



# Request For Proposal

2023-2025 Chamber Guides  
Waukeee Area Chamber of Commerce  
PROPOSALS DUE BY: August 15, 2022

## Company Background

The Waukee Area Chamber of Commerce (the “Chamber”), located in Waukee, Iowa, is the local chamber for the fastest growing large city in Iowa. Its mission is to serve as the guide, connector, and cheerleader for the Waukee-area business community. We help local businesses of all sizes become connected so they can thrive with the Waukee community on their side.

## Project Overview

The Chamber is looking to partner with a vendor to design, produce, and print the 2023-2025 Chamber Guides. The Chamber Guide is created and distributed to connect businesses and their employees to the community, boost company awareness in our service area, and expand local influence. The Chamber Guide should represent and tell the stories of our diverse businesses that make up our community.

## Project Goals

The goals of this project include:

- i. Design and layout for chamber guide publication (i.e. imaging, binding)
- ii. Create content and stories (i.e. business highlights, sponsor spotlights) to best share the development of the City of Waukee and the businesses that serve the community.
- iii. Secure member advertisements to cover the cost of printing and distribution of the member guide.

iv. Work with Chamber partners to acquire and create content for the guide.

v. Meet proposed production timeline:

- Content creation 11/30/2022
- Confirm layout and design 12/15/2022
- Product printed and ready for distribution before 1/31/2023
  - Similar timelines for 2024 & 2025 guides TBD

To reach these goals, the Chamber is now accepting bids from vendors in response to this Request for Proposal.

## Scope of Work

### Member Guide

The Chamber is looking to create a member directory that includes the following components:

- Full implementation of the Chamber's brand guidelines
- Table of contents
- 12-15 pages of Chamber related content
  - Content will be given to vendor who will create pages to match the guides overall look
- 9-10 pages on Chamber partner content (City of Waukee, Parks & Recreation, Waukee Community Schools, Waukee Economic Development, etc.)
  - Vendor will work with Chamber partners to:
    - Create content
    - Coordinate with partners to receive and implement content
- 3-5 Highlight stories on Chamber Businesses
  - Vendor will:
    - Conduct interviews with selected businesses
    - Create highlight stories from the interviews
    - Implement the stories into the guide

- Member Directory
  - Vendor will organize and implement Chamber member's name and their business information from a Chamber supplied list
- Photos
  - Vendor will take professional headshots of the Chamber Board of Directors and staff and provide resulting images to Chamber for its use
  - Vendor will take photos of businesses featured in the guide highlight stories

### Delivery

- Vendor will handle the distribution of member guides to Waukee Area Chamber members and communities surrounding the Des Moines area

### Advertising

- The vendor is willing to handle all advertising for the member guide and prioritize previous advertisers

### Contract

- The Chamber is looking for a 3-year agreement with the selected vendor

## Target Deliverable Schedule

RFP Released: July 29, 2022

Deadline for questions: August 5, 2022

Deadline to notify of intent to respond: August 5, 2022

Deadline for response submissions: August 15, 2022

Project awarded: August 19, 2022

Start of work: TBD

Note: If these dates need to be adjusted, please include your readjusted proposed schedule, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

## Budget Constraints

As a not-for-profit organization, the Chamber is looking for competitive bids to complete the scope of this RFP. Any offers of in-kind sponsorship or other methods to defray costs will be considered, and should be included in responses to this RFP.

There is no specific budget determined for this project as of the time of publishing this RFP.

