

Graphic Design, Web Developer, and Branding Best Practice Firm Request for Proposal

Background & Mission Statement

Lower Manhattan Cultural Council (LMCC), a 501(c)(3) nonprofit, has been a leading voice for arts and culture Downtown and throughout New York City for nearly 40 years, producing cultural events and promoting the arts through grants, services, advocacy, and cultural development programs. LMCC is dedicated to making Manhattan a thriving center of arts activity with relevance to the arts community worldwide and we do this through a range of grants, cultural programs and advocacy. In addition to our organizational mission, LMCC has outlined the following core strategies:

- Address challenges faced by individual artists and small arts organizations across New York City
- Serve emerging artists and small arts organizations across the borough of Manhattan
- Provide access for audiences to all artistic disciplines in alternative, free-to-the-public settings
- Make Lower Manhattan a key destination point for experiencing New York City's cultural diversity
- Demonstrate how the arts play an important role in economic vitality

LMCC's work is built on the premise that visionary cultural initiatives can lead to sustainable community development and transform the quantity and quality of opportunities available to artists working in the cultural sector, if those initiatives align with the distinctive features of a neighborhood, find support from both public and private sectors, and strategically engage partnerships across industries. The organization continues to pioneer a unique model of partnering with neighboring organizations, corporations, government agencies, and real estate entities to activate local buildings, parks, and plazas, providing new opportunities for emerging and established artists to create and present their work, gain exposure to new audiences, and develop a dialogue with local communities.

- Since inception, LMCC has served the community by presenting and producing free public programming that explores myriad topics in diverse locations throughout Lower Manhattan
- Over the past decade LMCC has supported more than 2,000 artists and arts groups across the borough of Manhattan with community arts grants and fostered the careers of more than 2,800 artists through our various professional development, residency, and public programs.
- Between 2004 and 2008, LMCC provided donated space, technical assistance and \$3.9 million in grants for capital, marketing and public programming projects to organizations south of Houston through our *Downtown Cultural Grants Initiative*.
- In 2010, LMCC created the first Arts Center on Governors Island in order to address the well-documented need for creative workspace in New York City. Since opening, more than 100 visual and performing artists have had studio space on the island to develop new projects and more than 30,000 members of the public have visited our gallery.
- In 2011, LMCC took over as the lead producer of River To River. As one of the original founding partners, LMCC understands the importance the Festival has played in the revitalization of Lower Manhattan over the past decade, and we are working to transform the structure and content of the Festival to meet the changing needs of this now dynamic 24/7 neighborhood and its increasing residential, worker, and tourist populations.

The Assignment

LMCC seeks a Design/Developer Firm (the "Firm") to execute a redesign of LMCC's website as well as digital, onsite, and print designs for the organization's sub-brands and 2013 programs. The Firm will also create a best-practices framework for maintaining and improving LMCC's brand over time.

LMCC activities outlined in this RFP are funded by the Lower Manhattan Development Corporation (LMDC), which programs are funded through a Community Development Block Grant (CDBG) from United States Department of Housing and Urban Development (HUD).

The Firm should have an understanding of the non-profit arts sector and contemporary art/performance, as well as in-depth knowledge of Drupal software, and digital, onsite, and print design best practices. Experience working on collateral that includes multiple corporate logos and is used to brand live events is essential.

The Firm will work closely with the Institutional Advancement (IA) department to develop and execute all graphic representations – digital, onsite, and print – for LMCC as a whole and its sub-brands associated with particular programs for the 2013 communications campaign. LMCC promotes and brands its activities through a variety of channels including: website, e-newsletters, social media, online, print and transit advertising, as well as onsite signage and environmental design. The Firm will be contracted to:

- Conduct external research for insight into brand positioning.
- Develop a unified graphic look for LMCC and its sub-brands based on current LMCC logo and brand strategy brief provided by Institutional Advancement.
- Develop and execute a website redesign for LMCC and optimize and improve current River To River website.
- Develop graphic representations necessary to any communications tactics (web, e-blast, social media, letterhead, postcard, program, etc.) as identified for each promotional campaign.
- Provide in-house team with graphic representations that are flexible and adaptable for use across all media.
- Provide necessary web training to in-house staff for day-to-day maintenance and content additions for website.
- Provide LMCC with a best practices framework for maintaining and improving LMCC's Branding, Design, and Website strategies, tactics, and tools.

This project has a stated Minority- and Women-Owned Business Enterprise (M/WBE) goal of 20% participation (which both LMCC as the Subrecipient and all subcontractors will abide by when able and where applicable).

