

**REQUEST FOR PROPOSALS:
CREATIVE SERVICES – HOUSING WASHINGTON CONFERENCE**

(GRAPHIC DESIGN, MARKETING AND BRANDING, AND WRITING/CONTENT)

**Deadline for submission:
Monday, March 1, 2021**

**Extended submission deadline:
Friday, April 16, 2021
5:00 p.m. PST**

Please email to:
Cheryl Engstrom, Engstrom Public Relations
cheryl@engstrompr.com
14722 102nd Avenue NE, Bothell, WA, 98011

REQUEST FOR PROPOSALS

From Engstrom Public Relations on behalf of the Housing Washington Conference

For CREATIVE SERVICES – HOUSING WASHINGTON CONFERENCE (GRAPHIC DESIGN, MARKETING AND BRANDING, AND WRITING/CONTENT)

Engstrom Public Relations (EPR) intends to contract with a independent contractor or agency to provide graphic design and branding/brand identity for Housing Washington, an annual affordable housing conference presented by the Washington State Housing Finance Commission (Commission), in partnership with the Washington Low Income Housing Alliance and Washington State Department of Commerce, between March 1, 2021 to December 31, 2021.

To this end, EPR is releasing this Request for Proposals (RFP). EPR reserves the right to approve any and all subcontractors. It is EPR's intent to appoint the individual or firm selected under this contract no later than ~~March 31~~. (updated deadline – April 30, 2021)

Background

Housing Washington, led by the Washington State Housing Finance Commission in partnership with the Washington State Department of Commerce and Washington Low Income Housing Alliance, enhances the skills, vision, and understanding of professionals working in affordable housing in Washington state and challenges them to work toward racial equity and social justice. Housing Washington is committed to:

- Inclusivity, social justice, and anti-racism in every aspect of our conference.
- Unique presentations and presentation of information not widely available online.
- New tools and programs specifically designed to make attendees more effective in their daily work and long-term planning.
- Dynamic presenters who effectively deliver concepts both visually and auditorily
- A robust platform for experts to share their good work and enhance our attendees' knowledge.
- Meaningful dialogue on timely issues affecting the housing industry as well as the communities of our state.
- Inspiring housing professionals with new ideas and connections to others.

Responsibilities - Identification of Tasks

EPR will contract with a qualified contractor or agency to perform the following services, at the direction of the Housing Washington contract planning team and in collaboration with the Commission Communications Manager.

Proposals should be submitted in the following areas:

Graphic Design, Layout and Production

1. Develop a cohesive visual brand and theme for the Housing Washington conference and that can be integrated into the conference website, social media, and other print and non-print uses.
2. Develop graphic elements, visual themes and branding that can be applied to a wide variety of media.
3. Collaboratively develop creative approaches to the annual conference program, including its brand, website, marketing collateral, and other outreach efforts.
4. Coordinate printing by setting specifications, soliciting bids from print firms, and helping the conference team to analyze and choose a print firm. Act as the point of contact with the printer to see print jobs through to completion.
5. Develop timelines for preparation and production of the above pieces, as requested.
6. Create and update Housing Washington graphic and brand standards.
7. Design and execute all assigned graphic production processes during each contract period on time, and at or below budget.
8. Ensure branding and visuals accurately reflect the mission, goals, and objectives of the conference.
9. Provide any other graphic design needs the Housing Washington contract team or Commission may request within the time and budget scope of the contract.
10. Submit original files of all graphic design elements to Housing Washington and the Commission upon completion.

Writing and Content Development

1. With the Housing Washington contract team and Commission staff, develop creative themes for the conference annual program and other relevant materials.
2. Conduct research as needed to write clearly and authoritatively about a wide range of subjects that pertain to affordable housing and the Housing Washington conference.
3. Provide high-quality written content for a range of different needs, such as website, social media, printed materials, etc.
4. Ensure themes and articles accurately reflect the mission, goals, and objectives of the conference.

Marketing and Branding

1. Develop marketing goals and strategies in partnership with Housing Washington contract team and Commission staff that effectively support the broader affordable housing agenda across the industry and sector.

2. Support and guide implementation of effective marketing tactics to achieve goals and objectives.
3. Share and/or conduct market research and expertise to ensure effective outreach to target Housing Washington audiences.
4. Provide guidance and expertise to the Housing Washington contract team and Commission staff to ensure relevancy within the market and effectiveness of strategies and materials.

Terms of the Contract

The term of the contract(s) will be for a one-year **plus** period: ~~March 1, 2021 through March 1, 2022~~ **(updated to July 1, 2021 through December 31, 2022)**, with the option for a one-year extension.

Minimum Qualifications

Successful contractor or agency will have experience in the performance of similar work, in compliance with Commission requirements, and be licensed to do business in Washington state. Housing Washington is committed to creating opportunities for firms and individuals who have relevant experience but have historically been underrepresented in the industry. We encourage all qualified individuals and organizations to apply.

Contract Deliverables

EPR expects to receive the following deliverables from the contractor(s):

1. Creative services provided consistently within negotiated periods and costs.
2. Professional services by qualified personnel.
3. Responsiveness to the Housing Washington contract team and Commission's requests and needs for each project related to the conference.
4. Professional quality and a high degree of creativity on all projects.
5. All copy, design, logos, graphic icons, photos, videos and/or subsequent products become the exclusive property of Housing Washington and the Commission, without qualification.
6. A positive and collaborative working relationship.

