

Mistequa Hotel

Request for Proposal Logo Design & Brand Style Guide



Opening Date: Friday, July 8, 2022
Closing Date: Friday, July 22, 2022 by 2:00 P.M. via email

Project Owner: Spokane Tribe of Indians
Project: Mistequa Hotel

RFP Contacts: Address all correspondence to both Matt and Jamie.
Matt Damskov
Matthew.Damskov@chewelahcasino.net

Jamie Sijohn
Jamie.Sijohn@chewelahcasino.net

1. MISTEQUA HOTEL INTRODUCTION

The Spokane Tribe of Indians is excited construction is underway for its newest tribal enterprise Mistequa Hotel located near Chewelah Casino at 2555 Smith Road, Chewelah, Washington, 99109. Mistequa Hotel is a new construction 3-story hotel that will feature 69 hotel rooms, conference and event space, food area, kitchen, pool and fitness center. The hotel will meet 3-star ratings in all areas and provide accommodations for local access to Chewelah Casino, golf course, ski areas, local conferences and other events. The anticipated timeline for completion is Fall 2022.

2. RFP OVERVIEW

The Spokane Tribe of Indians (STOI) desires to establish a new logo to be utilized in marketing and building a brand identity and awareness specifically for Mistequa Hotel and separate from (while still complimentary to) Chewelah Casino and Spokane Tribe of Indians. STOI is seeking a creative, qualified freelance artist/designer, design firm, or agency to create a strong logo, brand style guide and possibly provide additional services relating to the launch of new branding.

The Spokane Tribe of Indians and Mistequa Hotel will retain all rights to any and all images, logos, templates, hotel and amenity names/naming, and brand style guide created by the designer or firm. **Any historical images provided by the STOI for this project will remain the sole property of the STOI and may not be used without permission from the Spokane Tribe and/or the STOI Cultural Preservation Office.**

3. RFP PROPOSAL TIMELINE

A. Response Schedule

Event	Date
RFP Issued	Friday, July 8, 2022
Proposal Due Date	Friday, July 22, 2022 by 2:00 P.M. via email
Award Project	Plan to award within 1 week of proposal due date.
Project Timeline	Logo Design Intent Meeting(s) and Logo concepts within 20 working days after contract award. Anticipate finalized logo and project completion by end of August 2022, although this will be negotiated during Contract discussions.

B. Communication and Questions: Vendors may submit questions via email to Matt Damskov and Jamie Sijohn. Deadline for submission of questions is Wednesday, July 13, 2022 by 2:00 P.M.

C. Submission of Proposals: PROPOSALS MUST BE RECEIVED NO LATER THAN 2:00 P.M. ON FRIDAY, JULY 22, 2022. Submission must be emailed to both Matt Damskov at Matthew.Damskov@chewelahcasino.net AND Jamie Sijohn at Jamie.Sijohn@chewelahcasino.net.

4. SCOPE OF WORK

The scope of the project will extend from concept to creation and include:

A. DESIGN

- a) Work with Spokane Tribe of Indians, Chewelah Casino staff, Mistequa Hotel staff and in conjunction with the Spokane Tribe of Indians Cultural Preservation Office to get an idea of the Design Intent, Direction and Vision for the logo. Current vision ideas include incorporating the use of Mountain, Sun, Water and River elements that are important to the Spokane Tribe and its heritage.
- b) Design(s) is expected to remain respectful and appropriate to the Spokane Tribe and its rich, beautiful, culture and heritage.
- c) A minimum of 3 concepts for a new logo and 3 brand style guide design concepts for consideration by the STOI.
- d) A minimum of five revisions of selected logo included.

B. LOGO

- a) Provide high resolution (600 dpi min) AI and EPS file format layered images of the final approved logo as well as flattened jpeg, png and pdf formats of the final approved logo.
- b) To be created in full color, grayscale, single-color, outline only, black & white and all with white/dark/transparent background.
- c) Logo to be used in print, web, billboards, banners, signage and other materials as deemed necessary by the STOI.

C. BRAND STYLE GUIDE

- a) Approved color palette: primary and secondary colors (CMYK, RGB, grayscale)
- b) Approved typography: font styles, sizes, and spacing
- c) Guidelines and examples of the clear zone
- d) Sizing Guidelines
- e) Examples of use and unacceptable uses of brand
- f) Description of the brand mission statement and values

D. DELIVERABLE SCHEDULE

DELIVERABLE	DATE
Award / Notice to Proceed	Week of July 25-29, 2022
Kick-Off Meeting	August 1, 2022
Initial Concepts	By August 15, 2022
Preliminary Review	September 1, 2022
Final Review	September 21, 2022
Final Package	September 30, 2022

5. PROPOSAL REQUIREMENTS

The following are to be included in your response:

1. Professional History and Contact Information:
 - a) Please provide a brief professional history along with the Contact Person and Title, Company Name, Company Address, Company Website and Contact Information (phone and email).
2. Proposals shall include the following information regarding Supplier Diversity – is your company at least 51% owner by a Native American, Minority or Woman (NA, M/WBE)? (Minority group members are United States citizens who are African-American, Asian-Indian American, Asian-Pacific American or Hispanic-American). Ownership means the business is at least 51% owned by such individuals and, management and daily operations are controlled by them as well.
 - a) Can your firm be classified as a Native American Enterprise? (Yes/No. If Yes, provide % ____)
 - b) Can your firm be classified as a Minority Owned Business? (Yes/No. If Yes, provide % ____)
 - c) Can your firm be classified as a Woman Owned Business? (Yes/No. If Yes, provide % ____)
3. Project Staffing: Include relevant experience of key staff, designers, and management personnel. Describe the qualifications and relevant experience of the individual(s) that would be assigned to this project and resumes. If you will be using any subcontractors or subconsultants you must list them here.
4. Project Summary and Approach: Bidders should provide a brief overview of their engagement strategy and approach to the scope of work and management of project, including a timeline for completion and an estimate of the time required of staff and stakeholders in the process.
5. References and Work Samples:
 - a) Please include portfolio samples that demonstrate technical and creative execution for similar projects.
 - b) Provide examples of tribal projects completed and include tribal contacts.
 - c) Provide two current references for which you have performed work similar in size and scope. Experience in branding work for tribal work is preferred. For each reference include organization name, type of organization, description and approach to project and sample of work including previous/draft and final logo.
6. Itemized Pricing: Proposal must include an estimated cost for all work related to the deliverables outlined in the scope of work. Proposals should clearly outline how time and cost overruns would be handled, including how the designer or agency alerts the client and negotiates unanticipated changes or delays. Please provide comprehensive pricing and/or hourly rate sheet for all potential services you might provide under this RFP agreement.
7. Signed Contractor Certification (Appendix B)

6. EVALUATION CRITERIA

Proposals will be reviewed by STOI and assigned staff based on the following criteria:

- a) Skills/Creativity demonstrated through submission of references/project samples that demonstrate technical and creative execution.
- b) Resources/Capability demonstrated through submissions of portfolio samples your business experience, staffing experience, clients and referrals, project management methodology and ability to meet milestones.
- c) Experience in branding work for tribal clients and their tribal enterprises.
- d) Pricing Structure/Rate
- e) Native American, Minority/Woman Owned Businesses will be considered in evaluation of responses.

7. ADMINISTRATIVE OVERVIEW

All terms are subject to final contract negotiation with the Spokane Tribe of Indians and Chewelah Hotel.

- A. Costs for Proposal Preparation. Any costs incurred by Vendors in preparing or submitting a proposal shall be the Vendor's sole responsibility.
- B. Vendors shall comply with all Spokane Tribal laws, applicable federal, state and local laws, ordinances and regulations.
- C. This is an open and competitive process for all qualified designers and design firms. Proposals will be evaluated, and award of the contract resulting from this RFP will be based upon the most responsive bidder whose offer will be the most advantageous to STOI in terms of brand design and value as specified in this RFP. STOI reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of STOI, including:
 - Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent.
 - Accept other than the lowest price offered.
 - Award a contract based on initial offers received, without discussion or requests for best and final offers.
- D. Addenda to this RFP: Chewelah may need to issue one or more addenda related to this RFP. Such addenda shall be added to the original RFP document.
- E. Inspection of Proposals and Confidential Information. Chewelah documents, appendixes, addenda and any documents related to this RFP and proposal are confidential.
- F. Insurance Requirements: The awarded vendor will be required to provide proof of Professional Liability Insurance. Terms and conditions will be in the contract terms.

- G. Application for TERO business license to work on Tribal Land with any fee applies to selected Vendor.
- H. RFP Terms and Conditions. All proposals submitted under this RFP shall remain in effect for a period of ninety (90) days following the closing date to allow time for evaluation, approval and award.
- I. STOI will negotiate contract terms upon selection.

APPENDIX

Appendix A – Photo Copies of current Design Boards for current look/feel of Mistequa Hotel.

Appendix B – Contractor Certification Regarding Debarment, Suspension, and Other Responsibility Matters

Mistequa Hotel | RFP Logo Design & Style Development

Appendix A— Photo Copies of Current Design Boards for current look/feel of Mistequa Hotel



**Contractor Certification Regarding
Debarment, Suspension, and Other Responsibility Matters**

The prospective contractor certifies to the best of its knowledge and belief, that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal, State, Local or Tribal department or agency;
- (b) Have not within a five-year period preceding this bid been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, Local or Tribal) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, Local or Tribal) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/bid had one or more public transactions (Federal, State, Local or Tribal) terminated for cause or default.

I understand that a false statement on this certification may be grounds for rejection of this bid or termination of the award. In addition, under 13 USC Sec. 1601, a false statement may result in a fine of up to \$10,000 or imprisonment for up to 5 years or both.

Typed name & Title of Authorized Representative

Signature of Authorized Representative

Date

- I am unable to certify to the above statements. My explanation is attached.