## RFP2015-12 GRAPHIC DESIGN AND CREATIVE SERVICES (HD)

### OPENING DATE:
4/2/15 AT 11:00AM

### TERM OF CONTRACT:
ONE (1) YEAR

### NUMBER OF RESPONDENTS: 10

**NAME OF BIDDER**  
- **CAPITOL COPIER SERVICE**  
- **POSITIVE PUBLICATIONS, LLC D/B/A INDUSTRY TODAY**  
- **SHILOH COMMUNITY DEVELOPMENT CORP**  
- **HAYA CREATIVE, LLC**  
- **PRINCETON PARTNERS, INC.**  
- **VWIKERSON MEDIA, INC.**  
- **MEDINA-CITI, LLC**  
- **EFK GROUP, LLC**  
- **POSITIVE SOLUTIONS, LLC**

**ADDRESS**  
- **8408 DULAC DRIVE**  
- **116 WEST STATE STREET**  
- **65 MADISON AVE, SUITE 510**  
- **416 BELLVUE AVE, SUITE 201**  
- **100 TECHNOLOGY WAY, SUITE 455**  
- **205 ROCKINGHAM ROW**  
- **53 WILDRED AVE**  
- **89 MARKET STREET**  
- **1027 SOUTH CLINTON AVE**  
- **28 STRATTON COURT**

**CITY, STATE, ZIP**  
- **AUSTIN, TX 78729**  
- **TRENTON, NJ 08608**  
- **MORRISTOWN, NJ 07960**  
- **TRENTON, NJ 08618**  
- **MT. LAUREL, NJ 08054**  
- **PRINCTON, NJ 08540**  
- **TITUSVILLE, NJ 08560**  
- **NEWARK, NJ 07102**  
- **TRENTON, NJ 08611-2009**  
- **ROBBINSVILLE, NJ 08691**

**CONTACT NAME**  
- **SHAILA ABDULLAH**  
- **RAYMOND SZIBER**  
- **RONALD E. JENSON**  
- **MARIE THELUSMA-CHASE**  
- **ALPHONSO BULLOCK**  
- **SUSAN MURRAY**  
- **ANDREW WILKERSON**  
- **SEAN HAIRSTON**  
- **ELEANOR KUBACKI**  
- **ANDREA KELLIHER**

**TELEPHONE**  
- 512-924-7674  
- 609-989-8776  
- 973-218-0310  
- 609-392-0034  
- 609-452-0034  
- 609-818-0363  
- 973-732-0123  
- 609-393-5838  
- 609-856-5494  
- 609-393-1857

**FAX**  
- 512-924-7674  
- 609-989-9570  
- 973-455-0205  
- 609-392-0295  
- 856-439-0154  
- 609-452-7212  
- 609-393-1673

**E-MAIL**  
- info@myhouseofdesign.com  
- ray@capitol-copy.com  
- RJENSEN@INDUSTRY-TODAY.COM  
- MCHASE@SHILOHCDC.ORG  
- ABULLOCK@KAYLACREATIVE.COM  
- SMURRAY@PRINCTONPARTNERS.COM  
- AWILKERSON@COMCAST.NET  
- HAIRSTON@MEDINACITI.COM  
- ELEANOR@EFKGROUP.COM  
- ANDREA@POSITIVESOLUTIONSTEAM.COM

### STOCKHOLDER DISCLOSURE STATEMENT
INCLUDED

### INCLUDED EVIDENCE
- **EEO/AFFIRMATIVE ACTION**
- **ACKNOWLEDGEMENT OF RECEIPT OF ALL ADDENDA No. 1, 2, 3 & 4**
- **NEEDED FROM AWARDED VENDOR**
- **NON-COLLUSION AFFIDAVIT**
- **AMERICANS WITH DISABILITIES ACT OF 1990 CERTIFICATION AND DISCLOSURE OF POLITICAL ACTIVITIES IN IRAN**
- **EIC CERTIFICATE**
- **EXCEPTIONS (IF ANY)**
- **WILLING TO PROVIDE PRIORITY EMERGENCY SERVICES**
- **W-9**

