The awarded Proposer waives all causes of action, either in law or in equity for past, present, or future copyright or other intellectual property infringement.

## **Section 5 Standard Proposal Information**

### **5.01 Authorized Signature**

An individual authorized to bind the Firm to the provisions of the RFP must sign all proposals.

### **5.02 Chamber not Responsible for Preparation Costs**

The Chamber will not pay any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

### **5.03 Conflict of Interest**

Firms must disclose any instances where the Firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict (e.g., employed by the Chamber of Commerce). Membership in the Chamber is not considered a conflict. The Chamber reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the Firm's proposal. The Chamber's determination regarding any questions of conflict of interest is final.

### **5.04 Offeror's Certification**

By signature on the proposal, the Offeror certifies that it complies with:

- The laws of the state of South Dakota.
- All applicable local, state, and federal laws, codes, and regulations.
- All terms, conditions, and requirements set forth in this RFP.
- A condition that the proposal submitted was independently arrived at without collusion.
- A condition that the offer will remain open and valid for the period indicated in this solicitation and any condition that the Firm and/or any individuals working on the contract have disclosed a possible conflict of interest.

If any Firm fails to comply with the provisions stated in this paragraph, the Chamber reserves the right to reject the proposal, terminate the contract, or consider the contractor in default.

### **5.05 No Contact Policy**

Any contact with any Chamber representatives, related officials, or representatives other than those outlined in the RFP is prohibited. Such unauthorized contact may disqualify your Firm from this procurement.

### **5.06 Indemnification**

To the fullest extent permitted by law, the provider, its subcontractors, agents, servants, officers, or employees shall indemnify and hold harmless the Sioux Falls Area Chamber of Commerce, including but not limited to, its elected and appointed officials, officers, employees, and agents, from any and all claims brought by any person or entity whatsoever, arising from any act, error, or omission of the provider during the Firm's performance of the Agreement or any other agreements of the Firm, entered into by reason thereof. The Firm shall indemnify and defend the Sioux Falls Area Chamber of Commerce, including, but not limited to its elected and appointed officials, officers, employees and agents, with respect to any claim arising, or alleged to have arisen from negligence, and/or willful, wanton or reckless acts or omissions of the Firm, its subcontractor, agents, servants, officers, or employees and any and all losses or liabilities resulting from any such claims, including but not limited to, damaged awards, costs and reasonable attorney's fees. The indemnification shall not be affected by any other portions of the Agreement relating to insurance requirements. The Firm agrees that it will procure and keep in force at all times at its own expense insurance in accordance with these specifications.

### **5.08 Special Conditions**

The Chamber reserves the right to reject any and all proposals, to waive formalities, and to select the proposal and developer(s) that, in the Chamber's sole discretion, are in the best interests of the Sioux Falls Area Chamber of Commerce.

The Chamber reserves the right to:

- a) Amend, modify, or withdraw this RFP.
- b) Revise any requirements under this RFP.
- c) Require supplemental statements of information from any responding party.
- d) Extend the deadline for submission of responses hereto.
- e) Negotiate or hold discussions with any bidder to correct insufficient responses that do not completely conform to the instructions contained herein.

- f) Waive any nonconformity with this RFP.
- g) Cancel, in whole or in part, this RFP if the Chamber deems it is in its best interest to do so.
- h) Request additional information or clarification of information provided in the response without changing the terms of the RFP.
- i) Waive any portion of the selection process in order to accelerate the selection and negotiation with the top-ranked Firm.
- j) Not award a contract as a part of, or result of, this RFP process.

The Chamber may exercise the foregoing rights at any time without notice and without liability to any bidder, or any other party, for expenses incurred in the preparation of responses hereto or otherwise.

#### **5.09 Civil Rights**

The Contractor shall be subject to the provisions of Chapter 98 of the Code of Ordinances of Sioux Falls, SD. It is declared to be discrimination for the Contractor, because of race, color, sex, creed, religion, ancestry, national origin, or disability, to fail or refuse to hire, to discharge an employee, or to accord adverse, unlawful, or unequal treatment to any person or employee with respect to application, hiring, training, apprenticeship, tenure, promotion, upgrading, compensation, layoff, discharge, or any term or condition of employment.

If the Contractor is guilty of discrimination, this Agreement may be terminated in whole or in part by the City and the Contractor shall be liable for any costs or expense incurred by the City in obtaining from other sources the work and services to be rendered or performed or the goods or properties to be furnished or delivered to the City under the Agreement so terminated or canceled.

Should the Sioux Falls Human Relations Commission in a proceeding brought as provided by the Revised Ordinances of Sioux Falls find that the Contractor has engaged in discrimination in connection with this agreement and issue a cease and desist order with respect thereto, the City shall withhold up to 15 percent of the contract price until such time as the Commission's order has been complied with or the Contractor has been adjudicated not guilty of such discrimination.

The Contractor will permit access to any and all records pertaining to hiring and employment and to other pertinent data and records for the purpose of enabling the Commission, its agencies or representatives, to ascertain compliance with the above provisions.

This section shall be binding on all subcontractors or suppliers.