Details of Assignment

1. Branding

- Develop brand profile assessment briefing on LMCC – i.e. SWOT analysis from Graphic Design and Web-interface messaging and usability perspectives.
- Design graphic identity and outline usage-strategies for LMCC's sub-brands and products.
 - a. Manhattan Community Arts Grants - LMCC's City and State regrant programs: MCAF, The Fund, Creative Curricula
 - b. Artist Services – LMCC's Professional Development programs: ASI, BFA, MFA, + 2 TBD
 - c. Artist Residencies – LMCC's studio programs for artists: Workspace, Swing Space, Process Space, Paris Residency, SPARC, etc.
 - d. Public Programs – Open Studio Weekends, LentSpace, Access Restricted/Open Salons, River To River Festival

2. Website (LMCC.net and RiverToRiverNYC.com)

To design and implement the following updates to the websites.

- LMCC.net
 - a. Redesign entire site – including revised GUI concepts and functionality to improve user experience, incorporate a more dynamic interface, simplify architecture to ease maintenance by in-house staff, and improve optimization to increase lead generations/"sales"
 - b. Carry design updates and core messaging through to e-newsletter, social media sites Facebook, Twitter, You Tube, and Flickr.
 - c. Build an archive of all past LMCC activities and initiatives

- d. Create an optimized mobile version of the site and ensure all updates are compatible with the mobile-friendly version
 - e. Create a media room with access to high resolution media assets through a password
 - f. Develop an Interactive Map, which layers the LMCC's activities and other Downtown Cultural partner venues onto the Downtown Alliance's map of the surrounding businesses and tourist attractions
 - g. Build a user-friendly calendar of LMCC-related events
 - h. Identify ways to include a blog and social media updates on the homepage
- RiverToRiverNYC.com
 - i. Re-design site architecture to improve user experience, ease maintenance by in-house staff, and improve optimization to increase lead generations/"sales"
 - j. Develop an Interactive Map, which layers the R2R venues onto the Downtown Alliance's map of the surrounding businesses and tourist attractions
 - k. Build a multi-view calendar, which allows visitors to browse events in different modes
 - l. Create additional pages to support LMCC's efforts with corporate partners, including for example, a Plan Your Visit page promoting hotel and hospitality partners
 - m. Develop a browsable format for the program guide online
 - n. Create a media room with access to high resolution media assets through a password
 - o. Build an archive of all past Festival material
 - p. Create a "What's Happening Today" section on the homepage for easy knowledge of daily events
 - q. Explore and identify ways to include a blog and social media updates on the homepage
 - r. Build better video and photo platforms for sharing documentation
 - s. Carry design updates through to e-newsletter, social media sites Facebook, Twitter, YouTube, Pinterest, and Flickr.
 - t. Create an optimized mobile version of the site and ensure all updates are compatible with the mobile-friendly version of the site

3. Marketing Collateral component

To design and oversee publication/printing of the following collateral:

LMCC

- 40th anniversary Report
- Sustainability Framework Report

Grants & Services

- Digital Collateral (for web, eblast, and social media)
- Postcards
- Document Templates for PD workbooks etc.
- Signage

Residencies

- Digital Collateral (for web, eblast, and social media)
- Signage

Public Programs

Downtown Dinner & Auction

- Digital Collateral (for web, eblast, and social media)
- Print Invitations
- Print Programs
- Signage

Open Studio Weekends (4)

- Digital Collateral (for web, eblast, and social media)

- Postcards
- Print Programs
- Signage

Access Restricted / Open Salons

- Digital Collateral (for web, eblast, and social media)
- Postcards
- Print Programs
- Signage

LentSpace / Arts East River Waterfront

- Digital Collateral (for web, eblast, and social media)
- Postcards
- Print Programs
- Signage

River To River

- Digital Collateral (for web, eblast, and social media)
- **Program guide:** including festival's full program, map, images, and sponsor elements.
- **Print, Transit, Outdoor, Broadcast and Online Advertising (does not include media placement or negotiation):** Advertising tends to run for 4-6 weeks in black & white and color in the following outlets:
 - o Two-three (2-3) print magazines/newspapers
 - o Seven (7) transit and outdoor locations requiring posters in various dimensions
 - o Six to Ten (6-10) online magazines, newspaper, blogs and TV broadcast channels (preferably dynamic advertising)
- **Onsite Signage and Environmental Designs (do not include production costs):** River To River takes place at more than 25 sites throughout Lower Manhattan requiring flexible and movable signage that clearly demarcates each site for both intentional and accidental audience members. Certain sites require large-scale stage signage including but not limited to pediment, back drop and side stage banners, however most sites require moveable, flexible markers that innovatively brand the locations as a "Festival site".
- **Partner templates:** Partner material templates that frame their artwork and provide a location for them to include any additional necessary logos.
- Print and digital/mobile programs

4. Best Practices Framework

Manual for use by LMCC staff and partners that outlines a framework of branding best-practices and tactics that can be implemented by small-to-mid-sized non-profit arts organizations, with limited budgets serving a diversity of constituents, via numerous marketing vehicles. More than a style guide, this document should be able to serve as a learning tool and reference for LMCC staff executing the organization's brand marketing and communications efforts in the long term, and enable LMCC to disseminate transferable practices to its partners.

For all elements of the scope of work, we are looking for a design firm that is flexible, responsive and able to deal quickly with any technical problems that may arise quickly and efficiently.