## Evaluation Metrics

The Chamber will evaluate bidders and proposals based on the following scoring rubric:

Points	Criteria
45	<p>Outcome Deliverables</p> <ul style="list-style-type: none"><li>• The extent to which the vendor's proposed solution fulfills the stated requirements as stated in the RFP</li><li>• Strategic aspects of the proposal to meet the RFP's goals</li><li>• The vendor's demonstrated experience with systems, platforms, and applications relevant to the RFP</li></ul>
15	<p>Vendor Information</p> <ul style="list-style-type: none"><li>• An assessment of the vendor's ability to deliver the necessary services in accordance with specifications set out in the RFP</li><li>• The vendor's stability, experience, and record of past performance in delivering similar services to similar clients</li></ul>
5	<p>Vendor Diversity</p> <ul style="list-style-type: none"><li>• The chamber is interested in proposals from diverse suppliers, and working with diverse individuals.</li></ul>
10	<p>Chamber Membership Status</p> <ul style="list-style-type: none"><li>• The chamber prioritizes giving business back to its active members.</li></ul>
25	<p>Cost</p> <ul style="list-style-type: none"><li>• Overall cost of the vendor's proposal and projected ongoing maintenance costs.</li></ul>

## Questions Bidders Must Answer To Be Considered

1. Describe your organization's history, strengths and overall experience providing the services required for this RFP.
2. Identify the individual(s) or project team to be assigned to the project; list their credentials, skills, knowledge and experience in this area of work.

## Submission Requirements

Submissions must include the following components to be considered:

- Proposed services
- Proposed deliverables
- Proposed process
- Project cost
- Project timeline
- Payment schedule and terms
- Portfolio and/or references
- Responses to questions
- Contact information
- Samples of similar guides or printed magazines

Bidders must adhere to the following guidelines to be considered:

- Bidders who are interested in submitting a response should inform Michael Bartos ([michael@waukeechamber.com](mailto:michael@waukeechamber.com)) no later than August 5, 2022.
- Questions related to this RFP should be submitted by August 5, 2022. Responses to all questions will be returned via email to all interested responders by August 8, 2022.
- Submissions must be submitted by August 15, 2022 at 5:00pm.

- Proposals should not be more than 10 pages not including provided samples.
- A proposed schedule must also be included and clearly expressed, including any changes to the deadlines established in the RFP.

## What We're Looking For in Potential Vendors

Ideal vendors are chamber members and have experience working with not-for-profit organizations. The Chamber is looking for a partner who will work with the chamber's staff and board of directors to meet or exceed the goals for this RFP. A successful experience with this project may lead to additional future work.

## Terms and Conditions

### Right of Rejection and Clarification

The Chamber reserves the right to accept or reject any or all proposals or to waive any technicality, and accept any proposal deemed to be in the best interests of the Chamber.

### Incurring Costs

The Chamber is not liable for any cost incurred by proposers in replying to this RFP. This includes costs to determine the nature of the proposal, submitting, negotiating, presentations, or any other costs a vendor would incur in responding to the RFP.

### Fixed Price Period

All prices, costs, and conditions in the proposal shall remain firm and valid for acceptance for 30 days after the due date of this solicitation to allow evaluation and award determination, unless indicated otherwise. Once awarded, prices shall remain firm for the duration of the contract.



## Independent Contractor Status

The Vendor agrees it is an independent contractor with respect to the services provided pursuant to this RFP. Nothing in this RFP shall be considered to create the relationship of employer and employee between the parties.

## Rights to Submitted Material

It shall be understood that all proposals, responses, inquiries or correspondence relating to or in reference to this RFP, and all reports, charts, and proposal or referencing information submitted in response to this RFP shall become the property of the Chamber and will not be returned. The Chamber will use discretion with regards to disclosure of proprietary information contained in any response, and will only use said proprietary information for the consideration and selection of a Vendor.

## Nondisclosure

If the Vendor is selected, they will be required to sign a non-disclosure agreement protecting any confidential information provided by the Chamber during the course of the project.

## Additional Terms

The Chamber reserves the right to request additional terms or conditions at the time of awarding the project in the form of a master services agreement, non-disclosure agreement, or other contract.

## Contact Information

Questions or concerns related to this RFP should be directed to:

Michael Bartos  
President & CEO  
michael@waukeechamber.com  
515-978-7115