Contractor Reporting

The contractor or agency will be expected to meet on a periodic basis with the Housing Washington contract team and Commission Communications Manager to report on progress toward completing any specific projects under the contract.

Method and Schedule of Contract Payment

The contractor or agency will be paid during the contract according to an established schedule and completion of specified tasks as outlined in the proposal and final contract. The contractor or agency will submit a request for payment in the form and method specified by EPR and the Commission in accordance with state requirements.

RFP and Contract Timeline

RFP Released	February 1, 2021
Proposal Delivery Deadline:	March 1, 2021 (updated to April 16, 2021)
Contractor Interviews:	March 8-19, 2021 (updated to April 19-30, 2021)
Notification of winning firm(s):	By March 26, 2021 (updated to May 3, 2021)
Contract(s) Signing:	Week of March 29, 2021 (updated to week of May 3, 2021)
Contract(s) Commencement Date:	April 1, 2021 (updated to July 1, 2021)
Contract(s) Termination Date:	March 31, 2022 (updated to December 31, 2022)

Instructions for Submitting Proposals

Submit an email copy or link to cloud-based copy of the PDF proposal to Cheryl Engstrom by 5:00 p.m. PST, ~~Monday, March 1, 2021,~~ (updated to Friday, April 16, 2021) cheryl@engstrompr.com. Late proposals will not be considered.

Proposals must be organized as follows:

- I. **Cover letter** (limit: 2 pages)
- II. **Attachment I:** Applicant Questionnaire (limit: 2 pages)
- III. **Attachment II:** Experience, Personnel, Methodology and Costs (limit: 8 pages)
- IV. **Three to five examples** of prior work for consideration by the review committee.
- V. **References:** Three references who can speak to your work, including contact info.

Page limits: Pages must be letter-sized, with single-spaced text no smaller than 11 point.

Submitted materials will not be returned to the applicants unless specifically requested.

Questions and Answers

Questions regarding this RFP may be submitted to Cheryl Engstrom via email at cheryl@engstrompr.com.

Criteria for Evaluating Proposals

A review committee will evaluate the proposals according to these principal considerations:

1. Quality and clarity of the proposal.
2. Experience in developing creative materials from concept through completion.
3. Quality of work and degree of creativity.
4. Experience and background of staff assigned to the contract.
5. Ability to tailor design and concepts to effectively influence audiences.
6. Fit with the goals and style of the conference and its planning team.
7. Ability to meet the conference production schedule.
8. Responsiveness to the conference and its planning team requests in a timely and professional manner.

9. The contractor's qualifications and ability to perform the services detailed in this RFP, as evidenced by previous work, other references, and the submitted proposal.

EPR reserves the right to award this contract to the firm or firms which will best meet these requirements. EPR reserves the right to reject any or all proposals prior to execution of the contract, with no penalty to the EPR. All respondents will be notified by email of the selection.

Support for the Contractor

EPR, the Housing Washington conference contract team, and the Commission Communications Manager will assist in coordinating the work of the contractor with all persons as required for the completion of the contract. The Housing Washington contract team and Communications Manager will work with the contractor to complete the work program in a timely manner as required by the contract. Contractor is expected to provide their own materials and facilities necessary to complete the projects under this contract.

Contact

All contact with EPR by respondents to this Request for Proposals will be through:

Cheryl Engstrom, Housing Washington Contract Manager
Engstrom Public Relations
Phone: (425) 417-1395
cheryl@engstrompr.com

ATTACHMENT I
REQUEST FOR PROPOSALS
ENGSTROM PUBLIC RELATIONS
APPLICANT QUESTIONNAIRE
(limit: 2 pages)

- A. Name of the legal entity with which the contract is to be written.

- B. Names of the legal entities to be used as subcontractors (if applicable).

- C. Name, address, email and telephone of the principle officer of the applicant and subcontractor (if applicable).

- D. The legal status of the organization (contractor and subcontractors).

- E. Employer identification number.

- F. Washington State tax registration number (contractor and subcontractor).

- G. If the State of Washington engaged the contractor or subcontractor within the past 24 months, indicate the contract number and/or any other information available to identify the engagement.

- H. The location of the facility from which the contractor and subcontractors would operate.

ATTACHMENT II

REQUEST FOR PROPOSALS Engstrom Public Relations

EXPERIENCE, PERSONNEL, METHODOLOGY and COSTS (8 pages maximum, not counting work samples)

A. Experience

1. Describe the qualifications of you/your firm and the individuals proposed to work on this contract. Provide a statement of your ability to perform the necessary work and meet the needs of the Commission
2. Describe your experience with public entities.
3. Describe your experience with the following, as applicable. Be as specific as possible.
 - Creative concept development
 - Graphic design and layout
 - Coordinating print production
 - Writing and content development
 - Marketing and branding
4. Please describe the most comparable work performed during the past two years and include the following:
 - Name of the entity
 - Date of engagement
 - Person to whom you were responsible and phone/email contact info
 - Personnel from your firm who worked on the engagement

B. Personnel

1. For each person who will be assigned to the Commission's contract, please describe his or her role and responsibilities and the percentage of his or her time that would be devoted to the contract.
2. Please provide a brief resume for each person who will be assigned to the Commission.

C. Methodology

1. Describe your proposed methodology for completing the proposed work and providing the deliverable products.

D. Cost

1. Provide an hourly (or other time period if applicable) rate for each kind of work performed, e.g. design, production, research, writing, photography, marketing.

2. List and explain your fees for local and out-of-area travel and any other incidental expenses.