Proposal Requirements

- Please provide a detailed budget estimate for fees, including costs for website design and production; print design costs per item (do not include print costs), and any other out-of-pocket costs. This estimate can be in the form of a monthly retainer or as a project fee (based upon the possible scope(s) of work indicated above); if you choose to provide a project fee, please break it out by deliverable.

- A statement of qualifications with examples of experience designing and building websites and/or print work as well as an outline of how you intend to work, who the team members would be (i.e. what is the structure of the team) were you awarded this contract.
- A plan to meet or exceed a Minority- and Women-Owned Business Enterprise (M/WBE) goal of 20% participation in the project.
- Sample(s) of pertinent previous work.
- A resume/CV of experience.
- Three letters of reference from previous clients, including contact information.

Proposals must be received no later than **5:00PM, Friday, November 16, 2012.**

Please submit completed proposals to:

Ariel Phillips
 Development Associate
 Lower Manhattan Cultural Council
 125 Maiden Lane, 2nd Floor
 New York, NY 10038
 RFP [at] lmcc.net

Terms Governing This RFP

LMCC will select the Proposal, which, in their sole judgment, most successfully demonstrates the necessary qualities to undertake the project, offers most favorable financial terms, and best meets the other needs and goals of the Festival. LMCC reserves the full right to reject all proposals if it so chooses. LMCC will not pay any costs incurred in response to this Request.

Let it be known by all person(s) who respond to this RFP that the work to be performed under contract with LMCC is for a project assisted under a program providing Federal financial assistance from HUD and is subject to the requirements of Section 3 of the Housing and Urban Development Act of 1968, as amended (12 U.S.C. § 1701). *Please refer to our website for details.*

Important Contractual Provisions

This project has a stated M/WBE goal of 20% participation (which both LMCC as the Subrecipient and all subcontractors will abide by when able and where applicable).

According to Section X.D.2.c. of the Subrecipient Agreement, LMCC must include the following provisions in any private vendor subcontracts executed in the performance of the Subrecipient Agreement. Please be aware that this includes all agreements between consultants and their respective sub-consultants. See below for relevant provisions.

List of Required Terms

- VII.A. General Compliance
- VII.C. Hold Harmless
- VII.D. Workers' Compensation
- VII.E. Insurance and Bonding
 - VII.E.1 Commercial General Liability Insurance
 - VII.E.2 Automobile Liability and Property Damage Insurance
 - VII.E.3 Workers' Compensation
 - VII.E.4 Excess Liability Insurance
 - VII.E.5 Certificates of Insurance
- VII.F. Grantor/Grantee Recognition
- VII.H. Suspension or Termination
- VIII.B.2. Records Retention

- VIII.B.3. Personal Data
- VIII.B.4. Disclosure
- VIII.B.5. Property Records
- VIII.B.6. Close-Outs
- VIII.B.7 Audits and Inspections
- IX. RELOCATION, REAL PROPERTY ACQUISITION AND ONE-FOR-ONE HOUSING REPLACEMENT
- X. PERSONNEL AND PARTICIPANT CONDITIONS
 - X.A. Civil Rights
 - X.A.1. Compliance
 - X.A.2. Nondiscrimination
 - X.A.3. Land Covenants
 - X.A.4. Section 504
 - X.B. Affirmative Action
 - X.B.1. Compliance with E.O. 11246
 - X.B.2. M/WBE (Schedule C)
 - X.B.3. Access to Records
 - X.B.4. Notifications
 - X.B.5. EEO/AA Statement
 - X.B.6. Subcontract Provisions
 - X.C. Employment Restrictions
 - X.C.1. Prohibited Activity
 - X.C.2. Labor Standards (Davis-Bacon Act)
 - X.C.3. "Section 3" Clause
 - X.C.3.a. Compliance
 - X.C.3.b. Notifications
 - X.C.3.c. Subcontracts
 - X.C.3.d. Reporting. (Quarterly reports - Exhibit A-7)
 - X.C.4. September 11, 2001 Recovery
 - X.C.4.a. Compliance
 - X.C.4.b. Reporting. (Quarterly reports - Exhibit A-8)
 - X.D.3. Hatch Act
 - X.D.4. Conflict of Interest
 - X.D.5. Lobbying
 - X.D.6. Copyright
 - X.D.7. Religious Organization
- XI. ENVIRONMENTAL CONDITIONS
 - XI.A. Air and Water
 - XI.A.1 Clean Air Act, 42 U.S.C. § 7401, et seq.;
 - XI.A.2 Federal Water Pollution Control Act;
 - XI.A.3 Environmental Protection Agency ("EPA") regulations pursuant to 40 CFR Part 50, as amended.
 - XI.B. Flood Disaster Protection
 - XI.C. Lead-Based Paint
 - XI.D. Historic Preservation
 - XI.E. Environmental Performance Commitments

THANK YOU – We look forward to reviewing your proposal.