

REQUEST FOR PROPOSAL

Wisconsin Economic Development Corporation (WEDC) RFP for Translation and Interpretation Services

(Fiscal years 2018, 2019, 2020)

Proposals must be submitted to:
Rachel Best, CMP
Director of Events
201 West Washington Ave, Madison, WI 53703
rachel.best@wedc.org
608.210.6726

I. WEDC Overview

WEDC is committed to creating and maintaining an environment that invites and rewards business, professional and personal pursuits In Wisconsin®. Our Mission, Vision and Core Values are centered around this purpose.

Mission:

To advance and maximize opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment.

Vision:

Leveraging talented professionals and strategic partnerships, WEDC aspires to be a leading and widely respected state economic development organization, helping Wisconsin elevate its quality of life and long-term economic prosperity for all residents.

Core Values:

- **Integrity** – Adhere to the highest ethical standards of honesty and character while achieving our mission
- **Respect** – Value and support each other and operate according to the “golden rule”
- **Accountability** – As a public-private steward of taxpayer dollars, we monitor our actions and outcomes, celebrate our successes and commit to continuous improvement
- **Innovation** – Embrace creative initiatives that leverage Wisconsin’s unique attributes
- **Transparency** – Track and share information to monitor organizational effectiveness
- **Collaboration** – Build strong internal and external relationships to accomplish our mission
- **People** – Attract and retain talented staff and foster an environment for continued professional growth and wellbeing
- **Public Service** – Share a common purpose of improving the lives of Wisconsin residents by creating economic opportunities through the businesses in which they work and the communities in which they live
- **Customer Centeredness** – Maintain the highest levels of responsiveness and service for the businesses and communities that are helping to grow Wisconsin’s economy—these are our customers

II. Scope of Work

WEDC seeks an interpretation and translation contractor to provide a variety of services for the WEDC’s global trade delegations, marketing materials and business attraction events.

The selected applicant will be WEDC’s of record for a period of approximately three (3) years. Contracted period will be from August 1, 2017 to June 30, 2020 (roughly our fiscal year 18, 19, and 20).

Typical assignments include, but are not limited to:

- Provide local interpreters in various countries for one-on-one business meetings
 - Typically, consecutive and whisper
 - From foreign language into English and from English into a foreign language
 - Often 6 – 8 interpreters needed each day for a period of a week
 - Countries/destinations vary each year but often include China, Mexico and Germany
 - We typically do 6 trade ventures a year, 5 of which, on average, need interpreters
 - Local, professional (high-level) interpreters preferred due to budget considerations (as to avoid excessive hotel/travel costs)

- Provide simultaneous interpreters for roundtable and other VIP events (less than 30 people)
- Translate written marketing materials such as:
 - Company brochures
 - Industry profiles
 - Biographies
 - Business cards
- Translation of text for website localization
 - WEDC will do the web design but in situ review is expected from selected vendor
 - Ex. <http://invest.inwisconsin.com/en/>
- Translation and subtitling of videos
 - Ex. <https://vimeo.com/168831205>
- Other projects as they arise

III. Budget

Divisional goals and budget are set on an annual basis. Our fiscal year runs July 1 through June 30. The selected applicant will be involved in planning and budgeting to meet our project-related budgets. This will include troubleshooting and creativity in providing top-tier services at a reasonable rate. As the scope of our projects sometimes vary, this may change throughout. Budgets for FY19, 20 have not been created as of yet.

IV. Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC's Director of Events, Rachel Best, at rachel.best@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. Communication with other sources may be cause for rejection of a proposal.

Timeline:

- Responses due: 7/10/2017
- Decision by: 7/14/2017
- Contract finalized: 8/1/2017

Decision Notification:

Notification will be made in writing via Email.

Instructions for Responding:

- Expenses related to the preparation and completions of a response to this RFP are the sole responsibility of the applicant.
- The proposal with the lowest dollar amount will not necessarily be considered as the best proposal.
- Incomplete and/or late responses will not be considered.

