



Decide DeKalb
Development Authority

Request for Proposal (RFP) Digital Design Services for Decide DeKalb's 2025 Annual Report

Introduction and Overview

Decide DeKalb Development Authority (Decide DeKalb) is seeking proposals from experienced creative agencies or design teams with demonstrated expertise in digital-first design to produce the 2025 Decide DeKalb Annual Report.

Key Dates:

Proposal Deadline: July 7, 2025, by 5:00 PM EST

Project Completion: March 16, 2026

As DeKalb County's primary economic development agency, Decide DeKalb drives business growth, workforce development, and strategic investment. Our annual report highlights our impact, achievements, and economic progress in an engaging, visually compelling format.

Project Description

The 2025 Annual Report will be a fully digital, mobile-optimized publication emphasizing visual storytelling over text. The selected agency will focus exclusively on design, layout, and digital production—no copywriting is required, as content will be provided by Decide DeKalb's PR partner, TobinInk. However, the agency will be expected to work closely with TobinInk to ensure seamless alignment between copy and design, including the flow of content, placement of visual elements, and opportunities for storytelling through layout. The agency may also be asked to capture or coordinate original photography and short-form video content (e.g., interviews, location footage) to support visual storytelling.





Key Deliverables:

The selected agency will be expected to deliver the following:

- A web-based, mobile-friendly report (no print version required)
- Interactive design with strong visual storytelling (infographics, animations, video etc.) that will make the copy shine and engage the reader to dig deeper
- Seamless integration of provided copy and data
- Optimized for accessibility and fast loading

Scope of Work

The selected agency will:

A. Concept Development

- Collaborate with Decide DeKalb to establish the visual direction and design themes
- Present three (3) initial design concepts for review and feedback

B. Project Management & Communication

In addition to a project kickoff meeting, the selected agency will maintain a weekly check-in cadence with Decide DeKalb's project team to:

- Ensure consistent communication and accountability
- Facilitate timely review and iteration of designs
- Keep the project on schedule for the March 16, 2026, delivery

Note: Meeting frequency may be adjusted during peak production phases upon mutual agreement.

C. Digital Design & Refinement

- Build a fully responsive digital experience that is seamless across all screens (mobile, desktop, tablet)
- Integrate interactive features (e.g., hover effects, embedded video, dynamic infographics)
- Ensure ADA compliance and cross-browser/device functionality
- Iterate designs based on feedback at each milestone
- Capture or coordinate original photo and/or video assets, if requested, to enhance visual storytelling



D. Collaboration with Copywriting Partner

- Coordinate with Decide DeKalb's PR agency, TobinInk, to align visual layout with finalized content
- Provide guidance on optimal formatting and pacing for digital storytelling
- Offer input on content flow to support clarity, hierarchy, and user experience
- Attend joint meetings or reviews as needed to ensure cohesive integration of copy and design

E. Final Delivery

- Deliver a web-ready version of the report for publication via Decide DeKalb's WordPress platform
- Provide a downloadable, shareable PDF version for stakeholders

Submission Requirements

All proposals must be submitted in PDF format and should not exceed 12 pages should include:

1. Executive Summary
2. Company Profile (qualifications, relevant experience, team bios)
3. Project Approach (discovery, design process, digital optimization strategy)
4. Timeline (from kickoff to final delivery by March 16, 2026)
5. Budget (fixed-cost proposal)
6. Portfolio Samples – Three examples of prior work, including at least one digital annual report or economic development-focused publication
7. References (3 contacts from past clients, last 18 months)

Key Dates

- RFP Issued: June 3, 2025
- Questions Due: June 17, 2025, by 5:00 PM EST
- Answers Posted: June 23, 2025 at decidedekalb.com
- Proposals Due: July 7, 2025, by 5:00 PM EST
- Award Notification: August 4, 2025
- Projected Kickoff Meeting: August 18, 2025
- Final Delivery: March 16, 2026



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Submission Process

Submit proposals via email to:

Terra Washington (twashington@decidedekalb.com) and Laura Ramos (lramos@decidedekalb.com)

Subject line: **2025 Annual Report RFP Submission**

All proposals must be received by **July 7, 2025, at 5:00 PM EST.**

Selection Process

Proposals will be reviewed by an internal evaluation committee. The selection will be based on the following criteria:

- Alignment with project scope and deliverables
- Demonstrated expertise in digital design and economic development communications
- Creative approach and quality of portfolio samples
- Proposed timeline and budget

To ensure a fair and transparent process:

- All inquiries must be directed exclusively to the designated points of contact listed above
- Direct communication with other Decide DeKalb staff or evaluation committee members is strictly prohibited
- Finalists may be asked to provide additional information or clarifications

Decide DeKalb reserves the right to modify timelines or RFP terms as necessary.

