

REQUEST FOR QUALIFICATIONS

For Cabarrus County, North Carolina

COUNTY LOGO

Qualifications must be submitted no later than 4:00 p.m. Thursday, October 16.

For further information about this RFQ, please contact Aimee Hawkins at 704-920-2336.

Submit RFQ to:

Cabarrus County Finance Department
Cabarrus County Governmental Center, Suite 288
65 Church Street SE
PO Box 707
Concord, NC 28026

Issued by Cabarrus County Communications and Outreach Office
September 29, 2008

LATE QUALIFICATIONS WILL BE REJECTED

Introduction and Background:

Cabarrus County is located in the Piedmont region of North Carolina and is part of the Charlotte metropolitan area. Cabarrus County is in the midst of growth and change as the textile industry, once the economic backbone of the county, has vanished and tobacco-manufacturer Phillip Morris is planning to shut down operations in the county. These industries are being replaced by biotechnology businesses at the North Carolina Research Center, which is under construction. In addition, the tourism industry is booming – fed by growth around Concord Mills and Lowes Motor Speedway.

Five years ago, Cabarrus County changed its logo from a stylized depiction of the historic courthouse’s cupola to a patriotic logo proclaiming Cabarrus County as “The Center of American Motorsports.” While motorsports still is a vital industry in Cabarrus County with the majority of NASCAR teams located here, there is a feeling that it is time for a logo that captures the essence of Cabarrus County – a logo that not only will be representative of the way of life here but also pique the curiosity of relocating businesses.

The existing logo is shown below:



In addition, Cabarrus County may consider redesigning its county seal along with this project. Currently, the county seal is used for all official documents and the logo is used for marketing purposes. Depending on design recommendations, Cabarrus County may consider using a newly designed county seal as both seal and logo.

The existing county seal is shown below:



Project Description:

Cabarrus County will adopt a new logo for use in these primary areas:

Official County Letterhead

County flag

County Web Site

County Government Vehicles

County Signs and Other Promotions

Project Process:

The project shall follow the process outlined below and potential agencies should account for the necessary steps in the overall cost of the project.

Phase 1:

Selection of agency to work on project

Phase 2:

1. Creation of draft options for the County Logo. All submissions must be original works of authorship. The drafts should include samples of how the logo will be used on the five items outlined in the Project Description. Specific samples of the five elements described above should be included.
2. Draft logos will be presented to the Board of Commissioners for selection and modification.

Phase 3:

1. Modifications and finalization of logo.
2. Presentation and adoption by the Board of Commissioners.
3. The County will copyright the logo.
4. Completion of deliverables.
5. Contract complete.

Deliverables:

The primary deliverables are as follows:

1. Phase 1 original artwork showing draft logos and samples of various uses.
2. Phase 2 original artwork of authorship design. The final logo shall be provided in the following formats: AI, eps, tiff, jpeg, and a digitized format suitable for use by an embroiderer.

Timetable:

September 30 – RFQ issued

October 16 – RFQs due to Cabarrus County

November 3 – Recommendation of Contractor presented to Board of Commissioners

November 17 – Contract start date

General Instructions:

The evaluation and selection of a contractor and the contract will be based on the information submitted in the vendor's qualifications. Failure to respond to each of the requirements in the RFQ may be the basis for rejecting a response.

The RFQ first will be reviewed to determine if requirements are met. Failure to meet mandatory requirements will result in the RFQ being rejected. In the event that all vendors do not meet one or more of the mandatory requirements, the County reserves the right to continue the evaluation of the qualifications.

Accepted RFQs will be reviewed by a committee and scored against the stated criteria. The committee may review references and use the results in scoring the RFQ. The RFQ will be scored using the following criteria:

General requirements – 60 percent

Cost – 40 percent

The highest scoring proposer will be recommended to the Board of Commissioners to enter into a contract.

The County reserves the right to reject any and all qualifications and to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, the County may negotiate a contract with the next highest scoring proposer.

General Qualifications Requirements:

1. Introduction – Describe the agency's background or experience in creating an original logo for a government agency or business.
2. Organization Capabilities – Describe the agency's experience and capabilities in providing similar services as those required. Be specific and identify projects, dates, and results.
3. Staff Qualifications – Provide resumes describing the educational and work experiences for each of the key staff that would be assigned to the project.
4. References – Include a list of organizations, including points of contact (name, address and telephone number), which can be used as references for work performed in the area

of service required. Selected organizations may be contacted to determine the quality of work performed and personnel assigned to the project.

Cost Qualifications:

By using a qualification-based approach, the County is not necessarily looking for the lowest cost. The cost qualifications will be used to determine if the agency understands the level of work the County is trying to acquire.