Central Atlanta Progress
2012 Annual Report

Creative Design Services
Request for Proposal

December 6, 2011

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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.

In 2011, CAP continued its legacy of civic leadership through investment and involvement in infrastructure projects including the Atlanta Streetcar, the Multi-Modal Passenger Terminal (MMPT) project, the I-75/85 Connector Transformation Project, the Atlanta Better Buildings Challenge and much more.

CAP is seeking the services of one or more graphic design firm(s) to develop a design concept and provide art direction for its 2012 Annual Report.

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 helps to tackle negative perceptions that exist about Downtown as well as promoting 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

I. Provide consultation, brainstorming and research services related to the design concept
II. Develop design plan and timeline for all deliverables
III. Provide 2-3 initial design concepts (including a cover and one spread)
IV. Provide headline development, copywriting and copyediting
V. Provide layout, typesetting, and final design of the Annual Report

B. Anticipated Schedule

- Friday, December 9, 2011: RFP Issued
- Friday, January 6, 2012: Proposals Due by 4:30 PM
- Friday, January 13, 2012: Successful Bidder Notified
- Wednesday, January 18, 2012: Contract Signed
- Wednesday, February 29, 2012: All Deliverables Due by 4:30 PM

III. Submission Requirements

Proposals shall include the following sections:

A. Organizational Overview
B. Project Understanding/Scope
C. Client Services and Partnership
D. Budget and Fees
E. 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.
III. Provide the firm's organizational structure, together with the number of full-time, part-time and contract employees. List any contractors or third-parties which will be potentially involved in providing services.

B. Project Understanding/Scope

Demonstrate an understanding of the project, including details of CAP/ADID's mission and history, initiatives and importance to Downtown Atlanta. 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

I. Describe in detail the team that will be involved on a day-to-day basis.
II. Describe each person's role. Provide a biography for key individuals, including tenure with the company.

D. Budget and Fees

Include the firm's proposed budget and fees. 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. References will not be contacted prior to an on-site presentation.
II. Statement of experience detailing a minimum of <u>three</u> recent, relevant projects in similar conditions. Summaries should include a narrative on the projects, the associated fees, and references. In addition, please provide a history of the firm's experience working with projects of similar size and scope.

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

Project budget should not exceed $9,000 for design and copywriting. Include a list of items that can be provided on a *pro bono* basis. 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

A. **Due Date:** Two copies of the proposal must be received by January 6, 2012

B. Contact

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