

# REQUEST FOR PROPOSAL

CCRP, NCO  
 CERF Project – Redwood Region RISE

Revised: June 30th, 2023



## *Calling all Artists, far and wide!*

*The California Center for Rural Policy (CCRP) together with North Coast Opportunities (NCO) is seeking to commission a logo for our Region’s Community Economic Resilience Fund (CERF) initiative, ‘Redwood Region RISE’ (RRRISE).*

### **Project Description**

Redwood Region RISE (RRRISE) is seeking to commission a logo to be used in all forms of promotion, such as social media channels, websites, newspapers, magazines, business cards, website, letterhead, and flyers, etc. RRRISE will also be purchasing the rights to the chosen logo to be used indefinitely. The evaluation of previous artwork, as required in this RFP, may provide the opportunity for respondents to develop a future partnership with the RRRISE as we move forward into the future development of our Region’s CERF initiative.

### **Background Information**

Community Economic Resilience Fund (CERF) is a state-wide initiative to promote a sustainable and equitable recovery from the economic distress of COVID-19. As Regional Convener of one of the 13 CERF regions, CCRP has joined forces with Outreach & Community Engagement partner NCO to bring together diverse groups of partners to create inclusive planning tables for our Region’s CERF project: Redwood Region Resilient Inclusive Sustainable Economy (RRRISE), which comprises Del Norte, Humboldt, Lake, Mendocino Counties, and Tribal Lands. RRRISE aims to support new plans and strategies to diversify local economies; create high quality, broadly accessible jobs; and support the transition to a carbon-neutral economy.

### **Compensation**

The artist who is selected to design the logo will receive **\$1,000.00** (one thousand dollars). If there will be a finalist round, the finalists will receive compensation. If you have the skills or know someone who does, please review the instructions, requirements, and the request for proposal. Only one artist will be chosen, but your information and artwork will be kept on file for future opportunities. Any technical inquiries or requests for clarification should be sent via email to the address provided below. RRRISE will only respond to the proposer’s questions via return email, and the information will not be shared with other applicants.

### **Contact**

- Contact Person: **Leoni Fohr**
- Organization: **CCRP**
- Address: 1 Harpst Street
- City, State, Zip: Arcata, CA 95521
- Telephone: 707-826-3400
- Email Address: **Leoni.Fohr@humboldt.edu**

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## CCRP, NCO

### CERF Project – Redwood Region RISE

- **General Information**

#### **Key Dates**

The following table outlines RRRISE’s key dates and events in this Request For Proposal (RFP) process:

Date	Event
06/02/23	RFP is Available
06/02/23 – 07/10/23	Question and Answer Period
07/10/23	Deadline for receipt of proposals
07/17/23 – 07/21/23	Finalists identified
07/27/23	Selection completed/contract negotiations begin

- **Proposal Evaluation**

A panel of representatives from the Redwood Region RISE (RRRISE) initiative will evaluate all proposals submitted based on the criteria listed on the next page underneath: "Selection Criteria". After the evaluation process, the panel will invite selected respondents for an oral interview. The interview is an opportunity for the selected individual to expand on and discuss their artwork and qualifications.

A minimum of three examples of previous work will be required as part of the RFP. No uncompensated design work is required as part of the proposal. Finalists may be asked to create and submit a sample logo for which they will be compensated an amount (TBD). Once selected, the successful candidate will work with RRRISE’s Convener team to modify the design if needed, and digitize the final logo.

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- **Selection Criteria**

1. The name 'Redwood Region RISE' should be the main feature of the logo;
2. The design must be visually appealing, professional and of high quality, and should be comprehensible from a distance;
3. The design must accurately reflect the community it serves. This may include symbols, colors, or motifs that are meaningful to local heritage and images that are significant to the people of Del Norte, Humboldt, Lake, Mendocino Counties, and Tribal Lands;
4. The design should contain natural features that are representative of all four counties and Tribal Lands (for example the majestic redwood trees);
5. The design should also embody the goals and aspirations of CERF (which are to create thriving-wage opportunities for work, while pursuing sustainable economic growth that aligns with California’s goals for a carbon neutral future.)

- **Deadline**

We request that all proposals be delivered in digital format to the [e-mail listed](#) by **July 10, 2023**. Submissions after the deadline will be automatically disqualified for this project, however we may keep your submission for future projects.

- **Acceptance/Rejection of Submittal**

RRRISE has the right to decline any or all proposals received in response to this Request of Proposal (RFP), to overlook minor discrepancies in proposals or RFP procedures, and to choose the proposal that best fits the initiative’s specifications and serves its interests. However, the established deadlines for submission must be strictly adhered to and cannot be waived.

- **Finalist Round**

A finalist round will be offered at the discretion of Redwood Region RISE.

- **Final Selection**

The final selection of the successful respondent(s) is scheduled to be completed by **07/27/23**, with notification and contracting beginning shortly thereafter.

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### CERF Project – Redwood Region RISE

- **Response Format (5 pages maximum allowed)**

- a) Letter of Interest (up to 1 page)
- b) Qualifications of the Respondent (up to 2 pages)
- c) Portfolio with a minimum of three samples of relevant work

- **Evaluation of Criteria**

The proposals will be evaluated based on the following criteria and point ranges:

Evaluation Criteria	Points
Representation of four counties and Tribal Lands	30
Quality of work	30
Representation of the name ‘Redwood Region RISE’	20
Reflection of CERF Values	20

- **Rules Governing Proposals**

The content of all proposals will be kept confidential throughout the selection process and afterward. Copies of any proposal will not be shared with other respondents.

- **Release of Liability**

The Redwood Region RISE wishes to inform all applicants that RRRISE will not be held responsible for any accidents or injuries that may occur during the creation of the logo. It is the sole responsibility of the artist to ensure their safety and well-being while working on the project. RRRISE will not be liable for any damages or injuries that may result from the production of the artwork. The artist should take appropriate measures to ensure their own safety and should take all necessary precautions while working on the logo design.