

**EDUCATION SERVICE CENTER REGION 19  
RFP AWARD SUMMARY**

**RFP TITLE:** Graphic Art and Design Services – ESC Region 19  
**RFP NUMBER:** 14-7029  
**RFP OPENING DATE:** April 2, 2014  
**CONTRACT TERM:** Date of award until May 30, 2015 with the option to extend 12 month increments not to extend beyond 36 month in the aggregate  
**(Extended by Region 19 Board of Directors until May 30, 2016)**  
**(Extended by Region 19 Board of Directors until May 30, 2017)**

**FUNDING SOURCE:** Various  
**RFP's ISSUED:** 38  
**RESPONSES:** 2  
**ADVERTISEMENT DATES:** El Paso Times March 5, 2014 & March 12, 2014  
**BOARD MEETING DATE:** July 17, 2014

**RECOMMENDED FOR AWARD** **Geronimo Strategic Communications dba. Geronimo Design, Inc.**  
**Valiant Enterprise, LLC dba Valiant Design & Marketing (HUB)**

**TOTAL (estimated)** **\$120,000.00 / year**

**EXPLANATIONS:**

Award of this contract will enable ESC-Region 19 to purchase the stated graphic art & design services when required during the contract period. Both vendors submitting proposals scored an 8 or above out of a possible 10, therefore administration is recommending two awards.

**SPECIFICATIONS PROVIDED BY:**

Royce Cleveland  
ESC Region 19 Allied States Cooperative

**EVALUATION COMMITTEE:**

Royce Cleveland  
ESC Region 19 Allied States Cooperative

Sonia Eubank  
ESC Region 19

Juan Alderete  
ESC Region 19

Barbara Amaya  
ESC Region 19

Rose Tarin  
ESC Region 19

Jacque Davidson  
ESC Region 19

Anne Hernandez  
ESC Region 19

Maria Luisa Niestas  
ESC Region 19

Martin Camacho  
ESC Region 19 Allied States Cooperative

Mary Jane Lopez  
ESC Region 19 Allied States Cooperative

## **Contact Information**

### **Geronimo Strategic Communications dba. Geronimo Design, Inc.**

Geronimo Garcia  
2101 Texas Ave.  
El Paso, TX 79901  
915-593-9595  
Fax: 915-593-9598  
[www.geronimostrategic.com](http://www.geronimostrategic.com)

## **Contact Information**

### **Valiant Enterprise, LLC dba Valiant Design & Marketing (HUB)**

Pamela Treat Abeyta  
2300 McDermitt Rd.  
Plano, TX  
972-390-7410  
Fax: 214-447-9156  
[www.valiantdesigners.com](http://www.valiantdesigners.com) / [pamela@valiantdesigners.com](mailto:pamela@valiantdesigners.com)

## **SPECIAL CONDITIONS**

1. This contract will require a company/ vendor who has solid experience in graphic design that would be able to deliver layout design and graphic support for ESC-Region 19 external clients to its clients in public education and other clients it does business with.
2. The contractor must demonstrate the ability to collaborate and work with different departments and keep projects on track in accordance with established timelines.
3. The contractor must demonstrate experience in marketing and design for entities such as ESC-Region 19 or other governmental entities.
4. The contractor must demonstrate video media, animations, as well as marketing and documentation services for web site applications.
5. The contractor must be able to work with various programs within ESC-Region 19 including the ESC-Region 19 Copy Center for reproduction requirements of flyers, POS, shirts, and other marketing materials that can be reproduced in house.
6. The resume of the individual or company must provide all software and hardware utilized in the course of doing daily business.
7. Specific work performed must be provided that is applicable to this RFP, as well as referenced, particularly for the public sector in education.
8. Weight factors to be applied in arriving at a recommended award will be 50% pricing, 25% documentation provided as it applies to this RFP and 25% references as it applies to the scope of this RFP.
9. All work performed will be the property of ESC-Region 19 and its programs.
10. Drive time will not be billable unless stated in RFP in advance.
11. Include tabs as indicated for RFP Response Form and provide 3 copies of response for evaluation.

**RFP RESPONSE FORM**

1. Vendor has provided all resumes, degrees, certifications, and qualifications requested?

**Geronimo Strategic Communications – Yes**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - Yes**

2. Vendor has provided backup to demonstrate the ability to interface with ESC-Region 19 Staff when services are required?

**Geronimo Strategic Communications - Yes**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - Yes**

3. Vendor has provided documentation of past experience in video media, animations, and other web site applications as requested in Special Conditions?

**Geronimo Strategic Communications - Yes**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - Yes**

4. Vendor has provided samples of previous educational related or graphic design as it relates to flyers, POS, shirts, and other marketing materials?

**Geronimo Strategic Communications – Yes**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - Yes**

5. Vendor has provided inventory of all software and hardware currently used in the course of doing business on a daily basis?

**Geronimo Strategic Communications - Yes**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - Yes**

6. Vendor has provided at least five (5) references work has been done for in the past year that is comparable to ESC-Region 19? (Include contact person secondary contact person, name of company, phone, email addresses, website address, physical address, and secondary phone number for secondary contact person)

**Geronimo Strategic Communications – Yes**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - Yes**

7. Number of employees available to service ESC-Region 19?

**Geronimo Strategic Communications – 3**

**Valiant Enterprise, LLC dba Valiant Design & Marketing -**

**RFP RESPONSE FORM**

8. Hourly rate for consulting with ESC-Region 19 Staff on site?

**Geronimo Strategic Communications - \$65.00 hour**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - \$75.00 + travel fee**

9. Hourly rate for development?

**Geronimo Strategic Communications - \$135.00 on average**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - \$75.00 - \$113.75**

10. Vendor can quote hours to be billed and cost of projects after consultation, provided no major changes have been made to agreed upon graphic work to be designed? (Vendor to explain and qualify responses on Tab 7 to be attached)

**Geronimo Strategic Communications - Yes**

**Valiant Enterprise, LLC dba Valiant Design & Marketing - Yes**

Approved by: \_\_\_\_\_  
(Kathy Becker – Board Chairman)  
(Kathy Becker – Board Chairman)  
(David Sublasky – Board Chairman)

Date: \_\_\_\_\_  
(July 17, 2014)  
(May 21, 2015)  
(May 19, 2016)