



HOUSING & BUILDING
ASSOCIATION
OF COLORADO SPRINGS

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Request for Proposals for Graphic Design Services

October 17, 2018





GENERAL INFORMATION

The purpose of this request for proposal (RFP) is to obtain proposals from qualified firms interested in working with the Housing & Building Association of Colorado Springs (CSHBA) to provide graphic design services starting November 15, 2018 – November 14, 2019.

RFP PROCESS AND RESPONSE FORMAT

The deadline for receipt of all proposals by email is 5:00PM MST, Friday, November 9, 2018. Proposals received after 5:00PM MST, Friday, November 9, 2018, will not be considered. Proposals must be delivered electronically.

CSHBA reserves the right to select more than one, or none, of the firms submitting proposals.

If you will be submitting a proposal please indicate that by emailing Britain Garza, Communications Manager, britain@cshba.com no later than Monday, November 5, 2018.

Submit proposals via email (no files larger than 20MB) to Britain Garza, Communications Manager, britain@cshba.com.

Firm responses will be evaluated by the Communications/Marketing, Events, and Membership departments at the CSHBA, and respondents will be notified no later than Tuesday, November 13, 2018, if they are selected.

All submitted materials will become property of CSHBA and will not be returned.

TIMELINE

- This RFP is dated October 17, 2018. Firms may download a copy of this RFP from cshba.com/rfps
- Questions are due by 5:00PM MST, Tuesday, November 6, 2018 (please see Questions Period in the Proposal Submission section below).
- Email britain@cshba.com confirming intent to submit a proposal by Monday, November 5, 2018.
- Proposals are due no later than 5:00PM MST, Friday, November 9, 2018.
- Proposals will be evaluated immediately thereafter. Candidate firms will be notified no later than Tuesday, November 13, 2018, if they are selected.



- Work with CSHBA should begin immediately after contract signing and all costs must be invoiced no later than Thursday, November 14, 2019.

QUESTIONS

Questions regarding this request must be submitted via email to britain@csgha.com by 5:00PM MST, Tuesday, November 6, 2018. Questions received after 5:00PM MST, November 6, 2018, will not be considered. Please include "CSHBA Proposal Question" in the subject line of the email. To ensure fairness, all questions and answers will be posted to csgha.com/rfps no later than 5:00PM MST, Wednesday, November 7, 2018.

CONTRACT TERMS

CSHBA will negotiate contract terms upon selection. All contracts are subject to review by CSHBA legal counsel, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, timelines, and other necessary items.

ASSOCIATION OVERVIEW

The Housing & Building Association of Colorado Springs (CSHBA) is a member trade association with over 500-member companies that include home builders, remodelers, developers, trade contractors, material suppliers, mortgage lenders, real estate agents, title companies, interior designers, architects, landscapers and beyond. We are more than members – we are community leaders and builders. Together, we contribute to the growth, prosperity and quality of life for those in the local community and throughout the Pikes Peak Region.

CSHBA's Mission: The Housing & Building Association of Colorado Springs promotes policies that allow for the production of safe and attainable housing and enhances the environment for the housing and building industry in El Paso County.

Informed by the most critical issues impacting our industry and our community, these Strategic Priorities serve to uphold the mission that has guided our association for more than six decades.

ADVOCATE FOR HOUSING

The HBA will continue to build positive relationships with local associations, organizations and elected officials. We will participate in the housing affordability conversation and will push for market-driven solutions that address the need for



housing for the working class.

We will remain proactive in regulatory reform, including building codes, EPA regulation, the Colorado Springs Comprehensive Plan, and the statewide limited growth initiative.

BUILD COMMUNITY

We will continue to expand our nationally-recognized Careers in Construction program into local classrooms at the high school and college level, with the goal of empowering students to graduate with real-life skills in construction and move into the workforce.

The HBA's Leadership Development program will engage the next generation of industry leaders to teach them the depth and breadth of the HBA and enable them to become a vital part of the Association and the community.

ENHANCE MEMBERSHIP VALUE

The HBA will offer exciting new events and venues that allow members to make valuable connections, grow their networks and enhance their business.

We will offer more education and training opportunities that our members want and need to help them stay safe, competitive and current in their business.

SCOPE OF WORK OVERVIEW

CSHBA invites qualified firms to submit proposals to provide graphic design services for any jobs/projects assigned by Rhonda Scurek – Director of Member Services, Shirley Rouse – Events & Operations Manager, and/or Britain Garza – Communications Manager. Both freelance designers and established design firms will be considered. The goal is to select one proposer who can assist in providing consistent appearance and quality for all communications and marketing materials, accurately, on budget and in a timely manner. The graphic design scope includes:

1. Revisions to existing files and new project design work
2. CSHBA has approximately 4 established brands that will need design work
3. CSHBA anticipates approximately 300-350 hours of design work needed for a 12-month period. These are estimates only and not guaranteed. The final total number may be below or above the estimates and may not be used to set a minimum number of hours in contract negotiations.
4. Items such as: flyers, posters, brochures, tickets, magazine, invitations, print ads, digital art, specialty items (shirts, cups, etc.)



