



Date: November 3, 2022

**CONNECTICUT HOUSING FINANCE AUTHORITY
REQUEST FOR QUOTATIONS FOR GRAPHIC DESIGN AND/OR
VIDEO PRODUCTION SERVICES**

The Connecticut Housing Finance Authority (“CHFA”) is seeking quotations from qualified Connecticut firms to provide graphic design and/or video production services.

CHFA, a body politic and corporate constituting a public instrumentality and political subdivision of the State of Connecticut, was created in 1969 and operates pursuant to Chapter 134 of the Connecticut General Statutes, as amended. CHFA’s purpose is to help alleviate the shortage of affordable housing for low- and moderate-income families and persons in Connecticut by providing single family mortgages, financing for rental housing, and mortgages for the purchase, development and construction of housing. For additional information about CHFA, please reference CHFA’s website at www.chfa.org.

Scope of Work:

CHFA is seeking quotes from qualified Connecticut firms to provide graphic design and/or video production services. Please feel free to submit quotes for one or more of the following services:

Graphic design services may include, but not be limited to:

1. Proposal Graphics
 - a. Create illustrations and other graphics
 - b. Import content into approved template
 - c. Provide final compilation of documents in print and electronic formats (PDF, PNG, GIF and JPG) as needed
2. General Graphic Design Services
 - a. Create unique marketing and communications collateral, as needed. Examples include brochures, posters, event design, evites/emails, banners, fliers, templates, outdoor billboards, transit advertisement, and social media graphics
3. Provide photography retouching and editing
4. Presentation Graphics
 - a. Design presentation templates in deck slide software (e.g., PowerPoint)
 - b. Import content into approved template
 - c. Develop supplementary materials, such as handouts and creative leave-behinds
 - d. Provide final compilation of documents in print and electronic formats as needed
5. Special Projects
 - a. Complex visual representation of information and/or processes (including infographics)

- b. The firm(s) will provide all labor, tools, equipment, and materials to perform the services.
6. Annual Report
- a. Selected firm(s) would provide the following graphic design services to CHFA for its 2022 Annual Report.
 - Create the annual report entirely online.
 - Construct the annual report either in a secure area of the CHFA website or on firm's server and later transferred to the CHFA hosting environment upon final approval.
 - Static mock-ups of several pages will be presented to CHFA for review/approval prior to the actual construction/build-out of the report in an on-line environment. A development area will be made available for reviewing and editing purposes as well as to monitor progress/status. The interactive report will be built using a Wordpress framework (or similar) and will remain in a web-based construct to allow for future edits/updates.
 - Artwork and Production: In addition to designing the artwork, firm(s) may be required to manipulate maps, charts, graphs, tables, photos or other recommended visual displays of information. The text and content will be provided by CHFA.
 - Photography and Video: firm(s) will be responsible for providing any stock photography. Photographs and videos unique to CHFA will be provided by CHFA.
 - Print and Distribution: firm(s) may be required to print up to approximately 250 hard copies of the annual report in professional four-color printing.
 - b. Timeline for annual report: firm(s) must be able to deliver the web-based version of the annual report to CHFA on or before June 1, 2023. If requested by CHFA firm(s) must be able to complete, print and make available to CHFA the printed version of the annual reports on or before September 1, 2023.

Video production services may include, but may not be limited to:

- Pre-production technical advice
- Scriptwriting
- Production and post-production of video content
- Coverage of live and virtual events and interviews
- Occasional photographs

Please respond to CHFA no later than **4:00 p.m., EST on November 30, 2022**, by emailing your response to RFP.RFQ@chfa.org with the following:

- 1) Provide a brief overview of the firm and qualifications to perform either or both services being requested.

- 2) Please break out fees as much as possible for each of the services for which you are providing quotes, including, but not limited to:
 - Hourly rates for video production, video editing, professional voiceover, camera operator, photography, lighting setup and breakdown, brochure design, artwork, technical advice, temporary hosting of annual report, and any other associated fees
 - A lump sum fee for services related to the 2022 annual report described in paragraph 6 above, excluding printing fees.
 - Printing fees for annual report, if requested by CHFA, as described in paragraph 6 above.
- 3) Please provide as references, a minimum of three clients for whom your firm has performed similar and substantial services. Please include the name of the person to contact, their phone number and email address. Please include as references any other State of Connecticut agencies or departments that have engaged your firm to perform services.
- 4) Describe your presence in Connecticut, if any, including corporate existence in Connecticut, whether formed in Connecticut or authorized to do business in the state. This may include, but not be limited to, information on the number of offices your firm maintains in Connecticut, the location of such offices, the number of Connecticut residents employed in those offices, and payroll and corporate taxes paid in Connecticut. If your firm currently is not registered with the Connecticut Secretary of State, please indicate whether your firm will so register if your firm is awarded a contract.
- 5) Firms should supply, if applicable, Small/Minority Business Enterprise Certificate.
- 6) Selected firm(s) will be required to execute a contract satisfactory to CHFA and will agree that it will comply with the provisions of Connecticut General Statutes applicable to contracts with CHFA including, but not limited to, nondiscrimination and affirmative action provisions.
- 7) Selected firm(s) will be required to provide documentation regarding general liability, automobile liability and worker's compensation coverage, in limits identified in "CHFA Insurance Requirements" attached.
- 8) All questions should be submitted to RFP.RFQ@chfa.org by **4:00 p.m. EDT** on Thursday, November 17, 2022.

All quotes and required documentation must be submitted to RFP.RFQ@chfa.org by **4:00 p.m. EST** on Monday, **November 30, 2022**.

CHFA is an Affirmative Action/Equal Opportunity Employer.