



**CITY OF DULUTH**  
PURCHASING DIVISION  
Room 100 City Hall  
411 West First Street  
Duluth, Minnesota 55802-1199  
218/730-5340  
[purchasing@duluthmn.gov](mailto:purchasing@duluthmn.gov)

**Addendum # 1**  
**File # 18-06AA**  
**RFP Design-Graphic Arts Services**

Answers to submitted questions are shown below.

- Q1. Can companies from Outside USA apply for this? (like, from India or Canada)  
A1. Although foreign companies are not barred from submitting a proposal, our preference would be to work with a local company.
- Q2. Would we need to come over there for meetings?  
A2. In person attendance at meetings is preferred.
- Q3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)  
A3. See #A1.
- Q4. Can we submit the proposals via email?  
A4. No.
- Q5. Do you have any sense of budge or budget cap?  
A5. The city does not typically provide budget information.
- Q6. Is the audience for the work primarily local or will there be any governmental application for the work? (legislative review)  
A6. Local only.
- Q7. Do you need a printing budget since there is no design or sizing yet of the pieces (poster size/brochure size) or can that wait?  
A7. We need a cost estimate for the typical poster size and high level brochure (e.g., an 8 by 10 with a pocket for inserts).
- Q8. Do you have information about the habitat of the two locations to be provided?  
A8. Hartley Park is a complex of forest and wetland areas with a geologic formation that rises over the area. St. Louis River runs along the estuary corridor midway between Lake Superior and the Thomsen Dam.
- Q9. Is there any existing photography of the region?  
A9. It is probably possible to get photographs from local photographers. Time built in for picture review time can be included in your proposal.
- Q10. How many people will there be reviewing the logo options and is there a tiebreaker or decision

*An Equal Opportunity Employer*

maker, if people cannot decide on one?

A10. The proposals will be evaluated by a small group of city employees. Final decisions will be made by upper management, if needed.

Q11. How many options for a logo do you want to see as we'll estimate from this?

A11. 3 to 5

Q12. How will you measure this project's success?

A12. Product completion and receipt of all requested deliverables – logo, including specification (e.g., color codes), posters, brochure and printing.

Q13. Are on-site visits a project requirement? Or are you open to virtual/video meetings?

A13. Face-to-face meetings are important from a people aspect, and are preferred. There is no need to visit the natural areas per se.

Q14. How long is a typical DNAP report? (this will help us estimate hours for creating a template)

A14. It varies. We are looking for a template with a general outline: headers, footers, three to four subheadings, logo, area for figures and maybe a sidebar for big ideas.

Q15. Does DNAP have a current logo that needs to be redesigned? Or will the chosen agency create an entirely new logo?

A15. A new logo will be created.

Q16. Who's in charge of copywriting?

A16. The contractor will not be responsible for copywriting.

Q17. Is there a preference for agencies located near/in Duluth?

A17. Yes. Local agencies are preferred due to the short timeframe for the project.

Q18. Is the agency responsible for printing the materials? Should printing costs be included in our budget?

A18. Yes.

Q19. Is there an incumbent vendor (i.e. an agency you're already working with)?

A19. No.

Q20. Under the scope of work, items 2-5 mention working with staff on content; what do you envision as the process for creating written content? Staff knows the program and sites well and can provide draft text as needed for the document. We would like to clarify to what extent the city will require the selected proposers copywriting services in the creation of new content.

A20. No copywriting. The city will be responsible for copywriting, if we decide to do this.

Q21. Scope of work, item 7 references three fact sheets; will all content be provided by the city?

A21. Using similar template as the posters, the city will help the contractor adapt the poster to an 8.5 by 11 fact sheet.

Q22. Scope of work, item 8 references print/manufacture of materials (brochures, fact sheets, posters, logo stickers and possible other collateral); will you require print cost estimates for each of these items or is the city planning to print these items? If print costs are to be included as part of this

proposal, do you have an anticipated minimum/maximum number of pages for the brochure as well as quantity for logo stickers and other PR materials.

A22. Please provide pricing based on a range of 500 to 1,000 brochures, 500 fact sheets to insert in the brochures, one mounted poster for each of the three sites and 500 to 1,000 logos. The contractor will be responsible for doing the printing.

Q23. Photo assets: does the city have photo assets for use in this project or should the proposal include costs for purchase of stock photography? A photo shoot?

A23. Proposers should work with local photographers, if possible, because it is a difficult time of year to get good photos. A cost estimate for rights to 10 to 20 photos would give us a good range to work from.

Q24. Please further describe the decision-making process for asset approval; will the city provide a single point of contact for workflow, planning and approvals?

A24. You will be working with the City's Natural Resource Coordinator and the City's partner, MN Land Trust, on this project.

Q25. Are there any plans for use of these materials in digital platforms?

A25. If feasible, using portions of this work for presentations would be helpful, but is not necessary.

Q26. Do you have specific public events planned for 2018? Are there any planned for 2019?

A26. Yes. Stakeholder meetings and open house for education and outreach, as well as city commission meetings. The brochure is for long term program outreach.

Q27. Do you have a deadline for the design to be completed and then for the printed materials to be completed?

A27. Yes. There is limited flexibility due to scheduled meetings. One final poster, as well as a draft of the brochure and logo, must be provided by June 25, 2018. Final printed materials should be provided by August 5, 2018.

Please acknowledge receipt of this Addendum by including a copy with your proposal.

Posted: 5/4/18