

REQUEST FOR PROPOSALS

DIGITAL ARTWORK FOR INTERPRETIVE DISPLAYS HISTORIC WATER STREET PROJECT CITY OF SAULT STE. MARIE, MICHIGAN

The City of Sault Ste. Marie is requesting proposals for the preparation of digital artwork for interpretive displays along Water Street in Sault Ste. Marie as part of a comprehensive redesign and reconstruction of this historic street.

This project involves the preparation of the graphics in a final form so that the production facility that will be selected by the City will be able to take the final artwork for each panel, and integrate it into final high pressure laminates for the interpretive signs.

Description

a. NUMBER OF PANELS: There will be a total of 32 separate panels in this project.

- . 24 panels will have exterior dimensions of 18" x 30"
- . 6 panels will have exterior dimensions of 20" x 36"
- . 2 panels will have exterior dimensions of 16" x 20"

b. CONTENT AND SUPPLIED INFORMATION: Each panel will likely include one or more digital photos or maps, as well as the panel headline and supporting text and captions. Each panel will also include a QR Code linking to a City website. The information will be provided to the contractor in both text files (likely Word) and digital photographic files (png) at 300 lines per inch. The information will be supplied in digital format with graphics and text clearly linked to each other with, in some cases, rough sketches of possible layouts for general reference.

c. NATURE OF THE WORK. Using the supplied information, the contractor will be expected to prepare both draft and final artwork versions of each panel.

- . Draft copies of the proposed panel artwork will be supplied to the City for review prior to final packaging. Single copy full scale paper versions of each panel will be sufficient for review and comment.

- . Final Artwork will be prepared to meet the Artwork Guidelines attached.

d. SUBMITTAL TO PRODUCTION FACILITY: The contractor will supply to the City-selected production facility the final art work in the form required by the production facility. (The Art Guidelines noted above indicated common requirements typically required by production facilities.)

e. TIMELINE:

Proposals due	February 9, 2012
Proposal review	
Contractor selection	February 23, 2012
Draft panels for review	March 16, 2012
Final Artwork completed	March 30, 2012

Proposal Content

Please provide company and individual background as well as any samples and references for similar work to demonstrate the required expertise to accomplish the project.

Provide a suggested work plan and timetable that meets the time schedule noted above.

Provide a cost per panel.

Proposal Evaluation Criteria

Proposal will be evaluated on the basis of the following:

1. Firm or individual's background and expertise
2. Ability to meet various time constraints.
3. Proposal cost

Due Date for Receipt of Proposals

Proposals (original and two copies) shall be submitted to the City Clerk at the address listed below to be received by 2:00 p.m. Thursday, February 9, 2012:

Water Street Digital Artwork
Robin Troyer, City Clerk
City of Sault Ste. Marie
225 Portage Avenue
Sault Ste. Marie, Michigan 49783

Questions should be directed to the Sault Ste. Marie Department of Planning and Development, at 906-632-5781 or jhendricks@sault.com.