



CITY OF ROCKY MOUNT

Communications, Marketing and Public Relations

Request for Proposal #: 320- 291220DH

Graphic and Creative Design Services

Date of Issue: 2/01/2021

Proposal Due Date: 02/22/2021

4:00 P.M. EST

Contract Term 3/8/2021-12/31/2021

Direct all inquiries concerning this RFP to:

Debra Harris

Purchasing Clerk

Email: debra.harris@rockymountnc.gov

Phone: 252-972-1227



ROCKY MOUNT
FINANCE
THE CENTER OF IT ALL

Request for Proposal # 320-291220DH

For purchasing division processing, please provide your company's Federal Employer Identification Number or alternate identification number (e.g. Social Security Number). Pursuant to North Carolina General Statute 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page is to be filled out and returned with your bid.
Failure to do so may subject your bid to rejection.**

ID Number:

Federal ID Number or Social Security Number

Vendor Name



City of Rocky Mount Communications

Refer **ALL** Inquiries regarding this RFP to:
Debra Harris
Purchasing Clerk

Request for Proposal # 320-291220DH
Proposals will be due: 2/22/2021
Contract Type: Service

EXECUTION

In compliance with this Request for proposal, and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are proposed, at the prices set opposite each item within the time specified herein. By executing this proposal, the undersigned Vendor certifies that this proposal is submitted competitively and without collusion (G.S. 143-54), that none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and that it is not an ineligible Vendor as set forth in G.S. 143-59.1. False certification is a Class I felony. Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor's knowledge and belief, that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or City department. As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system. G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any City Employee associated with the preparing plans, specifications, estimates for public Contract; or awarding or administering public Contracts; or inspecting or supervising delivery of the public Contract of any gift from anyone with a Contract with the City, or from any person seeking to do business with the City. By execution of any response in this proposal, you attest, for your entire organization and its employees or agents, that you are not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

Failure to execute/sign proposal prior to submittal shall render proposal invalid and it WILL BE REJECTED. Late proposals cannot be accepted.

VENDOR:		
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE & ZIP:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #11):		
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:	FAX NUMBER:	
VENDOR'S AUTHORIZED SIGNATURE:	DATE:	EMAIL:

Offer valid for at least 60 days from date of proposal opening, unless otherwise stated here: days.

ACCEPTANCE OF PROPOSAL

If any or all parts of this proposal are accepted by the City of Rocky Mount, an authorized representative of the City of Rocky Mount shall affix his/her signature hereto and this document and all provisions of this Request for proposal along with the Vendor response and the written results of any negotiations shall then constitute the written agreement between the parties. A copy of this acceptance will be forwarded to the successful Vendor(s).

FOR CITY USE ONLY: Offer accept and Contract awarded this _____ day of _____, 2021 as indicated on the attached certification, by _____

(Authorized Representative of City of Rocky Mount)

PRE-AUDIT: This instrument has been preaudited in the manner required by the Budget and Fiscal Control Act.

Finance Director

Date

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1.0 PURPOSE AND BACKGROUND

The purpose of this RFP is to solicit proposals for design professional print-ready (marks and bleeds) and digital items, including but not limited to magazines, brochures, fliers, billboards, social media ads, web banners/sliders, etc.

RFP budget is \$6,200.00 a month.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

2.0 GENERAL INFORMATION

2.1 REQUEST FOR PROPOSAL DOCUMENT

The RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award. All attachments and addenda released for this RFP in advance of any Contract award are incorporated herein by reference. Vendor may attach its proposal to this RFP for submission; however, any and all additional, modified or conflicting terms and conditions submitted on or with Vendor’s proposal shall be disregarded and shall not be considered a part of any contract arising from this RFP. Any attempt to delete or avoid the force of the previous sentence shall render Vendor’s proposal invalid, and it shall not be considered.

2.2 NOTICE TO VENDORS REGARDING TERMS AND CONDITIONS

It shall be the Vendor’s responsibility to read the Instructions, the Cities’ terms and conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued concerning this RFP.