WEDC accepts no obligation for costs incurred by prospective applicants responding to the RFP. The cost of developing and submitting the proposed solution is entirely the responsibility of the applicant. All proposed solutions and other information provided to WEDC become the property of WEDC. WEDC reserves the right to use such proposed solutions and other material or information and any of the ideas presented therein without cost to WEDC.

Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

Incurring Costs

WEDC is not liable for any cost incurred by an applicant for responding to this RFP.

News Releases

News releases pertaining to the RFP or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.

Submitting the Proposal

Applicants shall submit an electronic (PDF) version of their Proposal, to Director of Events, Rachel Best at rachel.best@wedc.org no later than **July 10, 2017 5:00 pm CT**. Responses must be received by the above deadline for the proposal to be considered "submitted on time". Proposal responses should follow the sequence and outline presented in this RFP.

V. Submission Requirements

The following are minimum submission requirements, and the applicant may add to the list as it sees fit.

A. Applicant Identification

1. Legal Name of Company
2. Company Address
3. Company website
4. Point of Contact
5. Point of Contact telephone, fax & email address

B. Cover Letter

A cover letter on company letterhead must be included. The cover letter must be signed by an individual authorized to legally bind the applicant. The letter will also provide an executive summary of the solution being proposed with no limitations on the length. The letter must include the following:

1. A statement indicating that the RFP has been read and agreed to;
2. The name, phone number, fax number, and email address of a contact person who has the authority to answer questions about the proposal

C. Company Description and Background

Provide a short, concise description of your company. Include general information concerning reference to financial stability and/or annual billings, general organization and staffing, and experience of the company in the areas specified in this RFP (see "Applicant References" below).

Indicate the number of individuals that would be dedicated full-time to this project.

- Clearly note the involvement of the assigned team lead and team members when applicable.
- Provide a list of any subcontractors (individual or organizational) that the applicant intends to use when providing services under this RFP (Note: the applicant is not required to use subcontractor(s). However, no subcontractor may be used without WEDC's written approval.)

D. Applicant References

Provide appropriate and relevant lists of current customers, inclusive of dates, contact information and testimonials (if possible). The applicant must show evidence of at least four (4) years'

experience, and must have worked with at least two (2) clients similar in size to the Wisconsin Economic Development Corporation. A minimum of three (3) references is required.

E. Question and Answer Section

It is important that the applicant review and fully answer all the questions outlined below in their response.

1. Describe your global network, including:
 - a. Headquarters
 - b. Country offices or countries covered
 - c. Do you use sub-contractors and if so where?
 - i. If you use sub-contractors, how do you select and manage them?
2. Often times for languages with non-Western characters (ex. Arabic, Chinese etc) we partner with our translation vendor to do the layouts/graphic design. This includes print material, banners and PowerPoint.
 - a. What capabilities do you have for this?
 - i. In-house or outsourced?
 - ii. What design software do you use?
3. Occasionally, we have video files that need captioning in one or several languages? Describe your capability for video editing and adding subtitles.
 - a. In-house or outsourced?
 - b. What is your process for completion of video subtitling requests? (from transcribing to editing and in situ approval)
4. Please review and submit a quote for the attached SAMPLE interpreter matrix for Mainland China (attachment A).
 - a. This sample accurately reflects our typical interpreter needs
 - b. Please make sure to include any project management fees
 - c. Note: this matrix is for RPP purposes only and should not be considered contractual
 - d. Breakdown of hourly rates (1/2 day or full day, OT) would be appreciated
5. Please describe how you find, test and hire your interpreters
 - a. How many are native or in-country speakers?
 - b. Sample resumes would be appreciated
 - c. Can you find interpreters that have specific field experience (i.e. "BioScience" or "Food Processing") as seen in the sample matrix?
6. Describe the system you have in place to track and define specialized words to ensure consistency in translation between translators (eg. Glossary)
7. How long would it take to get a written translation from English to Arabic in the example (attachment B)? And what would be the cost?
 - a. It is not necessary to get this translated, rather it is provided as an example of some of the most frequent translation requests we have
8. Describe your strategy in working with clients, like WEDC, with compressed timelines and turnarounds. Due to the nature of our business and events, we often only have 2 - 4 weeks lead time to find interpreters and potentially shorter lead times on certain written translation needs (1-10 pages on average).
9. Please outline any concessions you are willing to give WEDC if we select you as vendor of record
10. Please provide your average hourly rate for:
 - a. Interpreter/Translator
 - b. Project Manager
 - c. Graphic Designer

