



Michigan Land Bank Association

Request for Qualifications: Graphic Design & Website Creation Services

DATE ISSUED: December 3, 2024

DATE DUE: January 6, 2025; 5:00 PM (LOCAL TIME)

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REQUEST FOR QUALIFICATIONS: GRAPHIC DESIGN & WEBSITE SERVICES

The Michigan Land Bank Association (MLBA) is soliciting statements of qualifications and estimated costs from professionals in the field of branding, graphic design for logo, website design, as well as marketing and public relations to develop comprehensive and cohesive materials for print and web applications. The MLBA seeks to create a brand through a redesign of its logo and the creation of a new, interactive website. Additional services may be required in the future to further branding efforts. Complete information can be found under “Scope of Work” below.

BACKGROUND

The Michigan Land Bank Association (MLBA) is a 501(c)3 established to support Michigan’s County and City Land Banks, by offering advocacy, education and outreach to members, associate members and sponsors who support the work of County and City land banks in Michigan. The MLBA has grown significantly and now supports 52 land banks and counting in Michigan, with collaboration from the State Land Bank Authority. The mission of the MLBA is to ensure that Michigan land banks have suitable statewide policies, support and capacity to effectively operate local land bank programs.

The MLBA is pursuing tools to promote its function and provide interactive transactions with its members, associate members and sponsors, as well as the public, who are interested in our mission. We are specifically seeking to create a brand for the MLBA by redesigning the logo as well as developing a website to create a portal for information sharing and positive communication needs. You can find the RFQ document on our website at: <https://www.milandbank.org>

IMPORTANT DATES

RFQ Issue Date: December 3, 2024

Proposal Due Date: January 6, 2025, at 5:00 pm

Tentative Award Date: January 13, 2025

SCOPE OF WORK/DELIVERABLES

The MLBA would like to enhance communications through a branding campaign that includes a graphic redesign of the logo and a user-friendly website; the desired work is described below.

1. **Logo Design** – Brand related logo design that meets the needs of the MLBA and its mission and meets the criteria below:
 - a. Intended Use: the logo will be used on the website, letterhead and envelopes, pamphlets, banners, emblems for clothing, promotional items, etc.

- b. Concept/Theme: the preferred logo would incorporate an image of Michigan and could also include images relating to communities supporting one another, helping hands, collaboration.
 - c. Size: the design will be scalable for high resolution for use in multiple settings and should therefore incorporate “vector graphics” to accommodate scaling for multiple purposes.
 - d. File: design must be submitted in a format that is easy to use such as JPG; and
 - e. Color: the design should be in color (2-3 colors) but should also be usable in black and white.
2. **Website Design** – The MLBA website shall become the “office location” for the organization. It should be the first place one looks for documents, agendas, links, information related to the organization, as well as a resource for members. It must allow for easy information sharing, education, and allow for future growth. The site should include many of the normal categories (see below), but should also allow for staff to easily upload or edit content. This is important for calendars, meeting information, project information, photos, and new data.

Required Content / Sections / Abilities:

- a. General Information: Mission / Location / Contact Info / Contact Us
 - i. The “Contact Us” section should include the ability to easily send a question or concern to MLBA staff
- b. Staff & Board Information: Staff Names & Contact Information/Board Member Roster
- c. Calendar on main page: Updateable by MLBA Staff
- d. Member, Associate Member and Sponsor page with links to those and other important organizations
- e. Meeting Information: Dates & Locations/Current & Archive Agendas and Packets/ Archive Minutes
- f. Policies & Plans: All Policies and Procedures/Strategic plan/ Applicable Documents
- g. Educational Opportunities and links to zoom meetings and webinars
- h. Committee pages: Education, Finance, Fund Development, and Policy
 - i. Updateable by individual committee co-chairs
- i. Project Highlights of land banks in Michigan
- j. Summits and Regional Meetings:
 - i. Ability to post agendas and presentations as well as photos by MLBA Staff
- k. Resource Exchange:
 - i. Documents catalog/upload by staff/download by members
 - ii. Requires login (only for members)/requires staff to monitor/approve or deny access.

