

**TOWN OF OYSTER BAY
REQUEST FOR PROPOSALS
FOR
GRAPHIC DESIGN SERVICES**



PROPOSAL SUBMISSION DEADLINE: FRIDAY FEBRUARY 15, 2019 3:00 PM, EST

Department of Parks
Joseph G. Pinto, Commissioner
977 Hicksville Road
Massapequa, New York 11758
(516) 797-4142

Request for Proposals (RFP)

The Town is seeking a proposal for Graphic Design Services to create, develop and execute a variety of marketing and promotional materials needed to successfully promote the Town of Oyster Bay and its events, promotions and programs to the benefit residents and communities within Town of Oyster Bay.

The Town is seeking a proposal for Graphic Design Services which shall include but not limited to:

- Overall conceptual design including thematic development, copy layout, font style and image color treatment based on Town provided messaging, branding and direction;
- Creation of generic branding and promotional pieces utilizing Town supplied content and photography;
- Creation, development and design of logos, brochures and program guides for use in Town related events and promotional programs;
- Development and design of banners, posters, flyers in both color and black and white;
- Graphic design and layout of signage and other branding platforms for town use;
- On-site consultative services to develop promotional concepts and platforms;
- Other related activities as required and mutually agreed upon by the Town and the proposer.

The resulting Agreement shall cover services rendered in 2019, with an option for the Town to extend on a year to year basis for a total of three additional years.

Limitations

This Request for Proposals (RFP) does not commit the Town to award a contract, to pay any costs incurred in the preparation of a proposal in response to this request, or to procure or contract services or supplies. The Town reserves the right to accept or reject any or all proposals received pursuant to this request, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP. The Department may waive any technicalities, and may require the Applicant selected to participate in negotiations and to submit any cost, technical, or other revisions of their proposal, as a result of any such negotiations. Applicants' protest rights are limited to violations of federal, State, or local laws and regulations.

Equal Opportunity

The Town of Oyster Bay is committed to the principles of Equal Employment Opportunity and hereby reaffirms that commitment. The Town will comply with all the nondiscrimination and equal opportunity provisions which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex, national origin, age, disability, political affiliation, or belief.

Design Ownership

The design ownership and original source (Illustrator, Photoshop, InDesign, etc.) file(s) will remain with the Town of Oyster Bay and all work product created as part of this agreement shall remain the sole property of the Town of Oyster Bay.

Specifications

The proposal shall include, but not be limited to, the following:

- A cover letter/statement indicating the proposer's interest in providing Graphic Design Services to the Town of Oyster Bay describing its qualifications and including firm name, address, telephone number, email, contact person, and the year the firm was established;
- Proposer's capabilities and experience in graphic art creation, development, design and production including specific example of work completed for other similar and/or like entities;
- A description of the proposer's general approach and plan to execute the creation, development, design and packaging of the overall services;
- Provide the names and resumes for the key personnel who will be directly involved with the Graphic Design Services (limit one page for each person);
- Provide a minimum of three references from the past seven years; references should include organization, contact person, email and telephone number;
- List sub-consultants to be used by proposer;
- Proposed compensation plan.

Criteria

The following criteria will be used to assess proposals:

- Proposer's capabilities and experience in graphic art layout and design, production and development;
- Quality of work and experience previously performed by the proposer including specific examples of work completed for other municipalities, government agencies and/or private sector entities;
- Proposer's direction and methodology for completing the outlined Graphic Design Services;
- Qualifications of key personnel who will be involved in the outlined Graphic Design Services;
- Proposed estimated compensation based on the work outlined in this RFP and/or an hourly rate for Graphic Design Services outlined in this RFP.

Proposers will not be reimbursed or otherwise compensated for costs associated in responding to this request for proposals. Kindly submit six (6) copies of the response no later than Friday, February 15, 2019 at 3:00 p.m. to the attention of the Commissioner at the address listed below.