If Vendors have questions, issues, or exceptions regarding any term, condition, or other component within this RFP (including proposed alternate language), those **must** be submitted as questions in accordance with the instructions in Section 2.4. QUESTIONS ABOUT PROPOSAL. If the City determines that any changes will be made resulting from the questions asked, then such decisions will be communicated in the form of an RFP addendum. The City may also elect to leave open the possibility for post-contract negotiation and amendment of specific provisions of the Contract that have been addressed during the question and answer period. Other than through this process, the City rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Vendor’s proposal. This applies to any language appearing in or attached to the document as part of the Vendor’s proposal that purports to vary any terms and conditions or Vendors’ instructions herein or to render the proposal non-binding or subject to further negotiation. *Vendor’s proposal shall constitute a firm offer.* **By execution and delivery of a proposal in response to this RFP, the Vendor agrees that any additional or modified terms and conditions, whether submitted purposefully or inadvertently, shall have no force or effect, and will be disregarded. Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Vendor’s proposal as nonresponsive. Any proposal that contains language that indicates the proposal is non-binding or subject to further negotiation before a contractual document may be signed shall be rejected.**

Contact with anyone working for or with the City regarding this RFP other than the City of Rocky Mount Purchasing Office Contract Lead named on the face page of this RFP or in the manner specified by this RFP shall constitute grounds for rejection of said Vendor’s offer, at the Cities election.

2.3 RFP SCHEDULE

The table below shows the *intended* schedule for this RFP. The City will make every effort to adhere to this schedule.

Action	Responsibility	Date/Time
Submit Written Questions/Question Deadline	Vendors	Tuesday 2/9/2021
Provide Response to Questions/Addendum	City	Wednesday 2/15/2021
Submit Bids	Vendors	Monday 2/22/2021 4:00 p.m.
Contract Effective Date	City	Monday 3/8/2021

2.4 QUESTIONS ABOUT PROPOSAL

Purpose: Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the above due date.

Instructions: Written questions shall be emailed to debra.harris@rockymountnc.gov by the date and time specified above. Vendors should enter "RFP # _____ – Questions" as the subject for the email. Questions submittals should include a reference to the applicable RFP section and be submitted in a format shown below:

Reference	Vendor Question
RFP Section, Page Number	Vendor question...?

Questions received prior to the submission deadline date, the City 's response, and any additional terms deemed necessary by the City will be posted in the form of an addendum, available on the City of Rocky Mount Purchasing webpage <https://rockymountnc.gov/bids>, and/or the North Carolina's Interactive Purchasing System (IPS), <http://www.ips.state.nc.us>, and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any City personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors shall be entitled to rely *only* on written material contained in an Addendum to this RFP. The dated noted in the RFP schedule for the City to provide responses to questions also serves as the addendum deadline. If you do not receive a courtesy email notification regarding the addendum by that date do check the City of Rocky Mount Purchasing webpage.

2.5 EMAILING OR MAILING INSTRUCTIONS

Instructions: Proposals, subject to the conditions made a part hereof and the receipt requirements described below, shall be received at the address indicated in the table below, for furnishing and delivering those items as described herein.

MAILING ADDRESS FOR DELIVERY OF PROPOSAL VIA U.S. POSTAL SERVICE	OFFICE ADDRESS FOR DELIVERY BY ANY OTHER MEANS, SPECIAL DELIVERY, OVERNIGHT DELIVERY, OR BY ANY OTHER CARRIER
<p><i>PROPOSAL NUMBER: 320-_____</i> Attn: Debra Harris, Purchasing Clerk Address: PO BOX 1180 Rocky Mount, NC 27802</p>	<p><i>PROPOSAL NUMBER: 320-_____</i> Attn: Debra Harris, Purchasing Clerk Address: 331 S. Franklin Street Rocky Mount, NC 27802</p>

Vendors shall deliver either **one (1) signed electronic emailed copy** to debra.harris@rockymountnc.gov response or one **(1) signed original executed proposal** to the address identified in the table in this Section. Address package and insert proposal number as shown in the table above.

Proposal number shall be marked on the outside of the sealed envelope with the Vendor's name and date and time of opening.

IMPORTANT NOTE: It is the responsibility of the Vendor to have the signed proposal physically in this Office by the specified time and date proposals are due, regardless of the method of delivery. **This is an absolute requirement.** The time of delivery will be marked on each proposal when received, and any proposal received after the submission deadline will not be accepted or evaluated.

