



Edgewater Chamber of Commerce

Design Guidelines for Small Business and Historic Corridor Facades RFP

The Edgewater Chamber of Commerce (ECC), the sole service provider for Special Service Area #26 (SSA #26), seeks a qualified Graphic Designer to create technical, visually compelling design guidelines and standards for the built environment within the Edgewater retail corridors.

Design Guidelines and Standards will give advice about how to treat defining features in the central business district so that its overall "look and feel" remains an asset to the community. The Design Guidelines will address topics such as signage, awnings, windows, facades, lighting, and information on the Bryn Mawr Historic District. The contractor will supply the guidelines ready to print and upload to the ECC website. The RFP responses are due by Monday, February 6, 2023, at noon, 12 p.m. No late responses will be accepted.

The Project Manager will provide:

1. Introduction - Chamber
2. Guidelines with regulatory information
3. Storefront design tips
4. Design guidelines (regulations and recommendations)
 - a. Signs
 - b. Awnings
 - c. Windows
 - d. Façade & exterior
 - e. Lighting
5. Bryn Mawr Historic Corridor Guidelines
6. Permitting and zoning information
 - a. City information
7. Corridor and brand standards (ECC will provide color palettes and logo)
8. Financing and programs to assist
 - a. City programs
 - b. SSA Information
 - c. Map of Edgewater
 - d. Map of SSA
9. Photos
10. Fonts and Logos
11. Creative Direction
12. Samples of other Guidelines

Graphic Designer will provide:

1. Graphic design
2. Layout – Please provide 2 concepts
 - a. Number of pages; approximately 15 to 20
 - b. Size of document should be printable from any computer (8.5x11)
3. Editing/ some copywriting/ final document text
4. Photo editing – 8 to 15 images
5. Illustrations to visualize standard of sizes in relation to storefront
6. All files ready for print and to digitally upload to website and mobile

The graphic designer should understand technical writing and how to illustrate information that is easy to read and in an understandable format that best represents the Edgewater Chamber of Commerce. The response to this RFP is due by Monday, January 30, 2023, at 5 p.m. Please include in your response samples of technical writing and illustrations, quantity of edits allowed, and complete budget. Below is the proposed schedule and is subject to change.

POA	Deliverable	Dates or Timeframe
	Proposal Due Date	January 30, 2023 5pm
	Project Kick Off-ECC provides designer information	Feb 13, 2023 10am
	2 concepts due to ECC	February 23, 2023
	Concept Chosen, Designer notified to begin work	February 28, 2023
	1st draft due from Designer	March 15, 2023
	Edits due back from ECC	March 20, 2023
	2nd Draft Due to ECC	April 3, 2023
	2nd Draft Edits due back from ECC	April 10, 2023
	Final Product delivered print, digital, mobile	April 17, 2023 5pm

Response must include the following:

1. **Qualifications:** List the physical address, name, email and phone number for person(s) responsible for proposal submission and work. Statement of qualifications should include respondent's background, number of years of experience, management, unique capabilities.
2. **Pricing:** Include fees, including edit quantity, and please note fees for additional hours provided on an "as needed" basis to complete the task.
3. **Optional Services:** In addition to what has been requested in this RFP the respondent may provide optional services and provide the cost for each.
4. **References:** Three references of similar size and scope including dates of projects. Please provide contact information and type of work completed for client, i.e., brochure, technical document, marketing materials, etc. and provide the completed work.

To receive consideration, proposals and samples must be submitted digitally (PDF) to Lynn Kardasz at Lynn@edgewater.org. Responses are due by noon, 12 pm on, February 6, 2023. Contract awardee will be notified by February 10, 2023. No late response SSA #26 reserves the right to request additional information after receipt of responses. Please call Lynn Kardasz at 773-561-6000 with any questions.