- I. (Optional - break out pricing for this) Interactive Area for Members, Associate Members and Sponsors:
 - i. List of Members, Associate Members and Sponsors for current year
 - ii. Ability to print applications and instructions; and
 - iii. Ability to submit applications electronically and pay by credit/debit card
- m. (Optional – break out pricing for this) Interactive area for Registration to annual summit and quarterly regional meetings
 - i. Questionnaire to be filled out for each registrant
 - ii. Compiling results of questionnaires into one report (excel)
 - iii. Ability to register single and/or multiple individuals by one party
 - iv. Ability to submit registrations electronically and pay by credit/debit card
 - v. Compiling results of registration proceeds into one report (excel)
- n. ADA compliant navigation per applicable laws

Required Usability & Support:

The website must allow for MLBA staff to upload photos, RFPs, documents and like attachments as well to modify and/or edit all content as often as needed. Please provide details as to the technical aspects of maintaining such a site, including any need for purchase of any specific software /training for personnel, as well as any and all information and projected costs for hosting, server maintenance and background services necessary to maintain internet functionality.

Promotion:

Capability to apply internet marketing skills to boost traffic to the MLBA website, ensure exposure by submitting page information to popular web search engines (e.g. Google, Bing, others), and ability to manipulate webpage information to fit the needs of each search engine to promote more effective search returns for the MLBA site. Please also provide plan information and projected costs for Search Engine Optimization.

Note: Examples of other Land Bank Association logos are listed below:

- Ohio Land Bank Association: <https://www.ohiolandbanks.org/>
- Georgia Land Bank Association: <https://www.galbaonline.com/>

SCOPE OF WORK/DELIVERABLES FOR FUTURE SERVICES

As part of the on-going effort to better connect with constituents, partners, and better promote its mission and functions, the MLBA may seek additional services over time. The MLBA is requesting projected costs for these optional services. Additional services are identified below:

1. **Press Release Services** – Provide services to create and develop press releases for MLBA programs, announcements, and initiatives.
2. **Print ad** – Design ads that promote MLBA programs and initiatives.
3. **Promotional Brochures** – Design brochures that promote MLBA programs for distribution at public meetings.
4. **Print Key Facts / At A Glance** – Two-page (or fold out) template that can be filled with basic information about the MLBA or specific programs. These could be used as inserts into third party packets such as real estate brokers, building owners, economic development staff, or provided to potential partner organizations.

REQUIRED PROPOSAL CONTENT

1. **Letter of Interest containing the following:**
 - a. Name of lead firm and any subcontractors.
 - b. Point of contact (name, title, email, and phone number) at lead firm.
 - c. Date local office of lead firm was established and address.
2. **Personnel Overview (including subcontractors) including the following:**
 - a. Qualifications and technical competence of lead firm and subconsultants in the type of work required.
 - b. Description of lead firm and subconsultant experience on no more than three similar projects.
 - c. List of key personnel and their qualifications and experience.
3. **Work Plan including the following:**
 - a. Description of the technical approach proposed to accomplish the work.
 - b. Proposed schedule and work plan to accomplish said work.
4. **Budget & Pricing Proposal:**
 - a. Estimated project budget for primary scope of work and deliverables and preliminary estimates for suggested additional scope/deliverables. Please include projected hourly rates and expense schedule for time and materials services, in addition to estimated lump sum costs for specific tasks.
5. **Three References and project overview for similar agencies for which you have done similar work** (see Appendix B):
 - a. Please include examples or links to logos and websites.

OTHER ASPECTS TO CONSIDER

A. RFQ Overview

It is understood that the selected Respondent acting as an individual, partnership, corporation or other legal entity, shall be capable of providing the specified services. The Respondent shall be

financially solvent and its employees and or subcontractors shall be competent to perform the services required under this Request for Qualifications.