Disclosure of Conflicts

Proposers submitting a response to this RFP must disclose any actual, apparent, direct or indirect, or potential conflicts of interest that may exist with respect to the firm, management or employees of the firm or other persons relative to the services to be provided under the Agreement to be awarded pursuant to the RFP. If a firm has no conflicts of interest, a statement to that effect shall be included in the proposal. All responders must complete the enclosed Disclosure Affidavit.

Other Requirements

Proposers are subject to all applicable federal, state and local laws, ordinances, rules and regulations pertaining to services or products to be provided.

Any questions or inquiries concerning this RFP should be directed to:

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Massapequa, New York 11758
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**TOWN OF OYSTER BAY
DISCLOSURE QUESTIONNAIRE**

All questions on this questionnaire must be answered by an officer and any stakeholders who hold a majority or greater ownership interest in the proposer. Answers must be typewritten or printed in ink. If you need more space to answer any question, make as many photocopies of the appropriate page(s) as necessary and attach them to the questionnaire.

COMPLETE THIS QUESTIONNAIRE CAREFULLY AND COMPLETELY. FAILURE TO SUBMIT A COMPLETE QUESTIONNAIRE MAY MEAN THAT YOUR BID OR PROPOSAL MAY BE REJECTED AS NON-RESPONSIVE AND IT MAY NOT BE CONSIDERED FOR AWARD

NOTE: All questions require a response, even if response is “none” or “not-applicable.” No blanks.

SECTION I: GENERAL INFORMATION

1. Business name (legal name): _____
2. Federal Employer ID No. (FEIN): _____
3. d/b/a – doing business as (if applicable): _____
County filed: _____
4. Website address (if applicable): _____
5. Business e-mail address: _____
6. Principal place of business address: _____
7. Telephone number: _____ 7. Fax number: _____
8. Does the business use, or has it used in the past five (5) years, any other business name, FEIN, or d/b/a other than what is listed in questions 1-3 above? Yes ___ No ___
If yes, please provide details. _____

9. Authorized contact:
Name: _____
Title: _____
Telephone number: _____ Fax number: _____
E-mail: _____

10. How many years has this entity been in business? _____
11. The proposer is a (check one): Sole Proprietorship Partnership Corporation
 Other (Describe) _____

SECTION II: PRINCIPAL INFORMATION

1. Principal Name _____
 Date of birth ____/____/____ % Equity Interest in Company _____
 Home address _____
 City/state/zip _____
 Telephone _____

2. Positions held in submitting business

3. Within the past five years, have you been a principal owner or officer of any business or not-for-profit organization other than the one submitting the questionnaire?
 YES ___ NO ___; If Yes, provide details. _____

4. Has any governmental entity awarded any contracts to a business or organization listed in question 3 above in the past five (5) years while you were a principal owner or officer?
 YES ___ NO ___; If Yes, provide details. _____

SECTION III: DUE DILIGENCE QUESTIONS - TO BE COMPLETED IF CONTRACT VALUE IS \$25,000.00 OR OVER IN A 12 MONTH PERIOD.

1. Does the business possess all certifications, licenses, permits, approvals, insurance, bonds or other authorizations issued by any local, state, or federal governmental entity in connection with the proposal/project, business services, operations, business, or ability to conduct its activities? Please note this does not include construction related activities such as building permits and certificates of occupancy.
 YES ___ NO ___ If no, please provide details _____

2. Does this business have one or more affiliates, and/or is it a subsidiary of, or controlled by, any other business?
 YES ___ NO ___ If Yes, provide details. _____

3. Has the proposer ever had a bond or surety cancelled or forfeited, or a contract with any entity terminated? YES ___ NO ___ If Yes, state the name of bonding agency, (if a bond), date, amount of bond and reason for such cancellation or forfeiture; or details regarding the termination.

4. On a separate document attached hereto, list all contracts that business has entered into with any municipality in the past three (3) years. Please list the names, address and contact person for the contracting entities.

5. Has the proposer, during the past five (5) years, been declared bankrupt? YES ___ NO ___ If Yes, state date, court jurisdiction, amount of liabilities and amount of assets_____

6. In the past five years, has this business and/or any of its owners and/or officers and/or any affiliated business, been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency?