VI. Evaluation Criteria

1. Proposal Scoring

Proposals will be reviewed by an evaluation committee comprised of representatives from WEDC and WEDC's marketing agency of record. The Committee may review references, require oral interviews/presentations and use the results in its review. The applicant must be able to provide efficient and cost-effective service bearing in mind the following criteria, which will be used to evaluate proposals:

- a. Degree to which the requirements of the RFP are met
- b. Market competitiveness
- c. Experience & track record of past performance
- d. Similar Client Base
- e. Demonstrated capability
- f. Graphic design and layout capability (in-house vs outsourced)
- g. Video subtitling and editing capability (in-house vs outsourced)
- h. Experience and capability of interpreters (native, in-country, etc)
- i. Fees & Cost

2. Right to Reject Proposals and Negotiate with Applicants

WEDC reserves the right to reject any and all proposals. WEDC may enter into negotiations with multiple applicants regarding the terms of the contract and the cost proposal before determining the highest scoring applicant. WEDC shall not, under any circumstances, reveal an applicant's cost proposal to any other applicant prior to contracting for services.

3. Award Decision

WEDC will make the award to the applicant deemed to provide the services described in this RFP at the best value to WEDC, taking into consideration the applicants' experience, expertise, and cost proposals.

VII. Terms and Conditions

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested applicant and are non-negotiable.

1. WEDC reserves the right: To reject any or all proposals or any part thereof; and to waive any technicalities and formalities on the proposals; to seek clarification on any response and/or require additional information from any applicant or call for new responses; and to accept the proposal that is in the best interest of WEDC.
2. Cancellation: If a contract is awarded to an applicant, the contract may be cancelled by the WEDC or the applicant/contractor with a thirty-day (30) written notice.
3. Contract Term: If a contract is awarded to an applicant, the contract will cover three (3) years beginning August 1, 2017 and ending June 30, 2020.
4. Conflict of Interests: Applicants' response to this RFP must include, in writing, disclosure of any potential conflict of interests that may arise from applicant's performing services for WEDC. Any resulting contract will require that if an applicant fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the applicant's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Applicants shall advise WEDC of any changes in potential conflicts of interest.

5. Nondiscrimination: Pursuant to Wisconsin law, any contract resulting from this RFP will include the following language regarding nondiscrimination: In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in Wis. Stat. § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.
6. Public Records: Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Applicants shall mark documents “confidential” where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the applicant if it receives a public records request for materials marked confidential.
7. Indemnification: Any contract resulting from this RFP will require the selected applicant to indemnify, defend and hold harmless WEDC, including its officers, agents and employees, from and against any and all claims, liabilities, losses, damages, costs and expenses to the extent caused or arising out of the negligent acts, reckless conduct, or errors or omissions of the applicant, its officers, employees, agents or representatives in the performance of the services under the contract.
8. Examination of Records: WEDC shall at any time during normal business hours, upon reasonable notice, have access to and the right to examine, audit, excerpt, transcribe, and copy, on Vendor's premises, any of the Vendor's records directly pertinent to this Agreement. This provision shall survive the termination, cancellation, or expiration of this Agreement.
9. NDA: If awarded the contract, the applicant shall maintain non-disclosure agreements with all interpreters on behalf of WEDC in regards to all participants, company meetings and both formal and informal conversations.

VIII. Signature of Applicant

(Company Name)

(Printed Name of Authorized Person) (Title of Authorized Person)

Signature of Authorized Person)

Signed and accepted this _____ day of _____, 2017.