### COMPLIANCE
- **60-DAY EXTENSION**

### PRICE
- **TOTAL PRICE**:  
  - $14,850.00  
  - $25,566.00  
  - $28,320.00  
  - $29,610.00  
  - $29,775.00  
  - $30,000.00

### FATAL FLAW
- **NONE**

### W9
- **INCLUDED**

### DEADLINE
- **5/15/2020**
COST PROPOSAL FOR GRAPHIC DESIGN AND CREATIVE SERVICES FOR THE CITY OF TRENTON

Please review the cost proposal for the various pieces below.

<table>
<thead>
<tr>
<th>Deliverables*</th>
<th>Unit</th>
<th>Hours</th>
<th>Hourly Rate</th>
<th>Extended Total</th>
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<td>Brochure Template</td>
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<td>Form Template</td>
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<td><strong>NOT TO EXCEED TOTAL</strong></td>
<td></td>
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<td></td>
<td><strong>$14,850</strong></td>
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</tbody>
</table>

* Any additional or ad hoc projects can be delivered at $150/hr.
Compensation

VI. Cost Proposal

A. Design Development

The Director of Housing and Economic Development, Mayor Jackson and many others are dedicated to the success of this project, as we are, so we look to forming a partnership that moves the work forward. The process begins with meetings with the City’s decision-makers. This phase is the most time consuming, intense, and, probably the most frustrating, as a design evolves to an acceptable level.

Services:

1. Meet with those designated by the City as decision-makers for this project. Initial interviews will determine the look, tone, and emphasis of the design.
2. Capitol Copy Service identifies at least 10 concepts for the new logo and look, based also on the Marketing and Branding campaign provided by others.
3. Present 10 concepts for review and narrowing to three.
4. Develop three unique designs for review, in color and black and white.
5. Based on feedback from the City, refine and present the final design.

*Capitol Copy Service Design Development Team (see bio’s attached)*

- Project Manager (8 hours) $1,200
- Lead Designer (40 hours) $3,400
- Public Relations and Communications Specialist (8 hours) $1,200
- Community Art Consultant (20 hours) $500 (new hire, Trenton resident)
- Photographer (3 hours) $196

Total, Design Development: $6,496
B. Design Implementation

Following acceptance by the City, the design will be adapted for these uses:

- print, 4-color process and digital
- websites
- multimedia, including video
- specialties such as T-shirts, vehicles, labels and decals, pens, etc
- social media
- e-marketing newsletters, blogs and e-blasts
- posters, signs and banners of up to 5’ x 20’

We will also provide templates, as needed for City event managers. Training and technical support in the use of these templates is also provided, as part of this proposal.

Because the RFP does not specify an exact number and detailed description of all the events occurring in the contract year, we are estimating the number of hours of service to be provided, on average, per week for the contract year.

Services and Products

- Templates
- Design ads, in various sizes
- Layout, re-size, and e-mail pdf’s for various events
- Printed proofs (1 per design), if needed
- Develop a template (WordPress or similar) for DHCD microsite for its use and administration
- Design e-blasts
- Support via e-mail and phone

*Capitol Copy Service Design Implementation Team (bio’s attached)*

Lead Designer (3 hrs/week) $13,260
Production Assistant (4 hours/week) $4160 *(new hire, Trenton resident)*
Project Manager (11 hours) $1,650

Total, Design Implementation: $19,070
Total, All Services, not to exceed: $25,566**

Billing: Due end of month one: $6,496

Billed at the end of each succeeding month: $1,733.63

*All meetings to be held either in City offices or at Capitol Copy Service

**Exclusions

The services offered in this proposal do not include work outside of normal business hours unless bidder chooses to do so. If overtime hours are requested, the rate will be 1.5 times the rates shown in the bid.

Other than proofs, no printed products are included in this proposal. Video or audio production services are also excluded. Design of websites does not include a domain name, hosting or coding services.