YES ___ NO ___ If Yes, provide details for each such investigation. _____

7. In the past 5 years, have any owner and/or officer of any affiliated business been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency, where such investigation was related to activities performed at, for, or on behalf of an affiliated business.

YES ___ NO ___ If Yes, provide details for each such investigation. _____

8. In the past 5 years, has this business and/or any of its owners and/or officers and/or any affiliated business been the subject of an investigation by any government agency, including but not limited to federal, state and local regulatory agencies?

YES ___ NO ___ If Yes, provide details for each such investigation. _____

9. In the past 5 years, has any owner and/or officer of an affiliated business been the subject of an investigation by any government agency, including but not limited to federal, state and local regulatory agencies, for matters pertaining to that individual's position at or relationship to an affiliated business.

YES ___ NO ___ If Yes, provide details for each such investigation. _____

10. Has any current or former director, owner or officer or managerial employee of this business had, either before or during such person's employment, or since such employment(if the conduct pertained to events that allegedly occurred during the time of employment):

a) Any felony charge pending? YES ___ NO ___ If Yes, provide details for each such charge.

b) Any misdemeanor charge pending? YES ___ NO ___ If Yes, provide details for each such charge.

c) Any violations of administrative, statutory or regulatory provisions pending? YES ___ NO ___ If Yes, provide details for each such charge. _____

d) In the past ten (10) years, you been convicted, after trial or by plea, of any felony and/or any other crime, an element of which relates to truthfulness.? YES ___ NO ___ If Yes, provide details for each such conviction.

e) In the past ten (10) years, been convicted, after trial or by plea, of a misdemeanor?

YES ___ NO ___ If Yes, provide details for each such conviction. _____

f) In the past ten (10)years, been found in violation of any administrative, statutory, or regulatory provisions? YES ___ NO ___ If Yes, provide details for each such occurrence.

11. In the past five (5) years, has this business or any of its owners or officers, or any other affiliated business had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? YES ___ NO ___; If Yes, provide details for each such instance.

12. For the past five (5) tax years, has this business failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges? YES ___ NO ___ If Yes, provide details for each such year. _____

SECTION IV: CONFLICT OF INTEREST

Please disclose any conflicts of interest as outlined below. NOTE: If no conflicts exist, please expressly state “No conflict exists.”

1. Any material financial relationships that your firm or any firm employee has that may create a conflict of interest or the appearance of a conflict of interest in being awarded this contract with the Town of Oyster Bay.

2. Any family relationship that any employee of your firm has with any public servant that may create a conflict of interest or the appearance of a conflict of interest in being awarded this contract with the Town of Oyster Bay.

3. Any other matter that your firm believes may create a conflict of interest or the appearance of a conflict of interest in being awarded this contract with the Town of Oyster Bay.

CERTIFICATION

A MATERIALLY FALSE STATEMENT WILLFULLY OR FRAUDULENTLY MADE IN CONNECTION WITH THIS QUESTIONNAIRE MAY RESULT IN RENDERING THE SUBMITTING BUSINESS ENTITY NOT RESPONSIBLE WITH RESPECT TO THE PRESENT PROPOSAL OR FUTURE PROPOSALS, AND, IN ADDITION, MAY SUBJECT THE PERSON MAKING THE FALSE STATEMENT TO CRIMINAL CHARGES.

I, _____, being duly sworn, state that I have read and understand all the items contained in the foregoing pages of this questionnaire and the following pages of attachments; that I supplied full and complete answers to each item therein to the best of my knowledge, information and belief. The undersigned also certifies that s/he has not altered the content of the questions in the questionnaire in any manner; has read and understands all of the items contained in the questionnaire and any attached pages; has supplied full and complete responses to each item therein to the best of his/her knowledge, information and belief; is knowledgeable about the submitting business's business and operations; understands that the Town of Oyster Bay will rely on the information supplied in this questionnaire when entering into a contract or agreement with the business; and is under duty to notify the Town of Oyster Bay of any material changes to the business's responses herein

Sworn to before me this day of 20__

Notary Public

Name of submitting business: _____

By: _____
 Print name

 Signature

 Title

_____/_____/_____
Date