Attachment A

Date	City/Locati on	Item # for reference	Company	Start Time (as of 3/13)	End Time (as of 3/13)	Start & End Location	Type of Interpretation	Industry Sector	Interpreter	Contact Info
Monday, March 20, 2017	Shanghai, China	SHAM-1	Wisconsin Economic Development Corporation (WEDC)/State of Wisconsin	9:00 AM	4:30 PM	Bund Hotel - Shanghai	Mostly consecutive Perhaps some whisper	Governmental/ economic development **VIP** Includes interpretation for Governor of Wisconsin		
Monday, March 20, 2017	Shanghai, China	SHAM-2	Acme Cranberry Cooperative	9:30 AM	5:00 PM	Bund Hotel - Shanghai	Mostly consecutive Perhaps some whisper	The Cranberry Growers Cooperative is 100 percent grower-owned. We operate a state-of-the-art processing complex in the heart of cranberry country. Over 40 per cent of the world's cranberries are grown within 150 km of our plant. We have the ability to customize cranberry products for the Chinese market.		
Monday, March 20, 2017	Shanghai, China	SHAM-3	L&D Tools Inc	10:30 AM	4:30 PM	Bund Hotel - Shanghai	Mostly consecutive Perhaps some whisper	Manufacturer of professional hand and automotive specialty tools and pressure test equipment		
Monday, March 20, 2017	Shanghai, China	SHAM-4	Ladysmith Cheese Co	10:00 AM	5:00 PM	Bund Hotel - Shanghai	Mostly consecutive Perhaps some whisper	Ladysmith Cheese Co is a family owned and operated business - founded in 1961. Today, the business is owned and operated by Master Cheese maker Chris Renard. Chris is a third generation Cheese maker who specializes in Cheese curds, bandaged style cheddar, string cheese, Monterey jack, Colby and farmers.		
Monday, March 20, 2017	Shanghai, China	SHAM-5	Environmental Solutions Tech	10:00 AM	3:00 PM	Bund Hotel - Shanghai	Mostly consecutive Perhaps some whisper	We intend to sell in China biological solutions for: improving treatment efficiency and capacity in undersized municipal and industrial wastewater treatment systems; shortening start up times for new decentralized waste treatment systems; lowering COD and BOD of effluent; increasing stability of system; reducing recovery time following an upset; removing specific pollutants such as hydrocarbons; removing build up of fats, oils and greases in collection systems, lift stations and pipes; reducing the frequency of pump outs needed for grease traps and septic tanks; controlling odors. Also microbial solutions for aquaculture for improving water quality by degrading bottom wastes and excess feed, limiting the growth of pathogens, reducing risk of disease, and improving mortality rates and feed conversion ratios.		
Tuesday, March 21, 2017	Shanghai, China	SHAT-1	Wisconsin Economic Development Corporation (WEDC)/State of Wisconsin	8:45 AM	5:00 PM	Hyatt on the Bund, Shanghai	Mostly consecutive Perhaps some whisper	Governmental/ economic development		
Tuesday, March 21, 2017	Shanghai, China	SHAT-2	Acme Cranberry Cooperative	8:45 AM	12:00 PM	Hyatt on the Bund, Shanghai	Mostly consecutive Perhaps some whisper	see above		
Tuesday, March 21, 2017	Shanghai, China	SHAT-3	L&D Tools Inc	8:30 AM	12:00 PM	Hyatt on the Bund, Shanghai	Mostly consecutive Perhaps some whisper	see above		
Tuesday, March 21, 2017	Shanghai, China	SHAT-4	Ladysmith Cheese Co	8:45 AM	12:00 PM	Hyatt on the Bund, Shanghai	Mostly consecutive Perhaps some whisper	see above		
Tuesday, March 21, 2017	Shanghai, China	SHAT-5	Environmental Solutions Tech	9:30 AM	12:00 PM	Hyatt on the Bund, Shanghai	Mostly consecutive Perhaps some whisper	see above		
Wednesday, March 22, 2017	Tianjin, China	TIW-1	Wisconsin Economic Development Corporation (WEDC)/State of Wisconsin	8:00 AM	3:00 PM	Hotel Tianjin	Mostly consecutive Perhaps some whisper	Governmental/ economic development		
Wednesday, March 22, 2017	Tianjin, China	TIW-2	Acme Cranberry Cooperative	9:00 AM	4:00 PM	Hotel Tianjin	Mostly consecutive Perhaps some whisper	see above		
Wednesday, March 22, 2017	Tianjin, China	TIW-3	L&D Tools Inc	8:30 AM	3:30 PM	Hotel Tianjin	Mostly consecutive Perhaps some whisper	see above		
Wednesday, March 22, 2017	Tianjin, China	TIW-4	Ladysmith Cheese Co	9:30 AM	5:00 PM	Hotel Tianjin	Mostly consecutive Perhaps some whisper	see above		
Wednesday, March 22, 2017	Tianjin, China	TIW-5	Environmental Solutions Tech	9:00 AM	2:30 PM	Hotel Tianjin	Mostly consecutive Perhaps some whisper	see above		
Thursday, March 23, 2017	Beijing, China	BET-1	Wisconsin Economic Development Corporation (WEDC)/State of Wisconsin	9:00 AM	5:00 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	Governmental/ economic development		

