



**I-195 Redevelopment District**

**Request for Proposals**  
**for**  
**On-Call Graphic Design Services**

Responses Due: April 25, 2025 at 2:30 P.M.

## **INTRODUCTION**

The I-195 Redevelopment District (“District”) is requesting proposals (“Proposals”) from individuals or firm(s) qualified to provide graphic design services on an as-needed basis. The selected firm(s) will work with District staff on graphic design needs for assorted projects.

## **ABOUT THE DISTRICT**

The District and its governing Commission were created in 2011 to oversee the redevelopment of land made available in downtown Providence as a result of the relocation of Interstate 195. The relocation freed up 26 acres of land for redevelopment, including seven acres as open space, leaving 19 acres for private development. The District’s mission is to create a thriving neighborhood and innovation district that attracts investment and fosters economic growth and opportunity.

For more information on the District, please visit [www.195district.com](http://www.195district.com).

## **ABOUT 195 DISTRICT PARK**

195 District Park (District Park) is a seven-acre urban park located along the Providence River that opened in 2019. Connected by the Michael S. Van Leesten Memorial Bridge, District Park links the east and west sides of the city and has views of the skyline and the Providence River.

District Park is a vibrant and active public space that improves the quality of life for residents and workers in Providence and supports the development of an innovation district. It is heavily programmed with nearly 300 events held annually between April and November and two seasonal, semi-permanent food and beverages establishments: a beer garden with a food truck program and an ice cream vendor. There are approximately 5,000 visits to the park daily and over 1.5 million visits annually.

The District is developing an approximately 3,500-SF park pavilion that will include year-round food service operated by the Isle Brewers Guild in partnership with Seven Stars Bakery, public restrooms, and a park office. It will open in 2025.

For more information about District Park, visit [www.195districtpark.com](http://www.195districtpark.com).

## **SCOPE OF SERVICES**

The District is seeking graphic design services that may include, but are not limited to the following:

- Collaborate with District staff to establish art direction and concept design and final design and production for various projects. In addition, provide project management and editing for specific projects and deliverables. Timelines and final designs will be approved by the District staff.
- Conceptualize, design, and deliver graphic design material that may include brochures, fact sheets, invitations, email templates, infographics, invitations, advertisements, flyers, email newsletter templates, signage, presentations, wayfinding, banners, apparel, and various other graphic and visual projects, as needed by the District.
- Developing style guides (incorporating the current District and Park Logos) and assist in providing consistent appearance and quality for all communications materials.

The graphic designer shall have the capacity to provide services for 12 months upon contract approval and to provide up to 20 hours of services per month if required. The number of design hours will fluctuate monthly depending on the number of concurrent projects. The designer should also provide the capacity to complete multiple design projects simultaneously during busy periods and ramp up or down capacity to meet fluctuating needs.

All design, materials, and concepts provided in the performance of the services shall be suitable for printing by a separate contractor. The District may request that the graphic designer manage production.

If materials and graphics utilized are not 100% original, the graphic designer must certify images, illustrations or wording submitted are copyright free without violation of any copyright law.

Upon acceptance of each design or concept, the District will retain all intellectual property rights. Any work product produced by the graphic designer as part of the Scope of Services should be considered a "[Work Made for Hire](#)" as the phrase is defined by the U.S. copyright laws and shall be owned by and for the express benefit of the District. In the event it should be established that such work product does not qualify as a Work Made for Hire, the graphic artist agrees to and does hereby assign to the District all of the graphic artist's rights, title, and/or interest in such work product, including, but not limited to, all copyrights, patents, trademarks, and propriety rights.

## **PROPOSAL REQUIREMENTS AND SELECTION PROCESS:**

Proposals should include the following:

1. An overview of the designer(s)/firm that includes a description of qualifications, relevant background, and work experience, including resumes of key personnel
2. Work samples: three to five examples of relevant work
3. Three (3) client references. Provide the name of the organization, services, contact name, telephone number, and email
4. A fee proposal:
  - If based on an hourly rate, provide the hourly rates to be charged for each individual who would be assigned to this engagement, and a general description of how billable hours will be allocated among key personnel. In the alternative, provide a blended rate for the delivery of all services.
  - Provide an explanation of fees that will be calculated on any other basis. Itemize the type of expenses (other than fees) for which your firm would seek reimbursement.

