

## **REQUEST FOR PROPOSAL**

### **MCEDD-Economic Resiliency Tools Guide**

Mid-Columbia Economic Development District (MCEDD) is seeking a graphic designer who can develop an economic resiliency guide that can be deployed to support regional businesses in the event of a natural disaster or other economic shock. The guide and the MCEDD website will serve as a common portal for information that businesses can access as they react to economic shocks in the region.

#### **Background**

MCEDD is an economic development agency that serves a bi-state area that includes Hood River, Wasco, and Sherman counties in Oregon and Klickitat and Skamania counties in Washington. MCEDD provides regional coordination, business assistance, and technical assistance to support economic development efforts throughout the region. This project is focused on implementing the Comprehensive Economic Development Strategy to support regional economic resiliency. In response to several fire and winter weather events in the last five years, MCEDD, in conjunction with partners, has worked to develop resource guides and tools to address business impacts. Through this project MCEDD seeks to ensure that the *guides are more user friendly, presented in a professional manner, and support the goal of connecting businesses to resources* during changing economic conditions.

#### **Project Scope**

MCEDD is looking to develop an updated resiliency guide to support businesses in withstanding future disasters and accompanying economic shocks that impact business operations and economic opportunity in the short or long term. The designer will work with information gathered by MCEDD to develop a design and layout for a resiliency guide suitable for print production as well as online.

#### **Tasks**

- Develop an attractive, clear design and layout using information provided by MCEDD for a series of approximately two to four one-pagers, a tool-kit, and a common portal for information businesses need about resources during a disaster or economic shock. Content for the guide will be provided by MCEDD.
- Incorporate the various elements into a design that has consistent elements with MCEDD's online presence to ensure similar branding.

#### **Map Development Standards:**

- Provide document to MCEDD in a format that will enable color printing with any necessary information to ensure design is appropriately reflected in printing process.
- Provide document to MCEDD in a format which will enable us to make it available online as well.
- Provide document to MCEDD in a format that will allow small tweaks to text as necessary. Adobe Creative Suite (InDesign or Illustrator) format compatible with CS6 preferred.

**Project Management and Review**

The project will be managed by Mid-Columbia Economic Development District (MCEDD). Formal review of all projects and tasks will be done on a frequency agreed upon at the time of assignment.

**Compensation**

Estimated funds available for this work is \$4,000 to \$8,000.

**Requirements**

Qualifications and cost act as the primary determining factors. Candidates must have past experience with graphic design. Additional preference includes firms located within MCEDD's service area.

Upon completion of the development of the resiliency guide, MCEDD will assume full responsibility for, and ownership of, any materials produced.

**How to submit a proposal**

If you are interested, please submit the following:

1. A proposal describing your qualifications;
2. Proposed fee structure including list of hourly rates and any other costs;
3. Names, phone numbers and contacts for three organizations whom we can call on as references;
4. Samples or links to samples of work you have designed
5. Location of principal office and branch(es); and
6. Any other information you consider to be of value in evaluating your qualifications.

Proposals should be postmarked no later than Monday, June 3, 2019 or e-mailed to [tatiana@mcedd.org](mailto:tatiana@mcedd.org).

Tatiana Eckhart  
Mid-Columbia Economic Development District  
515 East 2nd Street  
The Dalles, OR 97058

MCEDD reserves the right to reject any or all proposals, to waive any formality in the proposals and to accept the proposal which deems to be in the best interest of MCEDD. For any questions, contact Amanda Hoey at 541-296-2266.