All risk of late arrival due to unanticipated delay—whether delivered by hand, U.S. Postal Service, courier or other delivery service or method—is entirely on the Vendor. Note that the U.S. Postal Service generally does not deliver mail to the street address above, but to the City 's Mail Service Center. Vendors are cautioned that proposals sent via U.S. Mail, including Express Mail, may not be delivered to the purchasing office on the due date in time to meet the proposal deadline. All Vendors are urged to take the possibility of delay into account when submitting a proposal.

If proposal is hand delivered please note that the Frederick E. Turnage Municipal Building requires all visitors to sign in with the guard stationed on the first floor. Visitors will only have access through the building accompanied with a City employee.

2.6 PROPOSAL CONTENTS

Vendor shall populate all attachments of this RFP that require the Vendor to provide information and include an authorized signature where requested, as outlined below. Vendor Responses shall include the following items and they should be arranged in the following order:

- a) Completed and signed version of EXECUTION PAGE, along with the body of the RFP, and signed receipt pages of any addenda released in conjunction with this RFP.
- b) Completed version of ATTACHMENT A: PRICING FORM
- c) ATTACHMENT B: INSTRUCTIONS TO BIDDERS
- d) ATTACHMENT C: ACCEPTANCE OF TERMS AND CONDITIONS
- e) ATTACHMENT D: SUPPLEMENTAL VENDOR INFORMATION

2.7 DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

- a) **BUYER:** The employee of the City Department that places an order with the Vendor.
- b) **CONTRACT LEAD:** Representative of the *City of Rocky Mount Purchasing Office* who corresponds with potential Vendors in order to identify and contract with that Vendor providing the greatest benefit to the City of Rocky Mount and who will administer the contract for the City.
- c) **RFP:** Request for proposal.
- d) **VENDOR:** Supplier, proposer, company, firm, corporation, partnership, individual or other entity submitting a response to a Request for proposal.

3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS

3.1 METHOD OF AWARD

Contracts will be awarded in accordance with G.S. 143-129, 143-131 and the evaluation criteria set out in this solicitation. Prospective Vendors shall not be discriminated against on the basis of any prohibited grounds as defined by Federal and State law.

All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the RFP requirements and achieving the highest and best final evaluation, based on the criteria outlined in section 3.3 EVALUATION CRITERIA.

The City may obtain proposals from one or more potential Vendors. All proposals will be evaluated, and award will be based on lowest responsive proposal meeting specifications.

Local Preference Policy. *The only exception to the lowest responsive, responsible bidder method of award will be the local preference policy. The preference will allow an Eligible Local Bidder to match the price and terms of the lowest responsible, responsive bidder who is a Non-Local Bidder, if the Eligible Local Bidder's price is within five percent (5%) or \$25,000, whichever is less, of the lowest responsible, responsive Non-Local Bidder's price .An eligible local vendor is one that is current on property taxes in the City of Rocky Mount and meets the qualifications set forth in the policy. An application can be found at <https://rockymountnc.gov/vendors>*

3.2 PROPOSAL EVALUATION PROCESS

- a) Proposals are requested for the items as specified, or item(s) equivalent in design, function and performance. The City reserves the right to reject any proposal on the basis of fit, form and function as well as cost.
- b) The City shall review the responses to this RFP to confirm that they meet the specifications and requirements. The City reserves the right to waive any minor informality or technicality.
- c) For all responses that pass the initial review process, the City will review and assess the Vendors' pricing. The City may request additional formal responses, submissions or interviews from any or all Vendors for the purpose of clarification or to amplify the materials presented in any part of the proposal. Vendors are cautioned, however, that the City is not required to request clarification, and often does not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor. Prices proposed cannot be altered or modified as part of a clarification.
- d) Proposals will be evaluated, based on the award criteria identified in Section 3.3 EVALUATION CRITERIA.

Award of a Contract to one Vendor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous and represented the best value to the City.

Vendors are cautioned that this is a request for proposal, not a request or an offer to contract, and the City reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of the City .

CONFIDENTIALITY DURING PROCESS: During the evaluation period and prior to award, all information concerning the proposal and evaluation is confidential, and possession of the proposals and accompanying information is limited to personnel of the issuing department and any third parties involved in this procurement process, and to the committee responsible for participating in the evaluation. Any attempt on behalf of a Vendor to gain such confidential information, or to influence the evaluation process (e.g., contact anyone involved in the evaluation, criticize another Vendor, offer any benefit or information not contained in the proposal) in any way is a violation of North Carolina purchasing law and regulations and shall constitute sufficient grounds for disqualification of Vendor's offer from further evaluation or consideration in the discretion of the City .