We cannot use copyrighted material in any design unless the City has written permission for such use.

Excluded services are available, however, and will be priced separately at the City’s request.

As stated in Addendum 4, the City will provide all editorial content.
1. This Cost Proposal is for 1 year.

2. The amount for this proposal is $28,320 (Twenty Eight Thousand, Three Hundred & Twenty Dollars) and will not exceed $28,500 (Twenty Eight Thousand, Five Hundred Dollars).

3. An amount of $2360 (Two Thousand, Three Hundred and Sixty Dollars) will be invoiced monthly in 12 (Twelve) equal instalments in advance.

4. Invoices are payable Net 30 days.

5. As we have an existing team in place who have adequate capacity to handle this project and we believe that the scope of work will differ by time of year; i.e. if there are more events during the summer season the project will perhaps require more involvement on our part that perhaps during the winter season, we have deliberately been flexible in our approach on time management and therefore this proposal is not presented using our hourly rate.

6. If you require further information please contact Susan Poeton at 973.218.0310 or spoeton@industrytoday.com.
## Cost Proposal • Detail cost proposal (in sealed envelope)

<table>
<thead>
<tr>
<th>Description</th>
<th>Costs</th>
<th>Total</th>
<th>In-Kind</th>
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<tbody>
<tr>
<td>Project Coordinator supervisor and lead web site and social media campaign designer</td>
<td>15 hours a week @ $14.50 per hour @ 52 weeks</td>
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<tr>
<td>Trenton residents completing Revitalize Solutions design classes, and at least one paid internship in design</td>
<td>Paid apprenticeships – 3 * $200 per month * 12 months</td>
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<td>License for Photoshop</td>
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<td>In-kind to project - $1,000</td>
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<td>Sub-contract partner (Ross, Ross &amp; Associates)</td>
<td>4 hours a week @ $50 per hour (Normal design fees range between $75-125 per hour. This is a community based discounted rate.)</td>
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**Total**: $29,610

## Payment Schedule:

Shiloh CDC will provide a monthly billing for services rendered in the prior month.
1. Total estimated hours to work on a variety of projects for the City of Trenton Div. Of Housing and Economic Development

<table>
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<th>Account Team Member Name</th>
<th>Job Category/Department</th>
<th>Billing Rate ($)</th>
<th>Strategy (hours)</th>
<th>Creative Concept Development (hours)</th>
<th>Design/Development (hours)</th>
<th>Design Implementation (hours)</th>
<th>Production (hours)</th>
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Total Agency Hours (hours)  88.00  25.00  25.00  45.00  0.00  5.00  283.00

Subtotal Agency Fees ($)  $9,400.00  $2,925.00  $2,925.00  $5,025.00  $0.00  $7,625.00  $29,775.00

Total Third Party Pass Throughs($)  $0.00  $0.00  $0.00  $0.00  $0.00  $0.00  $0.00

Out of Pocket Expenses (OOPs) ($)  $0.00  $0.00  $0.00  $0.00  $0.00  $0.00  $0.00

Total Cost ($)  $9,400.00  $2,925.00  $2,925.00  $5,025.00  $0.00  $7,625.00  $29,775.00
Princeton Partners proposes a blended hourly rate of $125 per hour, with a not-to-exceed budget of $30,000 (240 total hours) to complete for the components described in the Scope of Services and Deliverables.

- Design concepts for events that will carry over to all materials related to the event
- Design concepts and campaigns for special events (including logos and banners)
- Save the date notices and printed invitations
- Ads in various sizes for publication in outlets, including but not limited to, newspapers, journals, websites, billboards (digital and standard), and bus wraps
- Develop a design template for an e-newsletter (including banners for web pages & header graphics) that can be administered by Department staff
- Develop a design template for the Division of Economic Development microsite that can be administered by staff
- Develop template for future ad hoc flyers, brochures and forms

This includes strategic consultation, account management and supervision, planning, creative concept development, layout and design, copywriting, in-house production, photography/vendor management, creative execution.