Nothing in this RFQ shall be construed to create any legal obligation on the part of the MLBA or any respondents. The MLBA reserves the rights, in its sole discretion, to amend, suspend, terminate, or reissue this RFQ in whole or in part, at any stage. In no event shall the MLBA be liable to respondents for any cost or damage incurred in connection with the RFQ process, including but not limited to, any and all costs of preparing a response to this RFQ or any other costs incurred in reliance on this RFQ. No respondent shall be entitled to repayment from the MLBA for any costs, expenses or fees related to this RFQ or responding to it. All supporting documentation submitted in response to this bid will become the property of the MLBA. Respondents may also withdraw their interest in the RFQ, in writing, at any point in time as more information becomes known. Submissions are to be firm and cannot be withdrawn for a period of thirty (30) calendar days after opening.

B. Terms of Contract

Any contract awarded pursuant to this RFQ solicitation shall be effective until awarded project is completed, with an on-going maintenance contract as needed. All contracts made by the successful applicant with subcontractors shall be covered by the terms and conditions of the contract which will incorporate this RFQ and any response by applicants. Applicants must submit a work plan/schedule demonstrating how they will meet the deadline to complete the work. The successful applicant shall contractually require their subcontractors to comply with these terms and conditions.

RFQ SUBMITTAL GUIDELINES

SELECTION PROCESS

MLBA staff will review qualifications in accordance with the objectives and policies. Submissions that are submitted timely and comply with the mandatory requirements of the RFQ will be evaluated in accordance with the terms of the RFQ. Any contract resulting from this RFQ will not necessarily be awarded to the vendor with the lowest overall price. In addition, proof of general liability, workers' compensation and automobile insurance must be submitted by the successful bidder prior to the finalization of the contract.

MLBA reserves the right to select the contractor that best meets its goals and objectives, quality levels, as well as its educational and service level expectations. MLBA reserves the right, in their sole discretion, to reject any/or all proposals, to waive any irregularities and technical defects contained therein, to award the contract in its entirety, in part, or not at all and/or to determine which proposal is the lowest and/or best to enter into a Contract, as deemed to be in the best interest of the MLBA.

QUESTIONS

Written questions shall be submitted via email to michelle@milandbank.org. Written answers will be provided to all potential applicants via email.

SUBMITTAL DUE DATE

Responses to this RFQ are due by 3:00pm (local time) on Thursday, December 19, 2024.

Each Respondent is responsible for labeling the exterior of the sealed envelope containing the proposal response with the proposal number, proposal name, proposal due date and time, and your firm's name.

Hard copies must be delivered to:

**Michelle Thompson, ED MLBA
389 Court Place
Beulah MI 49617-9518**

**LATE PROPOSALS MAY BE CONSIDERED AFTER
CONSIDERATION OF TIMELY-RECEIVED
PROPOSALS**

CERTIFICATION FORM NOTE

THIS PAGE MUST BE COMPLETED AND INCLUDED WITH THE SUBMITTAL CERTIFICATION

The undersigned hereby certifies, on behalf of the Respondent named in this Certification (the "Respondent"), that the information provided in this RFQ submittal to the MLBA is accurate and complete, and I am duly authorized to submit same. I hereby certify that the Respondent has reviewed this RFQ in its entirety and accepts its terms and conditions.

(Name of Respondent)

(Signature of Authorized Representative)

(Typed Name of Authorized Representative)

(Title)

(Date)

RFQ SUBMITTAL REQUIREMENTS CHECKLIST

Please provide Checklist with response to RFQ

- RFQ Submittal Requirements Checklist
- Certification
- Letter of Interest
- Personnel Overview for Lead Firm and any Subcontractors
- Work Plan
- Budget & Pricing Proposal
- Three References and accompanying project information (Please see and complete Appendix B)

APPENDIX A

Examples of logos from Michigan Land Banks and Associations:



APPENDIX B

List of Three (3) References and Description of Services Provided

Reference 1

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Type of Project(s): _____

Reference 2

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Type of Project(s): _____

Reference 3

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Type of Project(s): _____