3.3 EVALUATION CRITERIA

All qualified proposals will be evaluated, and award made based on considering the following criteria, to result in an award most advantageous to the City:

- a) Availability to provide services – 40% - Includes the ability of the vendor to provide materials with fast turn-around times, the ability to meet deadlines and a list of design contact(s) must be available via phone and email for questions and revisions. References are required.
- b) Portfolio Samples--25% - Please make sure the portfolio includes samples of the following work: Flyer, magazine, brochure, billboard, social media and web graphic. The portfolio shall be submitted with your RFQ response to the purchaser noted on the RFQ cover sheet.
- c) Qualification of the Vendor-20% - Includes an understanding of the project's scope of services, and the vendor's ability to meet the qualifications and requirements of the RFP.
- d) Price Proposal-10% Price Proposals will be evaluated on the basis of the Total Estimated Monthly Price.
- e) Local Preference – 5% - An additional 5% will be provided to local vendors.

3.4 INTERPRETATION OF TERMS AND PHRASES

This Request for proposal serves two functions: (1) to advise potential Vendors of the parameters of the solution being sought by the Department; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. As such, all terms in the Request for proposal shall be enforceable as contract terms in accordance with the General Contract Terms and Conditions. The use of phrases such as "shall," "must," and "requirements" are intended to create enforceable contract conditions. In determining whether proposals should be

evaluated or rejected, the Department will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy the Department’s needs as described in the Request for proposal. Except as specifically stated herein, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in the Department exercising its discretion to reject a proposal in its entirety.

4.0 REQUIREMENTS

This Section lists the requirements related to this RFP. By submitting a proposal, the Vendor agrees to meet all stated requirements in this Section as well as any other specifications, requirements and terms and conditions stated in this RFP. If Vendor is unclear or has any question about the specifications, requirements and terms and conditions herein, it is urged and cautioned to contact the issuing department Contract Lead as specified in this RFP.

4.1 CONTRACT TERM

The Contract shall have an initial term of ten (10) months, beginning on the date of contract award (the “Effective Date”).

4.2 PRICING

Proposal price shall constitute the total cost to Buyer for delivery fully assembled and ready for use, including all applicable charges for shipping, delivery, handling, administrative and other similar fees. Vendor shall not invoice for any amounts not specifically allowed for in this Proposal. Complete ATTACHMENT A: PRICING FORM and include with Proposal. Month 1 will be prorated.

4.3 INVOICES

Vendor shall invoice the City of Rocky Mount Accounting Department. The standard format for invoicing shall be Single Invoices meaning that the Vendor shall provide the Buyer with an invoice for each order. Invoices shall include detailed line item information to allow Buyer to verify pricing at point of receipt matches the correct price from the original date of order. At a minimum, the following fields shall be included on all invoices:

Vendor’s Billing Address, Customer Account Number, NC Contract Number, Order Date, Buyers Order Number, Manufacturer Part Numbers, Vendor Part Numbers, Item Descriptions, Price, Quantity, and Unit of Measure.

4.4 REFERENCES

Vendors shall provide at least three (3) references for which your company has provided Services of similar size and scope to that proposed herein. The city of Rocky Mount may contact these users to determine the Services provided are substantially similar in scope to those proposed herein and Contractor’s performance has been satisfactory. The information obtained shall be considered in the evaluation of the proposal.

COMPANY NAME	CONTACT NAME	TELEPHONE NUMBER	EMAIL

5.0 SCOPE OF WORK

5.1 GENERAL SPECIFICATIONS

The “Services” consist of, and the successful graphic design firm shall provide, the following:

- a) Conceptualize, design, and deliver graphic-design material that may include brochures, fact sheets, invitations,

billboards, magazines, email templates, infographics, advertisements, flyers, email newsletter templates, social media and website graphics and various other graphic and visual projects, as needed by the city. Must also be able to create templates and conceptual collateral for use in Adobe Creative products (InDesign, Photoshop, etc) as well as MS Word.