Outside costs such as printing, photography, stock images, billboard/transit production, etc. are not included in this budget. Outside costs will be estimated in advance to be approved by client and billed at net.
PROJECT PRICING

Pricing is based on the Seasonal campaigns
4 seasons x 5 events per season = 20 components, 4 seasons x 5 events per season = 40 components
$30,000 / 20 = $1500 per project | $30,000 / 40 = $750 per project

Phase I: Research $4,000.00
- Planning meeting for creative brief
- Research and development to compare similar successful campaigns
- Time line development and acknowledgment of deadlines

Phase II: Design $14,000.00
- Concepts and creative development
- Presentation of concepts
- Feedback and refinement to approvals

Phase III: Implementation $10,000.00
- Production and implementation
- Formatting designs for various media

Phase IV: Evaluation $2,000.00
- Evaluate project success based on social media
- Evaluate project success based on festival directors and participants

Total fixed fee for project $30,000.00

Payment Terms.
Deposit due: $15,000.00 - 50% of agreed upon fee, due at time of agreement signing
Balance: $15,000.00 - 50% due date of delivery - to be determined
# Project Budget

**Proposed Quote: $30,000.00 USD**

<table>
<thead>
<tr>
<th>Project Phase</th>
<th>Percentage</th>
<th>Amount (USD)</th>
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<td>Digital Signage</td>
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<td>Business Wraps (x2)</td>
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<td>Banner Advertising</td>
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<td>Billboards (x2)</td>
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**Total: $30,000.00 USD**

Printing costs are dependent upon quantities and timeliness for printing costs are not inclusive of proposed separate budgets should the initiative be taken up.
Compensation

Budget –

- Development of templates and marketing strategy - $5,000
- Development of logos/tag lines to be consistent with all messaging- $5,000
- Social Media Campaign = $3,000
- Technology = $2,000
- Positive Solutions – Graphic Designer/Project Manager = $15,000

TOTAL = $30,000 (Not to exceed)

This campaign will take significant organizational resources and need to have quick turnaround. The budget line item for Graphic Designer/Project Manager listed at $15,000 is attributed for Positive Solutions staff and supplies. It is expected that in order to execute this overall project for twelve months we will exceed this budget line item. However, Positive Solutions is putting skin in the game and will pay for any additional overhead associated with these efforts beyond the $15,000 designated in the budget.

Payment Schedule
Positive Solutions will invoice the City of Trenton Quarterly, below is a proposed schedule.
(Assuming a start date of May 2015)

- August 2015 – October 2015 – invoice submitted September 1, 2015 = $7500
- February 2016 – April 2016 – invoice submitted March 1, 2016 = $7500
6. PROJECT COSTS

EFK Group has a strong desire to work with the City of Trenton Department of Housing and Economic Development to provide graphic design and creative services.

Therefore, EFK Group is offering a special discounted fixed rate of $100 an hour graphic design for a maximum of 25 hours per month. A savings of $95 per hour from regular agency fee.

Furthermore, EFK Group will track all hours on a monthly basis and any unused hours for a particular month will be carried over to the next month so that we deliver 300 hours based on the annual retainer which is not to exceed $30,000.

The monthly retainer fee for 12 months will be at $2,500 per month, billable upon start of retainer and at the start of each month thereafter.

EFK Group will perform this entire project in house.

EFK Group prides itself on being on-time and on-budget. We do not go over monthly retainer hours without prior written approval from the client. These additional hours will be billed at a rate of $150 per hour.


Travel expenses are additional and will be billed separately at reasonable cost if there is any reason for EFK staffers to leave the city limits for a job. Estimate costs do not include out of pocket expenses including media, photography, video, postage, printing, production costs and backend digital development ("Additional Costs"). The additional costs will be billed directly to Client as incurred, provided that such additional costs have been approved by Client prior to incurring such costs. Additional costs shall be due and payable within thirty (30) days of Client’s receipt of such bill for additional costs.