5. Awarded firm will be asked to provide an estimate for each design project to CSHBA for approval before work is to begin. (see QUOTES section, Page 5)
6. Awarded firm will be responsible for trafficking final files to CSHBA. Files finalized for print will be sent to printer by CSHBA.
7. Awarded firm may be asked to participate in initial meetings to discuss more complicated projects in order to get a full understanding of the need and complexity

IDENTIFIED ASSIGNMENTS/PROJECTS

1. Parade of Homes (estimated: 250 hours)
 - a. Tickets
 - b. Call for Entry (print and electronic)
 - c. Map & Directions
 - d. Parade Magazine
 - e. Banner Ads
 - f. Print Ads
 - g. Award Icons
 - h. VIP Party Artwork (as requested)
 - i. Other artwork as requested
2. Home Shows (estimated: 25 hours)
 - a. Tickets
 - b. Call for Entry (print and electronic)
 - c. Print Ads
 - d. Banner Ads
 - e. Other artwork as requested
3. Best in Springs Living Awards (estimated: 25 hours)
 - a. Award Icons
 - b. Invitations
 - c. Other artwork as requested
4. General Artwork – CSHBA (estimated: 40 hours)
 - a. Quarterly Update (newspaper piece)
 - b. Print Ads
 - c. Banner Ads

**The identified assignments/projects listed above does not conclude the work CSHBA is requesting and additional job requests will be assigned as needed by the identified CSHBA staff previously listed.*



REQUIREMENTS

MINIMUM REQUIREMENTS SPECIFIC TO GRAPHIC DESIGN SERVICES

- At least three (3) years' experience providing the proposed services in this RFP.
- Demonstration of the ability to work effectively, often under tight deadlines, and deliver quality product.
- Adequate personnel, who can service this contract.
- Demonstration of a solid understanding of the scope and nature of the work, as well as outstanding technical expertise and excellence in customer service.
- Firm mistakes at no cost to CSHBA.
- Existing files are in a variety of Adobe Creative Cloud, Vector, PDF and potentially other formats. Ability to work in all formats as needed.
- Located in the Colorado Springs/Denver area (non-negotiable).

ADDITIONAL REQUIREMENTS/INFORMATION

In addition to the minimum requirements, responding firms should be able to demonstrate, in their response, the following:

- Experience relevant to the type of projects identified here
- If subcontractors are to be used, identify what work the subcontractor(s) will perform
- Indicate any non-profit discounts
- Indicate if there are "rush" charges for short turnaround times. Define what constitutes a "rush" and the fee structure
- List of clients and samples of work relevant to the types of projects described
- File sharing service/application in place for transfer of files between CSHBA and design firm
 - CSHBA has a set print vendor and will handle any file sharing with this print vendor unless otherwise advised.
- Provide cost estimates for identified assignments/projects given estimated hours of work.
- If awarded contract, must be or become a CSHBA Member.

QUOTES

During the term of the contract, each graphic design project will require individual estimates submitted for approval before starting the project, as projects can range in complexity of



design and formats. Those estimates, however, are expected to hold to the basic fee structure and quotes outlined in the final contract.

- For graphic design services, costs shall be based on the fixed hourly rates established in the Cost Proposal as outlined in the final contract. Additional costs such as stock photography should be quoted as a separate line item. – CSHBA strongly discourages the use of stock photography as we have an ongoing photography inventory that will take priority before any stock photography is utilized.

COST PROPOSALS

Graphic Design Services: provide firm fixed hourly rates for the base term of the contract (1 year). If there are incremental rates (e.g. projects under 60 minutes), or a minimum fee per project, please include the fee structure. If there are other fees such as rush charges, list as separate line items.

PROPOSAL CONTENT

Proposals should be prepared as simply as possible and provide a straightforward, concise description of the firm's capabilities to satisfy the requirements of the RFP.

The following items are required to be considered in the proposal review process

- Cover letter (optional)
- Provide a firm profile, indicating background, experience
- Identify the staff member(s) that will be assigned to this contract, their title(s) and what their role(s) will be. Additionally, please include brief biographies for the staff member(s)
- Briefly describe your firm's project management process. (Estimates, job orders, etc.), including the file sharing software or system utilized
- List any subcontractors and what their roles will be
- Estimated budget to produce required deliverables (See Cost Proposal Section)
- No less than 3 samples of previous work and sample client list submitted for review
- Terms and conditions

EVALUATION CRITERIA

While price is one determinant for award, it is not the sole consideration. Additional factors that will be considered are the proposing firm's understanding of the requirements as specified in this RFP, qualifications and experience.



Proposals will be evaluated on the following criteria:

- Firm experience, relationships and staff that have resulted in successful delivery of quality graphic design products in a timely manner
- Clarity and efficiency of project management process
- Needed lead time for projects is reasonable, and rush charges (if any) are clearly defined
- Use/reliance on subcontractors to complete the work
- Quality of samples provided
- Experience with and/or understanding of the functional approach to working with a non-profit association
- Costs as defined under "COST PROPOSAL" section

LIMITATIONS OF LIABILITY

CSHBA assumes no responsibility or liability for costs incurred in responding to this proposal request or in responding to any further request for interviews, presentations, additional data, etc. CSHBA also reserves the right to cancel this project at any time.

Questions regarding this RFP shall be sent to
Britain Garza, Communications Manager, britain@cshba.com
no later than Monday, November 5, 2018