



## **Edgewater Annual Report Design**

**Request for Proposal by: Friday January 27, 2023, at 5 p.m.**

### **Project Summary:**

The Edgewater Chamber of Commerce (ECC) is seeking the services of a graphic design contractor to create an Annual Report for the ECC and Special Service Area (SSA) #26. We intend for this report to be an appealing, easy to read, and graphically rich document that encompasses and profiles what the ECC and SSA #26 accomplished in 2022. The report should work as both an online and printed piece. The outline will include the following items:

- Introductory message
  - Letter to Members, Businesses and Partners from Executive Director
  - Map of Edgewater and SSA #26 (can be combined)
- Introduce staff, ECC Board of Directors, SSA #26 Commission, and EDC Board
  - Include committees
- An overview of ECC services and programs (presented in timeline format)
  - Events
  - Professional business photographs
  - RPM marketing for businesses
- An overview of SSA #26 services and programs (presented in timeline format)
  - Quick facts about SSAs and how they work
  - Rebates/Grants
  - Clean & Green services
  - Holiday decorations
  - Events
- Budget information for both the ECC and SSA #26
  - Where are we allocating funds?
    - Breakdown of ECC spending
    - Breakdown of SSA #26 spending by category

- Business Attraction/Retention
  - Showcase statistics regarding business openings and lack of business closings
- Support
  - Acknowledge sponsors, contributors, and partners
  - Membership information
- Example Content - [2020 Annual Report](#)  
[2021 Annual Report](#)

### **Scope of Work:**

SSA will Provide:

1. Data
2. General text
3. Photos
4. Detailed outline
5. Creative direction

Contractor will Provide:

1. Graphics/graphs to depict annual report information
2. Layout design
3. Editing/ some copywriting/ final document text
4. Photo editing

### **RFP Requests:**

Please submit examples of your work, a general proposal for this project, as well as a project scope and quote by Friday, January 6, 2023. Quotes should include cost of report design from start to finish, number of edits allowed, printing, and mailing for 500 physical copies. For budgeting purposes, the design should be a self-mailer with an approximate size of 6x9 and up to 24 pages. The maximum **budget for this project is \$4,500**. We will review all proposals and make a final decision by Friday, February 3, 2023.

### **Recommended Timeline:**

- Proposals due Friday, January 27, 2023
- Final decision and notification by Friday, February 3, 2023
- Draft due Monday, February 24, 2022
- Final printing/ mailing of 500 physical copies due Monday, March 20, 2023

Proposals are due by Friday, January 27, 2023, at 5:00 pm. No late proposals will be accepted. Please submit your proposal or direct inquiries regarding the Edgewater Annual Report to Lynn Kardasz at [Lynn@edgewater.org](mailto:Lynn@edgewater.org) or 773-561-6000.