

Central Atlanta Progress 2016 Annual Report

Creative Design Services Request for Proposal

September 30, 2016

Contact:

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I. Project Summary

A. Introduction

Central Atlanta Progress (CAP) was established in 1941 as the Central Atlanta Improvement Association. In its earliest days, the civic organization championed many initiatives now essential to Atlanta, including the Downtown freeway system and the Ponce de Leon Avenue/North Avenue corridor. In 1967, the Central Atlanta Improvement Association and the Uptown Association merged to form Central Atlanta Progress, Inc. In preparation for the 1996 Olympic Games, CAP formed the Atlanta Downtown Improvement District (ADID) in 1995 as a public-private partnership to maintain a livable and vibrant Downtown Atlanta.

Together, CAP and ADID work to maintain Downtown as the heart of the Atlanta region – a vibrant community with strong leadership and sustainable infrastructure that is safe, livable, diverse, economically viable and entertaining.

There's a new narrative unfolding Downtown. Today's central city is a dynamic, youthful, and diverse intown neighborhood that boasts walkable streets, an authentic city atmosphere, new global attractions, rediscovered assets, new infrastructure, and more transit access points than anywhere else in the region.

CAP is seeking proposals for the turnkey development of its 2016 Annual Report. Services are to include reporting on the organization's progress in 2016, copy writing, developing headlines, editing supplied text, providing overall art direction and coordinating and managing printing.

B. Background

Each year, CAP publishes its annual report, which is intended to communicate the progress that is being made in Downtown Atlanta and the impact that CAP and ADID have in shaping the growth of Atlanta's city center. It's an important tool that promotes the good work CAP and ADID are doing.

The Annual Report is distributed among CAP's Board, membership, staff, partner organizations and other local stakeholders.

II. Scope of Services, Deliverables and Schedule

A. Scope of Services and Deliverables

1. Develop design plan and timeline for all deliverables
2. Provide 2-3 initial design concepts (including a cover and one spread)
3. Provide headline development and copywriting
4. Provide layout and final design
5. Provide artwork files to printer
6. Coordinate printing
7. Provide completed digital editions

B. Anticipated Schedule

- Friday, September 30, 2016: RFP Issued
- Friday, October 14, 2016: Proposals Due by 4:30 PM
- Friday, October 28, 2016: Successful Bidder Notified
- Wednesday, November 2, 2016: Contract Signed
- Tuesday, February 28, 2017: All Deliverables Due by 4:30 PM

III. Submission Requirements

Proposals shall include the following sections:

- I. Organizational Overview
- II. Project Understanding/Scope
- III. Client Services and Partnership
- IV. Budget and Fees
- V. References

A. Organizational Overview

- I. Provide a firm profile indicating length of time the firm has been in operation and describe the firm's core competencies.
- II. Provide a brief history of the firm. Include the firm's mission statement and values, if applicable.

B. Project Understanding/Scope

Provide a project approach and detailed scope of services, including anticipated work tasks and deliverables. Provide any additional information that demonstrates understanding and insights related to the project scope.

C. Client Services and Partnership

Describe in detail the team that will be involved on a day-to-day basis.

D. Budget and Fees

Include the firm's proposed budget and fees according to the Scope of Services and Deliverables outlined above. Provide a detailed list specific to the objectives provided herein.

E. References

- I. Provide three references which are the firm's current clients. Please include the company name, address, phone number and contact name for each reference.
- II. Statement of experience detailing a minimum of three recent, relevant projects in similar conditions. Summaries should include a narrative on the projects, the associated fees, and references.

IV. Selection and Evaluation Criteria

A. Selection Criteria

It is the intent to select directly from information gained from the review of submitted proposals. However, we reserve the right to call references provided and to require phone or personal interviews with a short list of firms. *The following criteria will be used in evaluating submittals. The list is not shown in any prioritized order:*

1. Statement of the project objectives
2. Qualifications of the firm
3. Portfolio of similar past work
4. Project activities and timeline
5. Budget

B. Compensation

CAP's estimated allotted project budget for comprehensive services is in the \$13,000 range. CAP will not reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation. Proposal submittal costs in conjunction with this RFP shall be borne by the submitting firm.

C. Equal Opportunity Statement

CAP is an equal opportunity employer and will select a consultant without regard to age, disability, religion, creed or belief, political affiliation, race, sex or ethnicity.

V. Supplemental Information

Due Date: Proposal must be received by Friday, October 14, 2016.