Although the proposed fees will be taken into account, the District reserves the right to negotiate a lower or different fee structure with any proposer selected.

### *Administrative Proposal Elements:*

- Acknowledgement of the Conflict-of-Interest Affidavit requirements (Appendix A).
- Certification that a Certificate of Good Standing from the Rhode Island Division of Taxation will be delivered to the District upon award.
- A listing of all current and on-going contracts which may be of conflict of interest.
- A disclosure of all outstanding financial obligations with the State of Rhode Island.
- Completion of the ISBE participation plan form attached as part of Appendix B.
- Acknowledgment of the following insurance requirements:

- During the contract term, the Consultant shall keep in full force and effect, at Licensee’s expense, the following insurance coverage:
  - (i). Comprehensive General Liability with coverage limits of not less than \$1,000,000 combined single limit per occurrence and \$2,000,000 annual aggregate;
  - (ii) Professional and E&O coverage with limits of at least \$1,000,000;
  - (iii). Worker’s Compensation Insurance as required by the General Laws of Rhode Island;
  - (iv). Commercial Auto Liability with limits of \$1,000,000;

The District will not provide any reimbursement for any cost associated with the development or presentation of a proposal.

**TIMELINE:**

<b>April 11, 2025 at 4:30 PM</b>	<b>Submission of Written Questions</b>
<b>April 15, 2025</b>	<b>Questions and Answers to be Posted</b>
<b>April 25, 2025 at 2:30 PM</b>	<b>Proposals Due</b>
<b>May, 2025</b>	<b>Proposer Interviews and Selection</b>

**SELECTION CRITERIA:**

	<b>Points</b>
<b>QUALITY OF PROPOSAL AND WORK SAMPLES/PORTFOLIO</b> An assessment of the completeness of the proposal and the quality and relevance of past work, references, and related items.	40
<b>QUALIFICATIONS OF PERSONNEL</b> An assessment of the qualifications and experience of designer(s) or firm(s).	40
<b>BUDGET APPROACH/COST EFFECTIVENESS</b> An assessment of the firm(s)’s proposed fee for services. Effective and efficient delivery of quality services should be demonstrated.	20
<b>TOTAL</b>	100
ISBE Participation (additional potential points)	6 pts

The District will initially score the proposals applying the aforementioned evaluation criteria to identify up to three finalists. The finalists will be interviewed by the District. The District reserves the right to adjust the initial scores using the evaluation criteria above based on the interview.

## **ISBE PARTICIPATION**

The Rhode Island Department of Administration has defined an ISBE as a small business enterprise that is owned by one or more individuals who are women or minorities as defined by R.I. Gen. Laws § 34-17.1-3 that is owned or controlled by one or more individuals with disabilities as defined by R.I. Gen. Laws § 37-2.2.-2. To be recognized, the business must be certified as either:

1. A minority business enterprise by the Office of Diversity, Equity, and Opportunity, a division in the Department of Administration (“ODEO”);
2. A women business enterprise by ODEO; or
3. A Disability Business Enterprise by the Governor’s Commission on Disabilities.

The District supports the fullest possible participation of ISBEs in the procurement of services. Proposers may receive up to six additional points for ISBE participation. Calculation of these points will be based on the methodology currently used by ODEO.

## **LOGISTICS:**

Responses to this RFP are due by Friday, April 25, 2025, by 2:30 pm. One (1) electronic (PDF) version and four (4) printed copies of the complete proposal must be mailed or hand-delivered in a sealed envelope marked:

I-195 Redevelopment District  
Attn: On-Call Graphic Design Services RFP  
225 Dyer Street, Floor 2  
Providence, RI 02903

## **NOTIFICATIONS:**

- In accordance with R.I. Gen. Laws § 28-5.1-1(a), equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island State government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of State employment. This policy applies to all areas where the State dollar is spent, in employment, public services, grants and financial assistance, and in State licensing and regulation. For further information, contact the Rhode Island Equal Opportunity Office at (401) 222-3090.
- In accordance with R.I. Gen. Laws § 7-1.2-1401(a), no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). This is a requirement only of the successful proposer.

