



Pacific Northwest Tribal Lending,
a Community Development Financial Institution
Previously, Lummi Community Development Financial Institution, 501 (c) (3)
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April 20, 2024

Request for Qualifications (RFQ): Artist Logo Samples

To: Request For Qualifications: Artist Specific Graphics / Logo

From: Board Chairman, Rex Rhoades, Pacific Northwest Tribal Lending, a Community Development Financial Institution, previously Lummi CDFI

Dear Sir or Madam:

Pacific Northwest Tribal Lending (PNTL), previously Lummi CDFI, is seeking submissions of sample artwork from Native artists - to be considered for Artist Specific Graphics, or a logo image to be used in various reports, web and social media and other publications. We are seeking responses from Coast Salish artists in the Northwest Washington area that have demonstrated graphic design experience or can provide a high quality image scan - and understand the work of Native CDFIs (<https://www.cdfifund.gov/programs-training/programs/native-initiatives>). We invite you to submit a proposal to us by **Monday, May 6, 2024**, for consideration.

Profile / Background of Lummi CDFI

PNTL is a Washington State nonprofit public benefit corporation recognized by the Internal Revenue Service as a charitable, tax-exempt organization pursuant to section 501(c)(3) of the Internal Revenue Code. PNTL was founded in 2006 with a defined mission "to provide access to education, financing, and asset growth, in order to improve the prosperity and well-being of Native American families." We do this by providing small business, consumer (credit builder) loan products and financial tools, one-on-one technical assistance, business resources and hands-on guidance to new or existing Native businesses and families. We also provide financial resources for community-based projects that create and/or support economic opportunities.

We obtained Certification as a Native CDFI in 2008, IRS 501c3 designation in 2012, and Certification as a Community Development Entity (CDE) in 2017. Annual operating budget is approximately \$1M per year with a staff of 4.25 FTEs. Our lending portfolio is growing. Currently, it is nearly \$3M and is actively serving our Target Market of Native entrepreneurs, individuals and families within Lummi Nation, Whatcom County, and the Northwest Washington region.

Project Purpose and Description

PNTL is experiencing a steady increase in interest and demand for our products and services. At the same time, CDFIs, especially Native CDFIs, are getting recognized nationally for a track record of success in reaching and providing relevant resources for and in the most underserved communities, also increasing awareness of access to capital available from CDFIs.

Mission Statement

To provide access to education, financing, and asset growth,
in order to improve the prosperity and well-being of Native American families.

Therefore, the Board recently adopted a new name, Pacific Northwest Tribal Lending (PNTL), that represents the expanding products and services we offer. A media specialist has been hired to increase awareness and begin creating content and impact stories being experienced by clients. Branding consultants have been hired to guide PNTL Board and staff through a process to redefine and develop the new brand package for PNTL. As the logo needs to be reflective of the community PNTL serves, the preference is to work with a Coast Salish artist to join us in developing the brand with local artwork and/or iconography. Our branding and media consultants will work with the artist(s) selected from this RFQ to develop a final logo that respectfully incorporates the artwork with standard branding elements to be used across all internal and external communications. This RFQ is a call to artists to 'show your work' to be considered for selection.

Services to Be Performed

PNTL is seeking one graphic art piece (or logo) to be used on publications and media as a representation of our Mission, Vision, and Values. The specific artwork should:

- Draw attention to the intention and purpose of PNTL to provide community-based and equitable access to credit, prioritizing the well-being of the entrepreneurs, individuals, families, and communities that we serve.
- Be original art, appropriate for display on public media that may receive national and international attention.
- Reflect the values and culture of tribes and Coast Salish Native Communities.
- Represent the diversity of Indigenous Cultures across the Pacific Northwest Region.
- The final artwork should be in a vector format to allow for scalability and look good in color as well as black and white.

Your submission is expected to cover the following components:

- 1) Samples of your artwork. Note: you retain ownership of any artwork submitted for RFQ consideration.
- 2) Bio, vita or resume and references.
- 3) Availability and timeline for completion of artwork, if selected.

Timeframe

Submissions are due by end of day, **Monday, May 6, 2024**. Artist will be selected by May 10, 2024. Artist(s) will work with branding and media consultants on Mood Boards between May 10 to 17th. Anticipated date for final created artwork is June 30, 2024, and allow one review/feedback responses and revision, if accepted, from PNTL. Anticipated completion of PNTL brand process – August 2024.

Ownership of Artwork

Ownership of the artwork will be negotiated during the contracting process after artist selection.

Compensation

A minimum commission of \$1,000 and maximum commission of \$2,500 to \$5,000 will be provided to the artist selected. Pacific Northwest Tribal Lending will determine the final award.

Proposal Content

To simplify the evaluation process and obtain maximum comparability, PNTL requests that responses to the RFQ be organized in the manner and format described below:

- A. Letter of Intent and sample from the artist's current portfolio. The letter should include their intent to submit an art piece for this project, why they want to submit their art, the desired compensation, and a statement from the artist about the piece they intend to create for this project. The sample artwork should be from the artist's existing portfolio and, if possible, illustrate the medium and style of the piece they intend to create.
- B. Executive Summary: Describe your understanding of the work to be performed and your ability to perform the work within the time frame provided.
- C. Approach: Describe the sample artwork provided and how you would best work with our branding process team.
 - a. Describe the samples of your artwork provided. Note: you retain ownership of any artwork submitted for RFQ consideration.
 - b. Discuss your availability and timeline for completion of artwork within the branding process schedule and with our PNTL staff and branding/media specialists.
- D. References: Provide 2-3 references who you have provided artwork for, such as a requested design or logo.
- E. Additional Information: provide any additional information, not specifically requested, but which you believe would be useful in evaluating your proposal.

Evaluation of Proposals

While price is an important factor, PNTL will evaluate proposals on price and the following criteria:

- Preference for Native artists
- Portfolio
- References
- Timeline and availability

Key Contacts

Following are key contacts for information you may seek in preparing your proposal:

Nancy Jordan, Executive Director
Office Phone: (360) 594-6004
Email: NancyJ@LummiCDFI.org

Let us know if you have any questions or would like additional information. Please return the completed proposal to my attention at the email address provided. We would also appreciate a response if you declined to submit a proposal.

For more information, please visit our website at www.LummiCDFI.org.