Thursday, March 23, 2017	Beijing, China	BET-2	Acme Cranberry Cooperative	9:45 AM	3:30 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	see above		
Thursday, March 23, 2017	Beijing, China	BET-3	L&D Tools Inc	10:00 AM	6:30 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	see above		
Thursday, March 23, 2017	Beijing, China	BET-4	Ladysmith Cheese Co	10:00 AM	4:30 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	see above		
Thursday, March 23, 2017	Beijing, China	BET-5	Environmental Solutions Tech	9:00 AM	3:00 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	see above		
Friday, March 25, 2017	Beijing, China	BEF-1	Wisconsin Economic Development Corporation (WEDC)/State of Wisconsin	10:30 AM	3:30 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	Governmental/ economic development		
Friday, March 25, 2017	Beijing, China	BEF-2	Acme Cranberry Cooperative	9:00 AM	3:30 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	see above		
Friday, March 25, 2017	Beijing, China	BEF-3	L&D Tools Inc	8:30 AM	4:30 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	see above		
Friday, March 25, 2017	Beijing, China	BEF-4	Ladysmith Cheese Co	9:15 AM	4:30 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	see above		
Friday, March 25, 2017	Beijing, China	BEF-5	Environmental Solutions Tech	9:00 AM	3:00 PM	Grand Beijing Star Hotel	Mostly consecutive Perhaps some whisper	see above		

STRONG BUSINESS GROWS IN WISCONSIN.[®]



CONNECTED TO OUR MARKETS, COMMITTED TO OUR COMPANIES

Centrally located in the United States' leading manufacturing and agricultural region, Wisconsin is one of the best places for business. Generations of business leaders have recognized the advantages our major ports provide, giving them quick access to markets throughout the country and around the world. Plus, our transportation infrastructure allows distribution of goods and services rapidly, reaching many markets within one day.

- WISCONSIN
- MAJOR MARKETS
- PORTS

POLICIES AND PROGRAMS FOR BUSINESS

Our policy decisions and organizational changes have realigned our priorities to help businesses start and grow operations in Wisconsin. We offer customized solutions for businesses relocating to Wisconsin, including industry-focused tax credits and job creation incentives. In addition, our foreign direct investment continues to grow as investors understand the value of our skilled workforce, market growth potential, and robust infrastructure and logistics.

As part of our commitment to helping expand business in Wisconsin, we've created the Wisconsin Economic Development Corporation (WEDC). WEDC provides business-focused support and services, partnering with a network of over 600 regional and local entities sharing our commitment. WEDC provides assistance to help you locate your new company, programs with state and local resources to simplify the relocation process, and other sources of funding to advance your business in Wisconsin.

Our business future is moving forward, and WEDC will help you find the resources, talent and innovative environment to build your business in Wisconsin.

Call 855-INWIBIZ (toll free), visit inwisconsin.com, or email us at dobusiness@inwisconsin.com.