- All proposals are “public records” as that term is defined in R.I. Gen. Laws § 38-2-2(4) without regard to any of the exceptions enumerated therein. As such, they are accessible to the public pursuant to the Rhode Island Access to Public Records Act, R.I. Gen. Laws § 38-2-1, et seq.

**Note: Late responses will not be accepted, and responses received via electronic submission only will be disqualified.**

Questions, interpretations, or clarifications concerning this RFP should be directed by e-mail to Amber Ilcisko at [AIlcisko@195district.com](mailto:AIlcisko@195district.com) no later than 4:30 pm on April 11, 2025. **No phone calls will be accepted.** Responses to questions, interpretations, or clarifications concerning this RFP will be posted online via addendum at [www.195district.com](http://www.195district.com) and [www.ridop.ri.gov](http://www.ridop.ri.gov) by April 15, 2025, to ensure equal awareness of important facts and details.

*The District reserves the right to reject any or all proposals for not complying with the terms of this Request for Proposals. In addition, the District reserves the right to modify the scope of services if in the best interest of the District. The District also reserves the right to negotiate with the successful proposer in the event that the lowest responsive and responsible proposal price exceeds available funds. Any proposal may be withdrawn prior to the above scheduled time for the opening of proposals or authorized postponement thereof. Any proposals received after the time and date specified shall not be considered. No proposer may withdraw a proposal within sixty (60) days after the actual date of the opening thereof.*

*The District reserves the right to terminate this solicitation prior to entering into any agreement with any qualified proposer pursuant to this Request for Proposals, and by responding hereto, no proposers are vested with any rights in any way whatsoever.*

APPENDIX A

**CONFLICT OF INTEREST AFFIDAVIT**

The undersigned does solemnly declare under the pains and penalties of perjury that this Affidavit is true and correct to the best of my knowledge, information, and belief on behalf of myself and \_\_\_\_\_ (“Contractor”):

1. The Contractor entered into an Agreement dated \_\_\_\_\_ (“Agreement”) with the I-195 Redevelopment District (the “District”), which provides that the Contractor shall undertake certain services with regard to\_\_\_\_\_.
  
2. The undersigned warrants that except as disclosed in paragraph 4 below, there are no relevant facts, circumstances now giving rise or which could, in the future give rise to a conflict of interest as defined herein. For purposes of this affidavit, “Conflict of Interest” means that because of other activities or relationships with other persons, a person or the Contractor is unable or potentially unable to render impartial assistance, advice or services to the District, or the person’s objectivity in performing the work set forth in the Agreement is or might be otherwise impaired or has an unfair competitive advantage.
  
3. The following facts or circumstances give rise to or could in the future give rise to a conflict of interest (Explain in detail): \_\_\_\_\_  
\_\_\_\_\_.
  
4. The undersigned agrees that if an actual or potential conflict of interest arises or the undersigned learns of or has reason to believe an actual or potential conflict of interest or an appearance of a conflict of interest may arise involving the District, the Undersigned and/or the Contractor, after the date of this affidavit, the undersigned shall immediately make a full disclosure in writing to the District of all relevant facts and circumstances. This disclosure shall include a description of actions with the undersigned or Contractor has taken or proposes to take to avoid, mitigate, or neutralize the actual or potential conflict of interest or appearance of a conflict of interest. The undersigned and the Contractor shall work with the District to take any action determined by the District to address such situation.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
Contractor:

By: \_\_\_\_\_

Name: \_\_\_\_\_

Its duly authorized \_\_\_\_\_



## APPENDIX B

### **PROPOSER ISBE RESPONSIBILITIES AND MBE, WBE, AND/OR DISABILITY BUSINESS ENTERPRISE PARTICIPATION FORM**

#### **A. Proposer's ISBE Responsibilities (from 220-RICR-80-10-2)**

1. Proposal of ISBE Participation Rate. Unless otherwise indicated in the RFP, a Proposer must submit its proposed ISBE Participation Rate in a sealed envelope or via sealed electronic submission at the time it submits its proposed total contract price. The Proposer shall be responsible for completing and submitting all standard forms as reasonably requested by the District's MBE/WBE/DisBe Coordinator including but not limited to the names and contact information of all proposed subcontractors and the dollar amounts that correspond with each proposed subcontract.
2. Failure to Submit ISBE Participation Rate. Any Proposer that fails to submit a proposed ISBE Participation Rate or any requested substantiating documentation in a timely manner shall receive zero (0) ISBE participation points.
3. Execution of Proposed ISBE Participation Rate. Proposers shall be evaluated and scored based on the amounts and rates submitted in their proposals. If awarded the contract, Proposers shall be required to achieve their proposed ISBE Participation Rates. During the life of the contract, the Proposer shall be responsible for submitting all substantiating documentation as reasonably requested by the District's MBE/WBE/DisBE Coordinator including but not limited to copies of purchase orders, subcontracts, and cancelled checks.
4. Change Orders. If during the life of the contract, a change order is issued by the Division, the Proposer shall notify the District's MBE/WBE/DisBE Coordinator of the change as soon as reasonably possible. Proposers are required to achieve their proposed ISBE Participation Rates on any change order amounts.
5. Notice of Change to Proposed ISBE Participation Rate. If during the life of the contract, the Proposer becomes aware that it will be unable to achieve its proposed ISBE Participation Rate, it must notify the District, and the District and the Proposer may agree to a modified ISBE Participation Rate provided that the change in circumstances was beyond the control of the Proposer or the direct result of an unanticipated reduction in the overall total project cost.

#### **B. MBE, WBE, AND/OR Disability Business Enterprise Participation Plan Form:**

Attached is the MBE, WBE, and/or Disability Business Enterprise Participation Plan form. Proposers are required to complete, sign and submit with their overall proposal in a sealed

envelope. Please complete separate forms for each MBE, WBE and/or Disability Business Enterprise subcontractor/supplier to be utilized on the solicitation.

**MBE, WBE, and/or DISABILITY BUSINESS ENTERPRISE PARTICIPATION PLAN**

Bidder's Name:

Bidder's Address:

Point of Contact:

Telephone:

Email:

Solicitation No.:

Project Name:

This form is intended to capture commitments between the prime contractor/vendor and MBE/WBE and/or Disability Business Enterprise subcontractors and suppliers, including a description of the work to be performed and the percentage of the work as submitted to the prime contractor/vendor. Please note that all MBE/WBE subcontractors/suppliers must be certified by the Office of Diversity, Equity and Opportunity MBE Compliance Office and all Disability Business Enterprises must be certified by the Governor's District on Disabilities at time of bid, and that MBE/WBE and Disability Business Enterprise subcontractors must self-perform 100% of the work or subcontract to another RI certified MBE in order to receive participation credit. Vendors may count 60% of expenditures for materials and supplies obtained from an MBE certified as a regular dealer/supplier, and 100% of such expenditures obtained from an MBE certified as a manufacturer. This form must be completed in its entirety and submitted at time of bid. **Please complete separate forms for each MBE/WBE or Disability Business Enterprise subcontractor/supplier to be utilized on the solicitation.**

Name of Subcontractor/Supplier:					
Type of RI Certification:	<input type="checkbox"/> MBE	<input type="checkbox"/> WBE	<input type="checkbox"/> Disability Business Enterprise		
Address:					
Point of Contact:					
Telephone:					
Email:					
Detailed Description of Work To Be Performed by Subcontractor or Materials to be Supplied by Supplier:					
Total Contract Value (\$):		Subcontract Value (\$):		ISBE Participation Rate (%):	
Anticipated Date of Performance:					

I certify under penalty of perjury that the forgoing statements are true and correct.

**Prime Contractor/Vendor Signature**

**Title**

**Date**

**Subcontractor/Supplier Signature**

**Title**

**Date**