- b) The graphic designer shall have the capacity to provide up to 60 hours of services per month. If needed services exceeds 60 hours for two consecutive months, contract may be renegotiated. When placing a bid, vendors should know that the estimated budget is based on a flat monthly rate as opposed to an hourly rate, as the monthly projects will vary in size and number based upon events, promotions, etc, needed to support the demands of the city.
- c) At times the scope of work will need to be performed with limited notification. Further, certain projects will need to be completed without lead time and will have a narrow window for flexibility in delivering the final product.
- d) All design, materials, and concepts provided in the performance of the Services shall be suitable for printing by a separate contractor.
- e) Upon acceptance of each design or concept, the City will retain all intellectual property rights.
- f) The estimated cost of any stock photography used to complete a project should be included in the vendor's quote. All graphics must adhere to the city's Branding Style Guide (attached).

5.2 VENDOR'S REPRESENTATION

- a) Vendor warrants that qualified personnel shall provide all services that may be required under The Contract in a professional manner. "Professional manner" means that the personnel performing the services shall possess the skill and competence consistent with at least the prevailing business standards in the industry. Vendor agrees that it shall not enter any agreement with a third party that may abridge any rights of the City under The Contract. Vendor shall serve as the prime contractor under The Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by the City. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor's obligations hereunder.
- b) If any goods, services, functions, or responsibilities not specifically described in The Contract are required for Vendor's proper performance, provision and delivery of the goods and services under The Contract, or are an inherent part of or necessary sub-requirement included within such goods and services, they will be deemed to be implied by and included within the scope of the contract to the same extent and in the same manner as if specifically described in the contract. Unless otherwise expressly provided herein, Vendor will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecommunications equipment, software, supplies and materials necessary for the Vendor to provide and deliver the goods and services.
- c) Vendor warrants that it has the financial capacity to perform and to continue perform its obligations under the contract; that Vendor has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Vendor that could materially adversely affect performance of The Contract; and that entering into The Contract is not prohibited by any contract, or an order by any court of competent jurisdiction.

Attachments to this RFP begin on the next page.

Proposal Number:320- 281220DH

Vendor:

ATTACHMENT A: PRICING FORM

The undersigned, as bidder, proposes and agrees if this proposal is accepted to contract with the City of Rocky Mount for all the graphic and design services to complete the scope of work described in section 5.1, and to the full and entire satisfaction of the City of Rocky Mount for the monthly sum of:

MONTHLY BASE PROPOSAL: _____ **Dollars \$**

ATTACHMENT B: INSTRUCTIONS TO BIDDERS

City of Rocky Mount Instructions to Bidders Review <https://rockymountnc.gov/vendor>

ATTACHMENT C: ACCEPTANCE OF GENERAL TERMS & CONDITIONS

City of Rocky Mount General Terms and Conditions

Review Terms and Conditions: <https://rockymountnc.gov/vendor>

Check here to indicate that you have read and agree to the City of Rocky Mount General Terms & Conditions.

ATTACHMENT D: SUPPLEMENTAL VENDOR INFORMATION

HISTORICALLY UNDERUTILIZED BUSINESSES

Historically Underutilized Businesses (HUBs) consist of minority, women and disabled business firms that are at least fifty-one percent owned and operated by an individual(s) of the categories. Also included in this category are disabled business enterprises and non-profit work centers for the blind and severely disabled.

Pursuant to G.S. 143B-1361(a), 143-48 and 143-128.4, the City invites and encourages participation in this procurement process by businesses owned by minorities, women, disabled, disabled business enterprises and non-profit work centers for the blind and severely disabled. This includes utilizing subcontractors to perform the required functions in this IFB. Any questions concerning NC HUB certification, contact the [North Carolina Office of Historically Underutilized Businesses](#) at (919) 807-2330. The Vendor shall respond to question #1 and #2 below.

- a) Is Vendor a Historically Underutilized Business? Yes No
- b) Is Vendor Certified with North Carolina as a Historically Underutilized Business? Yes No

If so, state HUB classification: [Redacted]

VENDOR REGISTRATION

New vendors must complete a vendor registration form using the link below. If you are a current vendor that has not completed the online vendor registration also complete the form. Once registration is complete email a copy of your W9 an E-Verify Affidavit to the contact person listed on the coversheet.

rockymountnc.gov/vendor
